

LinkedIn

Tools for Job Search

Why Be On LinkedIn?

"Personal Branding"
"Reputation Management"

It's not what you know, or where you know, but who you know!

Tool #1: Profile

Make An Impact:

- Generic, not tailored
- Keywords for search
- 10/10 recruiters look when assessing job application

Tool #2: Connecting & Introductions

Connect with friends, family, classmates, (ex) colleagues

Get introduced to subject matter experts (SMEs) who can help you

Tool #3: Home Page

Thanks for listening

A recording of this webinar topic can be found at: <https://www.linkedin.com/learning/career-services-support-or-it-resume-review-essential>

Tool #4: Jobs

Use the "Jobs" section to find postings

Tools for Job Search

- Tool #1: Review and Skills
- Tool #2: Connecting and Introductions
- Tool #3: Home Page
- Tool #4: Jobs Page

Eric Pye
Manager, Member Services



CPA CHARTERED
PROFESSIONAL
ACCOUNTANT

LinkedIn

Tools for Job Search

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Manager, Member Services



CPA CHARTERED
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ACCOUNTANT

Why Be On LinkedIn?



"Personal Branding?"

"Reputation Management!"

It's not what you know, or who you know, but who knows what you know!

Tools for Job Search



Profile:

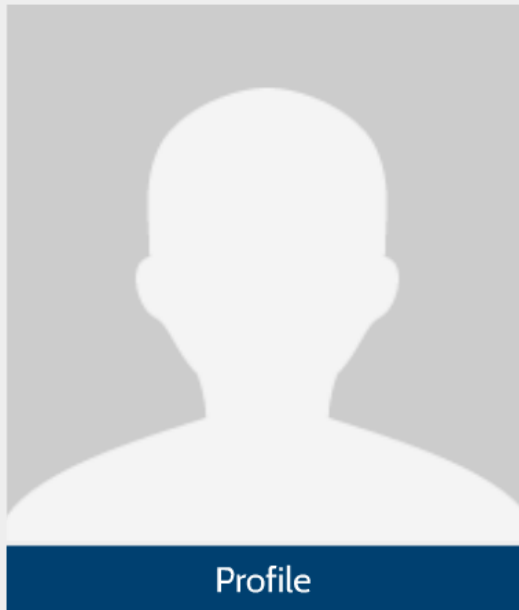
- Tool #1: Banner and Skills

Tools:

- Tool #2: Connecting and Introductions
- Tool #3: Home Page
- Tool #4: Jobs Page

Poll Question 1

Tool #1: Profile



Make An Impact:

- Generic, not tailored
- Keywords for search
- 19/20 recruiters look when assessing job application



Banner



Eric Pye

Career Advisor at CPA Alberta | Resumes | LinkedIn | Networking | Interviews | Workshop Facilitation

CPA Alberta • The University of Calgary

Calgary, Alberta, Canada • 500+ 

Not everyone knows what they want from their career, or how to land in their desired job or organization. I help clients make informed career choices, and network and market themselves into fulfilling employment. W... [See more](#)

What we see before scrolling
If it's good, we'll explore further



Photo: Professional, 14x more views

No: Party pic's, holiday pic's, drinks, selfies



Eric Pye

Career Advisor at CPA Alberta |
Resumes | LinkedIn | Networking |
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Headline

- Default = Job Title + Employer
- Highlight skills for impact
- 120 characters

Unemployed?

- No employer
- Avoid "Looking for New Opportunities"
- Branding! Add "Experienced"



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CPA Alberta • The University of Calgary

Calgary, Alberta, Canada • 500+

Not everyone knows what they want from their career, or how to land in their desired job or organization. I help clients make informed career choices, and network and market themselves into fulfilling employment. W... [See more](#)

Summary: Not too long (7-10 lines)

- First 2 lines (before "See more") most important!

Not everyone knows what they want from their career, or how to land in their desired job or organization. I help clients make informed career choices, and network and market themselves into fulfilling employment.

With a local and international career in coaching, recruitment, inter-cultural training and language teaching, along with education in Career Development, HR and Psychology, I help clients from varied backgrounds with job search strategy, networking, resumes and cover letters, interviews and career planning.

If you're a designated Accountant in Alberta, or student in one of the CPA professional programs, please reach out to me. I'd love to help you reach your employment and career goals! [See less](#)

- Short, use keywords (searchable)
- Build credibility with experience and education

Skills

Poll Question 2

Featured Skills & Endorsements

[Add a new skill](#)



Job Search Strate... · 45



Endorsed by Bob McIntosh, CPRW, MBTI, who is highly skilled at this



Endorsed by 3 of Eric's colleagues at CPA Alberta

Networking · 59



Endorsed by Bob McIntosh, CPRW, MBTI and 1 other who is highly skilled at this



Endorsed by 3 of Eric's colleagues at CPA Alberta

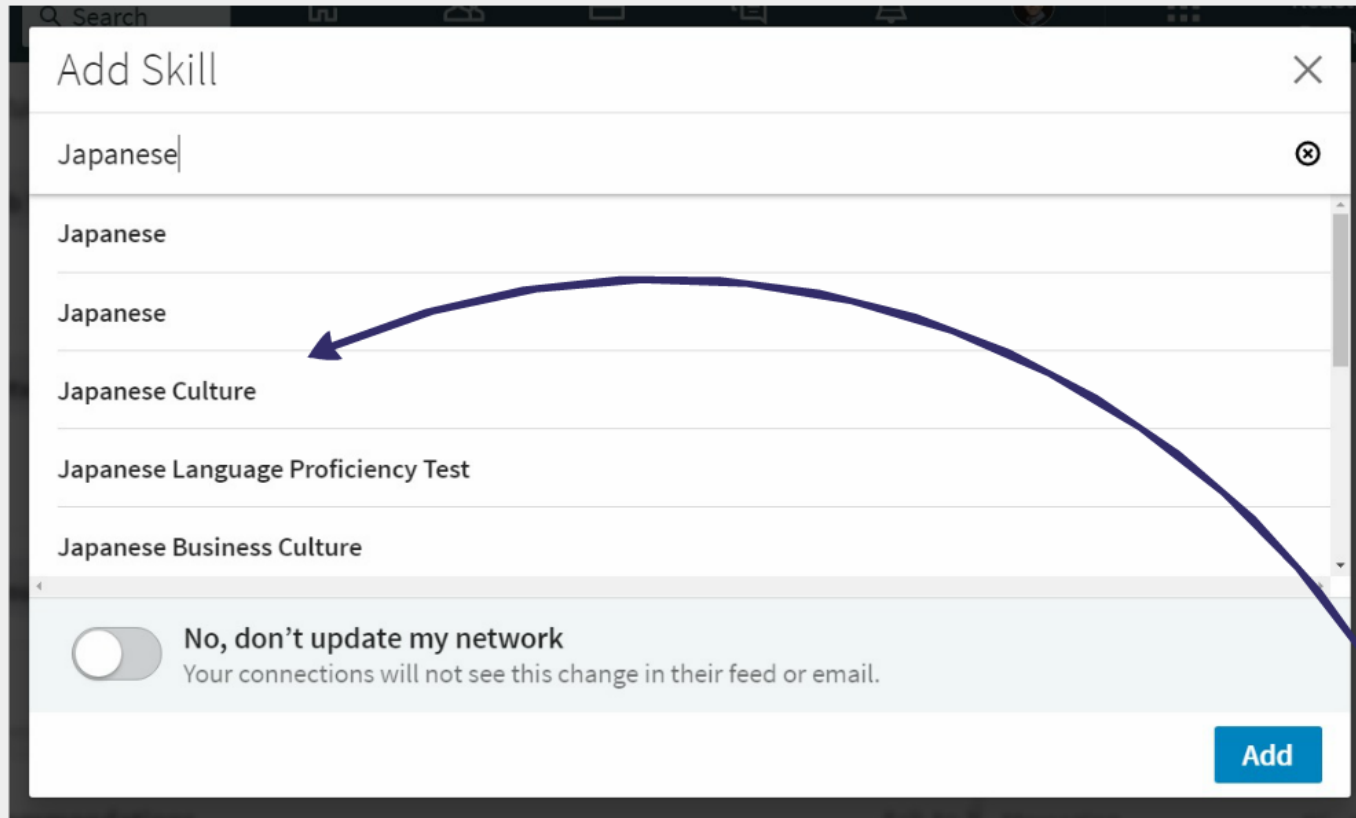
Resume · 16



Endorsed by 3 of Eric's colleagues at CPA Alberta

[View 46 more](#) ▾

Skills are searchable
Maximize number of skills (can have 50)
Top three skills highlighted



3 types: Technical, Soft and I.T.

Use suggested drop-down skill terms

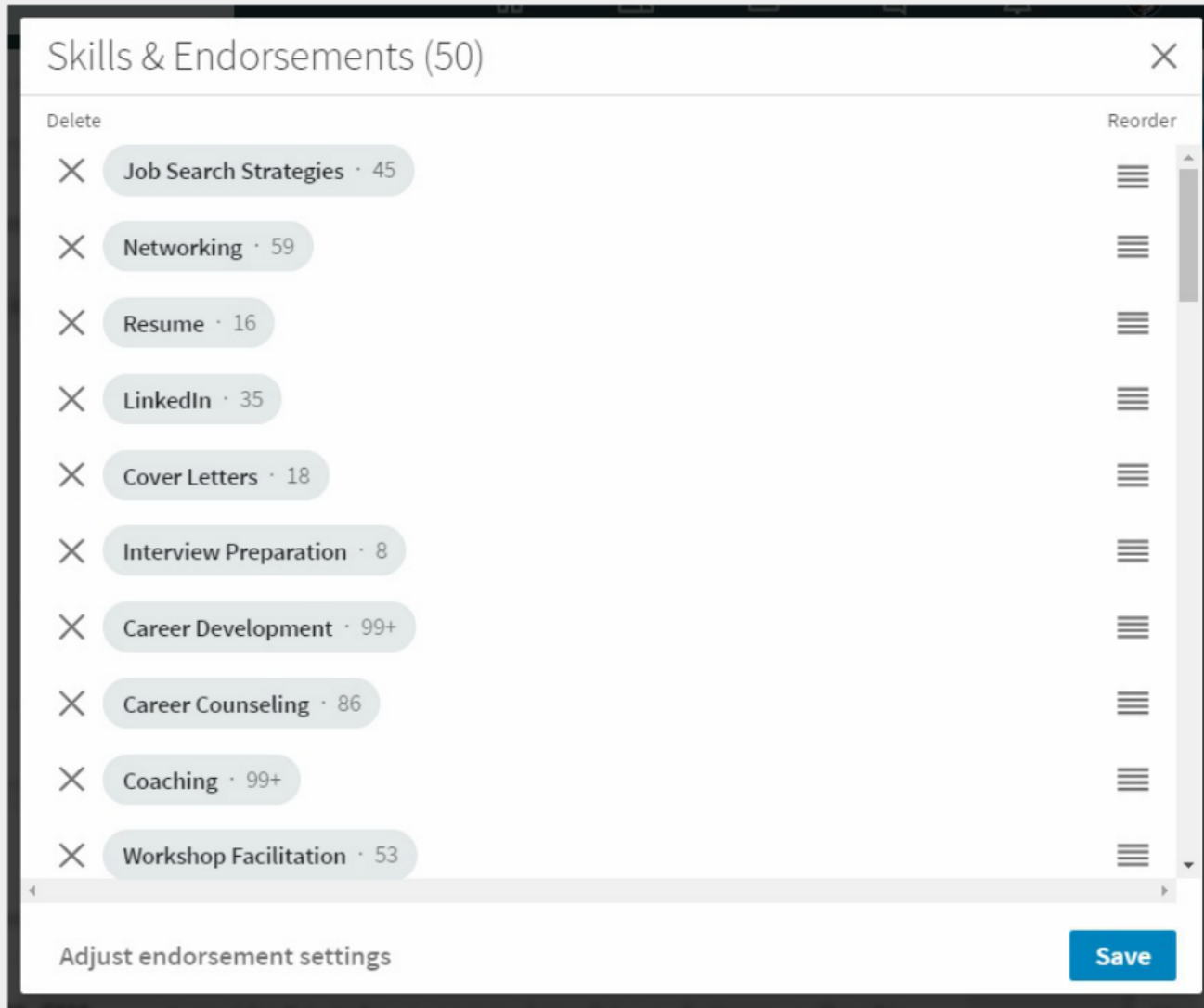
Turn off network updates

Skills & Endorsements (50) ×

Delete Reorder

- × Job Search Strategies · 45
- × Networking · 59
- × Resume · 16
- × LinkedIn · 35
- × Cover Letters · 18
- × Interview Preparation · 8
- × Career Development · 99+
- × Career Counseling · 86
- × Coaching · 99+
- × Workshop Facilitation · 53

Adjust endorsement settings Save

A screenshot of the LinkedIn 'Skills & Endorsements' interface. The window title is 'Skills & Endorsements (50)'. On the left, there is a 'Delete' section with a list of skills, each with an 'X' icon and a count: Job Search Strategies (45), Networking (59), Resume (16), LinkedIn (35), Cover Letters (18), Interview Preparation (8), Career Development (99+), Career Counseling (86), Coaching (99+), and Workshop Facilitation (53). On the right, there is a 'Reorder' section with a vertical list of nine horizontal menu icons. A blue arrow points from the bottom right of the image towards the 'Reorder' section. At the bottom of the window, there is a link 'Adjust endorsement settings' and a blue 'Save' button.

Reorder skills, prioritize Top-3

Featured Skills & Endorsements

[Add a new skill](#) 

Job Search Strate... · 45



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Endorsed by Bob McIntosh, CPRW, MBTI and 1 other who is highly skilled at this



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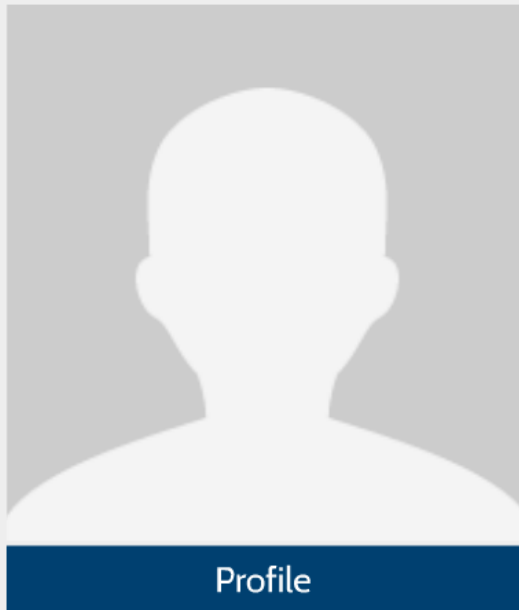


Endorsed by 3 of Eric's colleagues at CPA Alberta

[View 46 more](#) 

Skills are searchable
Maximize number of skills (can have 50)
Top three skills highlighted

Tool #1: Profile



Make An Impact:

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- 19/20 recruiters look when assessing job application



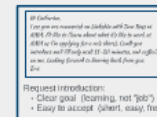
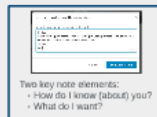
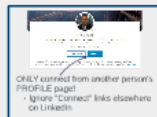
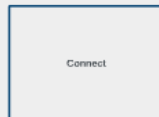
Tool #2: Connecting & Introductions



It's about People!

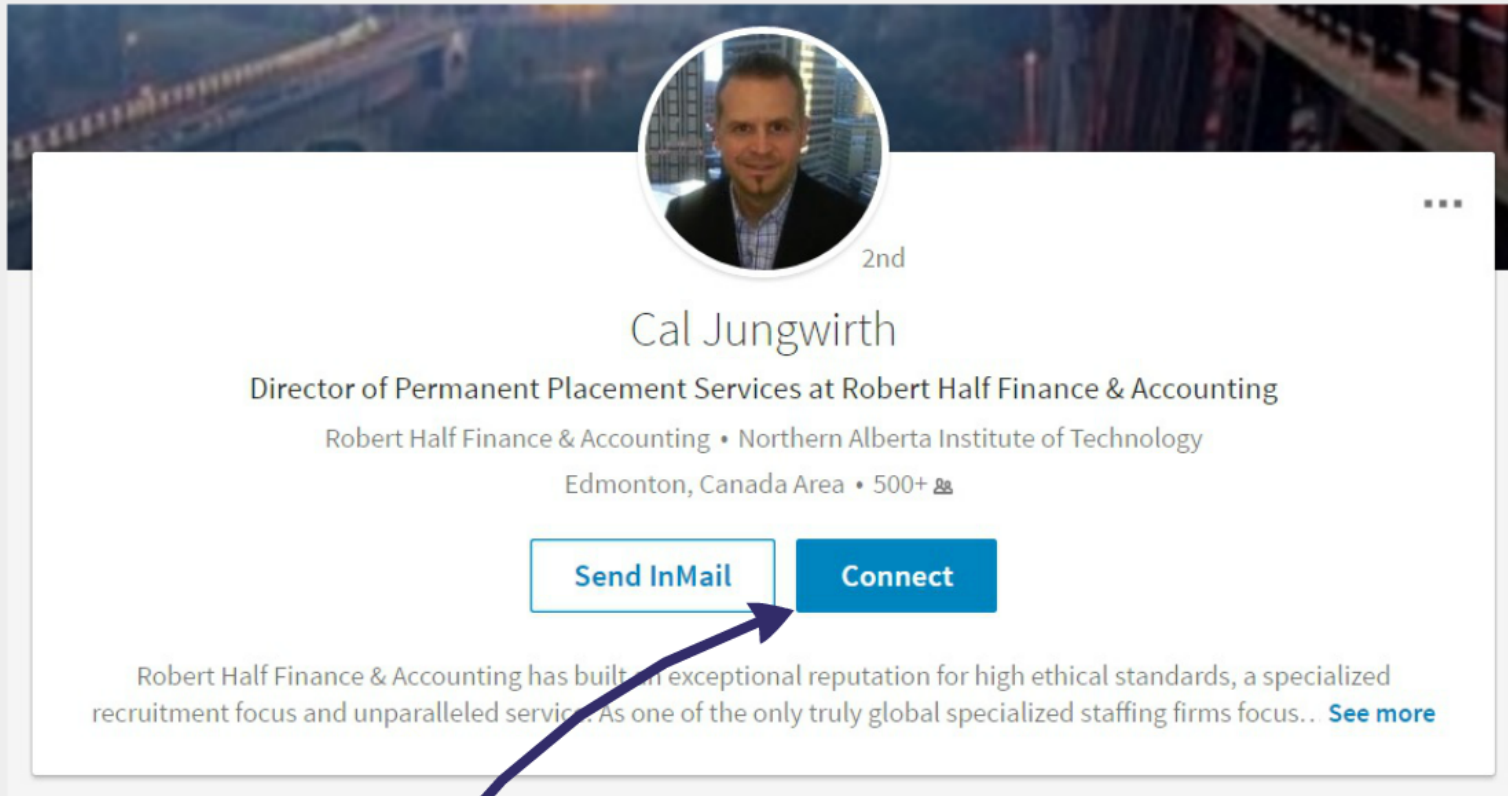
Connect with friends, family, classmates, (ex) colleagues

Get introduced to subject matter experts (SMEs) who can help you



Connect

Poll Question 3




2nd

Cal Jungwirth

Director of Permanent Placement Services at Robert Half Finance & Accounting

Robert Half Finance & Accounting • Northern Alberta Institute of Technology

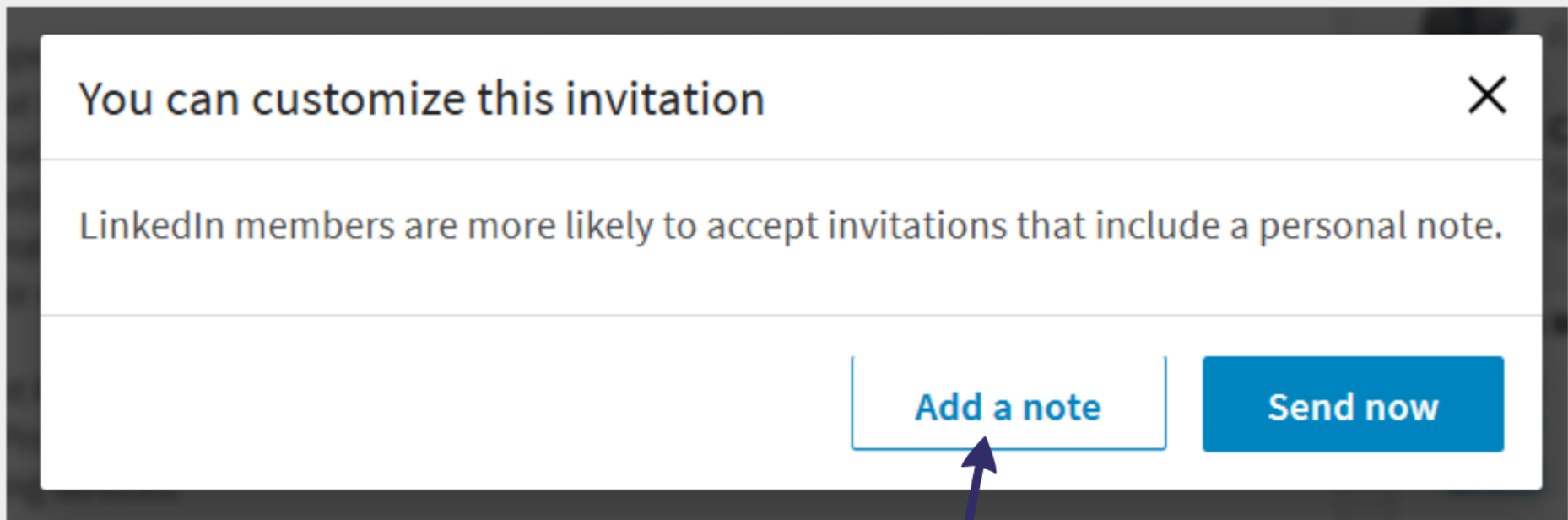
Edmonton, Canada Area • 500+ 

[Send InMail](#) [Connect](#)

Robert Half Finance & Accounting has built an exceptional reputation for high ethical standards, a specialized recruitment focus and unparalleled service. As one of the only truly global specialized staffing firms focus... [See more](#)

ONLY connect from another person's PROFILE page!

- Ignore "Connect" links elsewhere on LinkedIn



Always add a note!

- Many users ignore invites that aren't personalized

You can customize this invitation ✕

Include a personal message (optional):


Hi Cal,
Great meeting you at the CPA mixer last night. Let's go for coffee next time I'm in
Edmonton again, and connect here on LinkedIn.
Cheers,
Eric

150

Two key note elements:


- How do I know (about) you?
- What do I want?

Get introduced


Don Ross • 2nd
Chartered professional accountant and volunteer
Alberta Motor Association • Institute of Chartered Accountants of Alberta
Calgary, Canada Area • 441 

[Send InMail](#) [Connect](#)

Business experience - Founding Director, Officer and Shareholder of several junior to mid cap companies including Intensity Resources Ltd. (public - TSE), Amber Energy Ltd. (public - TSE), Tethys Energy Ltd., Encounter Energy Ltd. ...

[See more](#) 

Highlights

 **2 Mutual Connections**
You and Don both know Kent Hehr and Catherine Brownlee

Get introduced to SME who can help:

- Use mutual connections

Showing 2 results



Catherine Brownlee  • 1st

Connecting people globally.....Headhunter, Bird Dog, Unicorn Wrangler, Bridge Builder
Calgary, Canada Area



227 shared connections

[Message](#)



Kent Hehr • 1st

Minister of Sport and Persons with Disabilities
Calgary, Canada Area



96 shared connections

[Message](#)

Decide who will be most helpful

Hi Catherine,

I see you are connected on LinkedIn with Don Ross at AMA. I'd like to (learn about what it's like to work at AMA as I'm applying for a role there). Could you introduce me? I'll only need 15-20 minutes, and coffee's on me. Looking forward to hearing back from you.

Eric

Request introduction:

- Clear goal (learning, not "job")
- Easy to accept (short, easy, free)

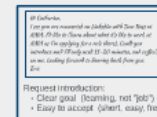
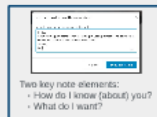
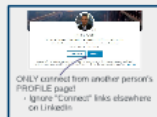
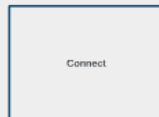
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Tool #3: Home Page



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Career Advisor at CPA Alberta | Resumes | LinkedIn | Networking | Interviews | Workshop Facilitation

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Who's viewed your profile


373
Views of your article

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 Write an article · 6 Drafts [Post](#)

Talent Pool Society  449 followers 9m




Why an ageing population might be good news for the economy <http://ow.ly/Di2o308Imot>




Percentage aged 60 years or older:
■ 30% or more
■ 10 to <30%
■ <10%


2025


Why an ageing population might be good news for the economy
weforum.org

 Like  Comment  Share


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 **Reduce Your Power Bill!**
Cheaper Power Rates for Homes and Businesses Throughout Alberta.

 **MS Organizational Change**
Master of Science degree from respected state university. Entirely online!

 **Royal Caribbean Cruises**
EXCLUSIVE Free Prepaid Gratuities!

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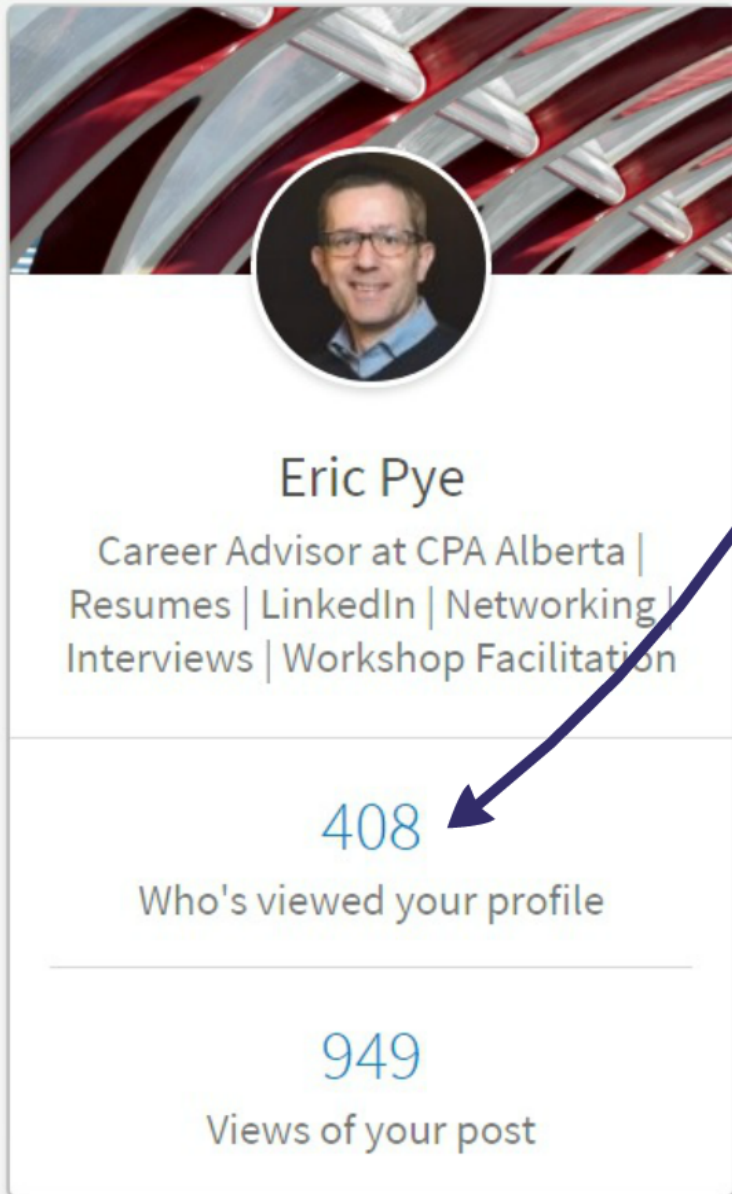
Use "Who's viewed your profile" to see who's shown interest in you

Someone you know, or recruiter? Connect with them, but remember... from their profile!

Connections benefit from your activity. Access daily, 15 minutes. Engage with content: Like, Comment, Share

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See who's shown interest in you













Eric Pye

Career Advisor at CPA Alberta |
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408
Who's viewed your profile

949
Views of your post

Who your viewers are

 410 profile viewers in the past 90 days -30% since last week	 Grace Liang • 1st Financial Accountant at Landmark Group of Companies Inc. 2h
 3 work at RECRUITMENT PARTNERS INC.	 Saif Nafea • 2nd Civil Engineer 22h You and Saif have 1 connection in common Connect
 7 work at CPA Alberta	 Larry Brownoff CPA, CA • 1st Director, Professional & Career Services at Chartered Professional Accountants of Alberta 1d
 6 work at Bow Valley College	 Arpita Parikh • 1st Human Resources Recruitment Administrator at Vecova Centre for Disability Services and Research (Vecova) 2d Arpita can introduce you to 3 people at Ply Gem Canada
 8 have job title Project Manager	 1 LinkedIn Member This person viewed your profile in Private Mode

Someone you know, or recruiter?

- Connect with them, but remember... from their profile!




Connections
benefit from
your activity

Access daily,
15 minutes

Engage with content:


- Like, Comment, Share

Tool #3: Home Page



[Home](#) [My Network](#) [Jobs](#) [Messaging](#) [Notifications](#) [Me](#) [More](#) [Try Premium for Free](#)


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Tool #4: Jobs

Accountant

Accountant

Senior Accountant

Staff Accountant

Certified Public Accountant

Assistant Accountant

Chartered Accountant

Chief Accountant

Management Accountant

Financial Accountant

Finance Accountant

Tax Accountant

Junior Accountant

Calgary, Alberta, Canada

Search

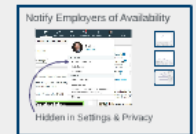
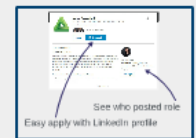
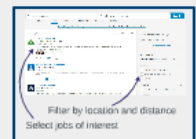
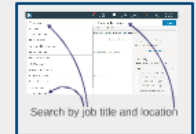
Sort by: Relevance

Distance within 25 mi (40km)

Location

- Calgary, Alberta, Canada (5236)
- Dalemead, Alberta, Canada (165)
- Airdrie, Alberta, Canada (129)
- Okotoks, Alberta, Canada (61)
- Cochrane, Alberta, Canada (42)

Create search alert



Use the "Jobs" section to find postings

The screenshot shows the LinkedIn job search interface. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Reactivate Premium. Below this, the search bar is active with the text "Accountant" and "Calgary, Alberta, Canada". A blue "Search" button is to the right. On the left, a dropdown menu lists various job titles: Accountant, Senior Accountant, Staff Accountant, Certified Public Accountant, Assistant Accountant, Chartered Accountant, Chief Accountant, Management Accountant, Financial Accountant, Finance Accountant, Tax Accountant, and Junior Accountant. On the right, there are filters for "Filter Jobs by" with "Distance within 25 mi (40km)" and a "Location" section with checkboxes for Calgary, Alberta, Canada (5236), Dalemead, Alberta, Canada (165), Airdrie, Alberta, Canada (129), Okotoks, Alberta, Canada (61), and Cochrane, Alberta, Canada (42). A "Create search alert" button is also visible. Two blue arrows originate from the bottom of the image: one points to the "Accountant" job title in the dropdown, and the other points to the "Calgary, Alberta, Canada" location in the search bar.

Search by job title and location

Junior Accountant

Calgary, Alberta, Canada

Search

Top People **Jobs** Posts Companies Groups Schools

Hiring Sonographers - Sonographers in Calgary or Edmonton. Oppt. to Grow! Relocation available Ad ...

Showing 4 results.

Sort by: Relevance



Junior Accountant

RECRUITMENT PARTNERS INC.

Calgary, Canada Area

Our client is looking for a Junior Accountant to join their team! Previous experience with general ledger account reconciliations would be an asset,



12 connections work here

2 weeks ago • Easy Apply



Senior Technical Accountant

Athene Consultants

Calgary, Alberta, Canada

Strong organization and planning skills with the ability to prioritize to meet deadlines. Advanced Microsoft Office skills.

3 days ago • Easy Apply



Junior Accountant

David Aplin Group

Calgary, CA

David Aplin Group, one of Canada's Best Managed Companies, has partnered with our client to recruit an Junior

Saved job searches • Manage

Jobs in T2S 0L5 Calgary, AB

Create search alert

Filter Jobs by

Distance within 25 mi (40km)

Location

Calgary, Alberta, Canada (3)

Dalemead, Alberta, Canada (1)

+ Add

Company

altis Human Resources (Altis HR) (1)

Athene Consultants (1)

Filter by location and distance

Select jobs of interest

Junior Accountant
RECRUITMENT PARTNERS INC. · Calgary, Canada Area
Posted 2 weeks ago · 462 views

12 connections work here

[Save](#) [Easy Apply](#)

Job description
JUNIOR ACCOUNTANT

Another exclusive opportunity brought to you by Recruitment Partners! Our client is looking for a **Junior Accountant** to join their team! You will grow as a professional being surrounded by a team of top performers. As a **Junior Accountant**, reporting directly to the Assistant Controller, you will be responsible for the accuracy and completeness of the accounts payable process.

Your success will be defined by your ability to:

- Ensure complete accuracy in data entry, vendor codes, document codes, balances, and payments.

See more ▾


Job posted by
Nicki Takhar CPA, CMA 1st
Recruitment Consultant at REC...
Calgary, Canada Area

[Message](#)

See who posted role


Easy apply with LinkedIn profile

Apply to RECRUITMENT PARTNERS INC. ✕

 **Eric Pye**
Career Advisor at CPA Alberta | Resumes | LinkedIn | Networking |
Interviews | Workshop Facilitation
Calgary, Alberta, Canada

Email

Phone

Resume (optional)
 [Browse files](#) to upload
Microsoft Word or PDF only (5MB)

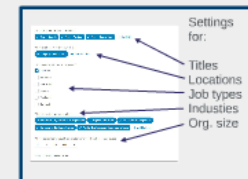
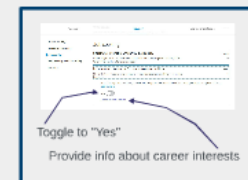
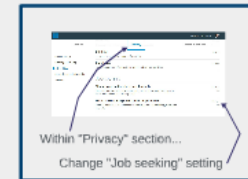
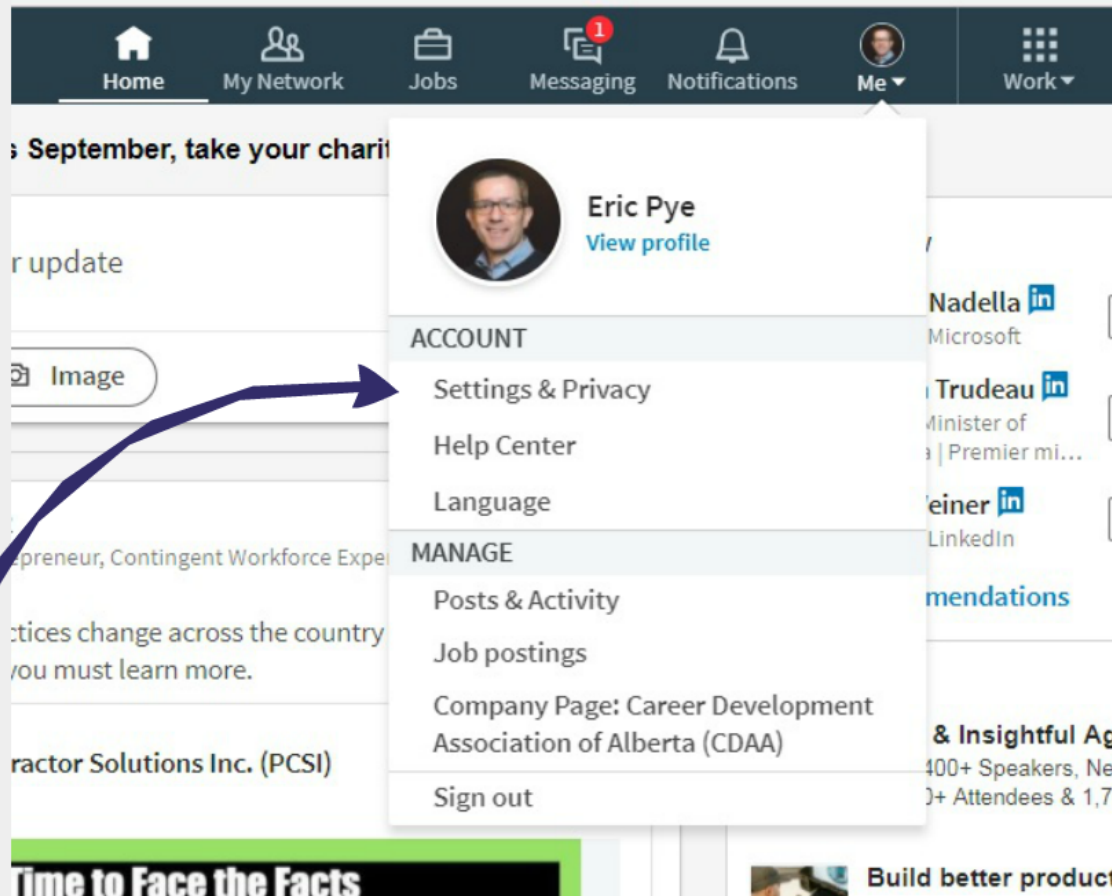
The job poster will get an email with your contact info and a link to your profile.
[Review profile](#)

Check contact details

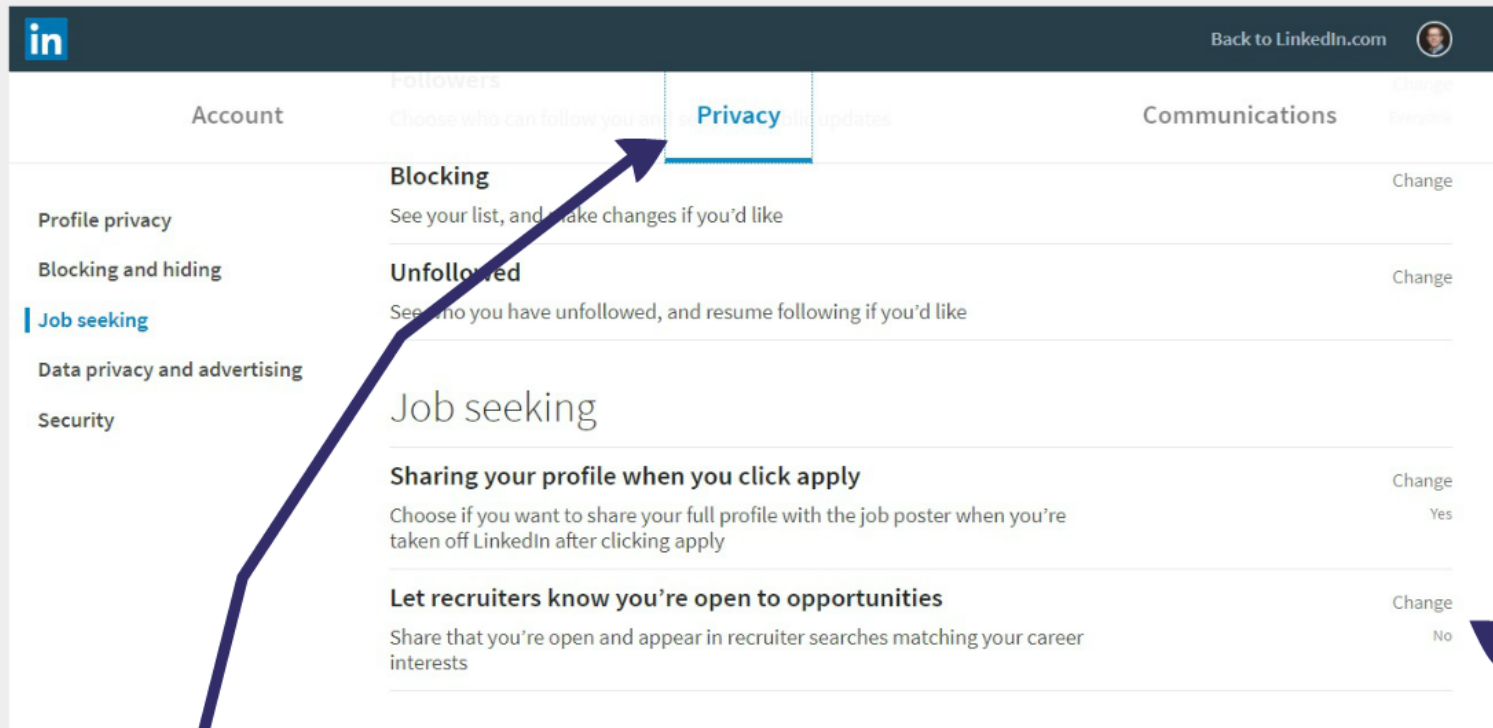
Upload resume and cover letter (optional)

Submit application

Notify Employers of Availability



Hidden in Settings & Privacy



Within "Privacy" section...

Change "Job seeking" setting

Account Unfollowed **Privacy** Communications Change

See who you have unfollowed, and resume following if you'd like

Profile privacy
Blocking and hiding
Job seeking
Data privacy and advertising
Security

Job seeking

Sharing your profile when you click apply Change
Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking apply Yes

Let recruiters know you're open to opportunities Close
Share that you're open and appear in recruiter searches matching your career interests No

We take steps not to show your current company that you're open, but can't guarantee complete privacy.
[Learn more](#)

No

[Update career interests](#)

Toggle to "Yes"

Provide info about career interests

Settings for:

Titles
Locations
Job types
Industries
Org. size

What job titles are you considering?

✓ Career Coach ✓ Career Advisor ✓ Career Consultant + Add title

What locations would you work in?

✓ Calgary, Canada Area + Add location

What types of jobs are you open to?

Full-time

Part-time

Internship

Remote

Freelance

Contract

Which industries do you prefer?

✓ Nonprofit Organization Management ✓ Higher Education ✓ Education Management

✓ Government Administration ✓ Public Relations and Communications + Add industry

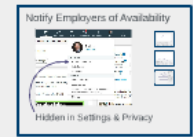
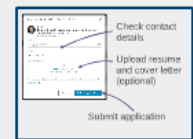
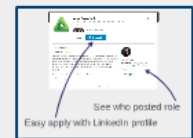
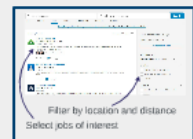
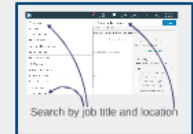
What size company would you like to work for? (Number of employees)

50 ▼ to 500 ▼

Hide company preferences ^

Tool #4: Jobs

The screenshot shows the LinkedIn Jobs section. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Reactivate Premium. Below this, the 'Jobs' section is active, showing a search bar with the location 'Calgary, Alberta, Canada' and a 'Search' button. A dropdown menu on the left lists various job titles: Accountant, Senior Accountant, Staff Accountant, Certified Public Accountant, Assistant Accountant, Chartered Accountant, Chief Accountant, Management Accountant, Financial Accountant, Finance Accountant, Tax Accountant, and Junior Accountant. The main content area displays a job listing for 'Accountants in Calgary and Edmonton. Come grow with us!' with a 'Sort by: Relevance' dropdown. On the right, there are filters for 'Distance within 25 mi (40km)' and a list of locations: Calgary, Alberta, Canada (5236), Dalemead, Alberta, Canada (165), Airdrie, Alberta, Canada (129), Okotoks, Alberta, Canada (61), and Cochrane, Alberta, Canada (42). A 'Create search alert' button is also visible.



Use the "Jobs" section to find postings

Thanks for listening



Eric Pye

A recording of this webinar topic can be found at:
jobs.cpaalberta.ca/articles.

For Career Services support or a resume review, email:
careerservices@cpaalberta.ca

Poll Question 4

LinkedIn

Tools for Job Search

Why Be On LinkedIn?

"Personal Branding"
"Reputation Management"

It's not what you know, or where you know, but who recommends you, that!

Tool #1: Profile

Make An Impact:

- Generic, not tailored
- Keywords for search
- 10/10 recruiters look when assessing job application

Tool #2: Connecting & Introductions

Connect with friends, family, classmates, (ex) colleagues

Get introduced to subject matter experts (SMEs) who can help you

Tool #3: Home Page

Thanks for listening

A recording of this webinar topic can be found at: jobs.spofairta.ca/infocites

For Career Services support or a resume review email: career@senior@spofairta.ca

Tool #4: Jobs

Use the "Jobs" section to find postings

Tools for Job Search

Profile

- Tool #1: Review and Skills

Tools

- Tool #2: Connecting and Introductions
- Tool #3: Home Page
- Tool #4: Jobs Page

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PROFESSIONAL
ACCOUNTANT