

International Citizen Days

Maximizing Job Search Success with LinkedIn and AI

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Sylvester & co
HR Management Consultant and AI Expert
International Citizen Days 2024

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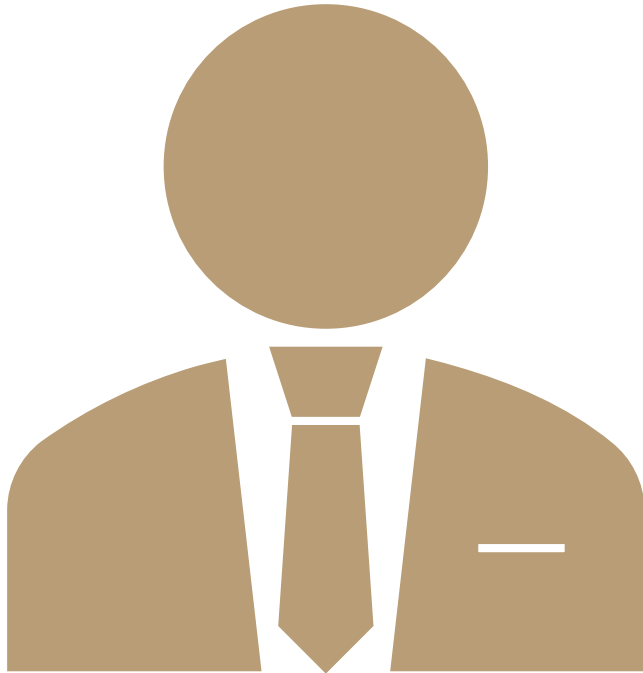
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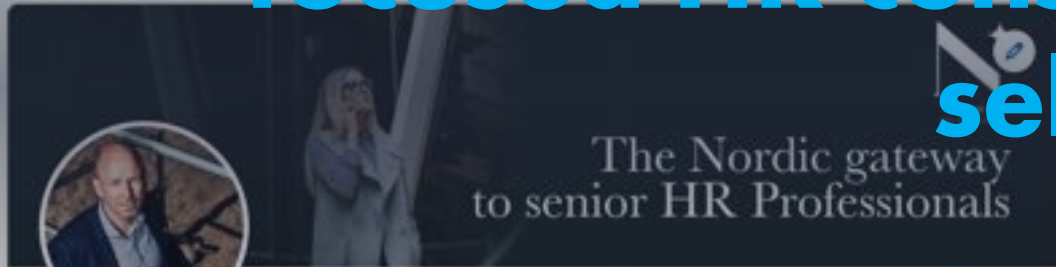


Introduction

- + **Welcome**
- **About Me:**
 - Background in HR, recruitment, and AI
- **Key Takeaway:**
 - *Discover how AI and LinkedIn can cut your job search time in half and significantly increase your chances of landing interviews.*



Over 25 years of experience in tech, SoMe, sales, management, business-focused HR consulting and search & selection



Christian Sylvester (Sylvester)
Founder @Nordic HR People and Sylvester & co | AI for HR & SALE - ChatGPT & BARD Prompt Engineer | Co-owner Jobposter - SoMe Job Campaigns | Recruitment & HR training | Bridging HR Professionals to #jobs | HR Management
København, Hovedstaden, Danmark · Kontaktoplysninger
A gateway to senior HR People
28.781 følgere · 500+ forbindelser

- Jobposter.
- Syddansk Universitet

Interesseret i Tilføj profilsektion Mere



Nordic Recruitment Day Conference
For the 8th consecutive year, Sylvester & co is organizing the largest recruitment conference in the Nordics. The conference will take place on September 14, 2018 in Copenhagen. We will present the latest international and Nordic recruitment trends. Please visit conference website: <http://www.sylvester-co.dk/en/conferences/nordic-recruitment-day-18>

Sylvester&co



Christian Sylvester HR Management Consultant

(Sylvester)

 Verificer nu

Founder @Nordic HR People and Sylvester & co | AI for HR & TA - ChatGPT & Gemini



AI Innovators Network Group



Syddansk Universitet



LinkedIn Member no. 431,472

- + In April 2004, I signed up and received LinkedIn Member number 431,472 and since then A LOT has happened with LinkedIn and online Job search and personal branding etc.

Part 1 - LinkedIn's Role in Modern Job Searching

+ LinkedIn as a Powerful Networking Tool

- Increase visibility with recruiters
- Optimize key profile elements:
 - **Headline**
 - **Summary**
 - **Experience**

+ Key Takeaway:

- *Boost your chances of being discovered by recruiters by up to 70% with a few simple profile adjustments.*

Building Your Personal Brand on LinkedIn

+ **Using AI-Driven Tools**

- Create a unique, professional brand
- Utilize LinkedIn SEO
 - Rank higher in recruiter searches

+ **Key Takeaway:**

- *Strengthen your online presence and attract more job opportunities by leveraging AI for LinkedIn optimization.*



Your jobsearch just entered a hole different ballgame!

GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

Q social media profile assistant

All Sylvester & co Workspace workspace

- Social Media Profile Assistant**
Helps enhance Linked In profiles for better visibility, SEO and impact.
By Christian Sylvester · 41
- Clarice**
Creative social media assistant for post suggestions and profile analysis
By Gabriel Neander · 10+
- Social Spark**
A social media profile optimization assistant, focusing on engagement and content.
By Michael Sala · 10+
- Food Truck Lineup**
The digital marketing assistant for your food truck! We help with SEO, Google Busi...
By Dillon Lara · 20+
- Profile Picture Scorer**
Meet your new best frenemy in the world of online image crafting! The Discerning ...
By community builder · 4

1 **I'm an HR assistant enhancing workplace culture.**
By Christian Sylvester · 9


2 **Optimizes recruitment strategies with AI-driven insights**
By Christian Sylvester · 9

Many relevant GPTs can help you develop your online business card a k a your LinkedIn Profile

How to utilize AI to rank higher in search results on LinkedIn



Social Media Profile Assistant

Af Christian Sylvester 

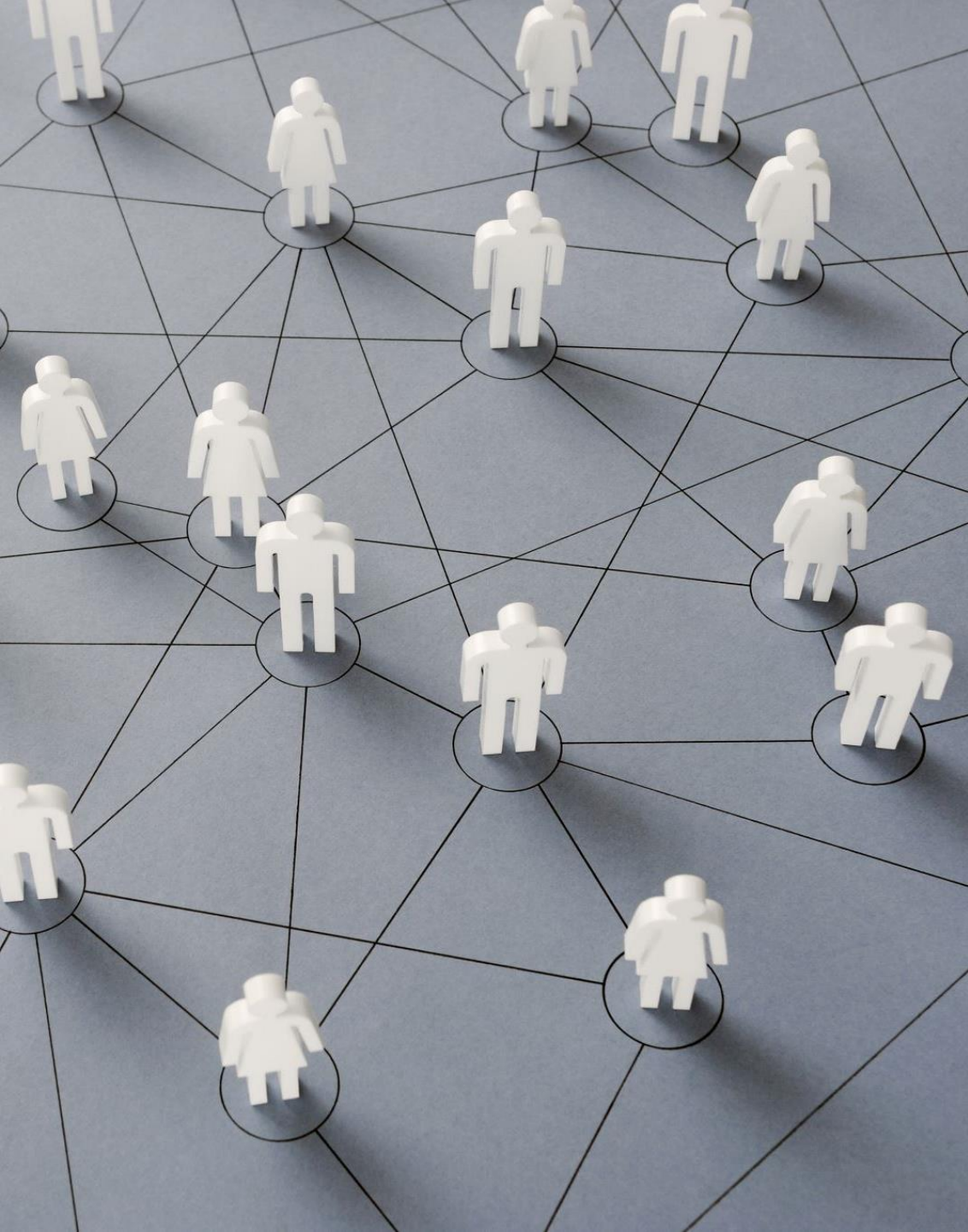
Helps enhance Linked In profiles for better visibility, SEO and impact.

How can I improve my LinkedIn headline?

What should I include in my LinkedIn summary?

Can you help me optimize my LinkedIn profile fo...

What are some tips for writing job descriptions on...



Networking Strategies

- + **Expanding Your Network**
 - Effective techniques to grow connections
 - Nurturing professional relationships
- + **Key Takeaway:**
 - *Networking on LinkedIn can increase your job offers by fivefold—learn the strategies to make it happen.*



Having the right LinkedIn network is paramount

- + When reaching out to strangers on LinkedIn, the people most likely to connect with you are:
 1. **People in the Same Industry:** Individuals who share your field of expertise or work in related industries are more likely to connect, as there's a common professional ground.
 2. **Mutual Connections:** If you have several connections in common, the person will feel more comfortable accepting your request, seeing you as part of their extended network.
 3. **Recruiters and HR Professionals:** They are generally open to expanding their network for talent acquisition and job opportunities, making them more receptive to connection requests.
 4. **Industry Influencers and Network Builders:** These individuals actively seek to grow their networks and engage with others for visibility and collaboration, increasing their likelihood of accepting requests from strangers.
 5. **Alumni or Shared Affiliation:** People who attended the same school, university, or are part of the same professional organization are often more willing to connect, even if they don't know you personally.



“Maximize Your LinkedIn Network: Unlock Greater Reach, Visibility, and Opportunities”

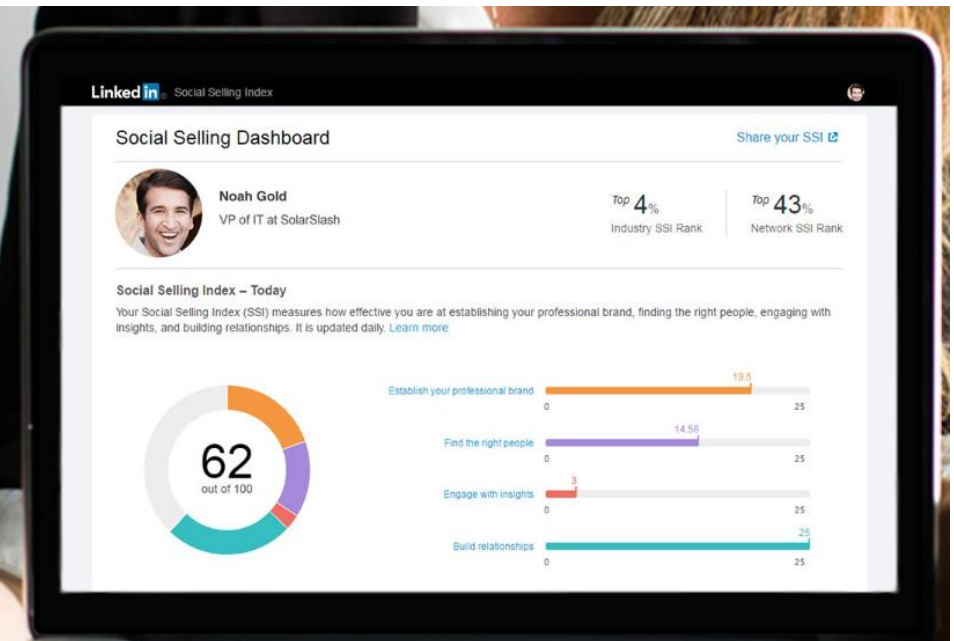
- Access to Candidates:** Connect with people with large networks to tap into their 2nd and 3rd-degree connections, expanding your reach for recruitment or business purposes.
- Increased Visibility:** Engage with large-network individuals to amplify your presence through their audience, boosting engagement and referrals.
- Leverage for Introductions:** Use influential connections to gain introductions to candidates, partners, or clients in their extended network.
- Active Engagement:** Regularly share and interact to stay visible and valuable, leading to more opportunities and connections.
- Diversify Your Network:** Connect with professionals across industries to broaden your perspectives and unlock unexpected opportunities.

Apply LinkedIn's SSI test (score)

Social Selling is about leveraging real-time insights
Increase your Social Selling Index score with B2B data from LinkedIn Sales Navigator

Get started free

Get your score



<https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index-ssi>

Four components of your score



21.025 | Establish your professional brand ⓘ



10.698 | Find the right people ⓘ



10.7 | Engage with insights ⓘ



25 | Build relationships ⓘ

People in your network



42
out of 100

People in your network have an **average SSI of 42.**

You rank in the **top 2%**

No change since last week

Part 2 - Optimizing CVs and Applications Using AI

+ Tailoring Your CV with AI

- Analyze job descriptions
- Match specific skills and keywords
- Pass Applicant Tracking Systems (ATS)

+ Key Takeaway:

- *Enhance your chances of passing ATS by up to 30% with AI-optimized CVs.*





Personalizing CVs and Cover Letters

+ **Live Demonstration**

- AI-generated resumes and cover letters
- Align with job postings and company culture

+ **Key Takeaway:**

- *Use AI to save time and increase your chances of securing an interview by tailoring applications with precision.*



ChatGPT



Part 3 - Leveraging ChatGPT for LinkedIn

+ Enhancing Your Profile and Engagement

- Rewrite your LinkedIn profile
- Create engaging posts
- Send personalized messages

+ Key Takeaway:

- *A well-optimized LinkedIn profile can lead to a 200% increase in recruiter outreach.*



Where knowledge begins

job sales Copenhagen

Focus Attach

Pro



Answer

There are numerous job opportunities in sales available in Copenhagen across various platforms. Here's a summary of the current landscape:

Job Listings Overview

- **Total Sales Jobs:** There are over **1,000 sales jobs** listed in Copenhagen, with roles ranging from entry-level positions to managerial roles ⁵ ⁶.

Search **Google** for **XX job title** in **desired location**



sales manager copenhagen jobs



Discovering Job Opportunities with AI

+ Utilizing AI Tools

- Gemini, Perplexity and others
- Scan thousands of job listings
- Identify best matches for your skills

+ Key Takeaway:

- *Save hours of job searching and discover hidden opportunities with AI-powered job search tools.*

Customize your ChatGPT or upload your CV

find 10 relevant jobs for me

To assist you in finding relevant job opportunities, could you clarify a bit about the specific type of roles you're interested in or the direction you're considering? Given your extensive background in HR, recruitment, AI integration, and consultancy, are you looking for roles related to HR leadership, AI transformation, consulting, or perhaps speaking and teaching engagements? Let me know your preferences so I can tailor the search accordingly.

AI HR roles

Here are 10 relevant job roles related to AI in HR that could align with your expertise:

1. **AI HR Strategy Consultant**

Develop and implement AI strategies for HR departments to improve recruitment, employee engagement, and overall HR efficiency.

2. **Head of AI-Powered Talent Acquisition**

Lead AI-driven recruitment initiatives, optimizing candidate sourcing, screening, and matching through AI platforms.



3. **AI Implementation Lead – HR Systems**



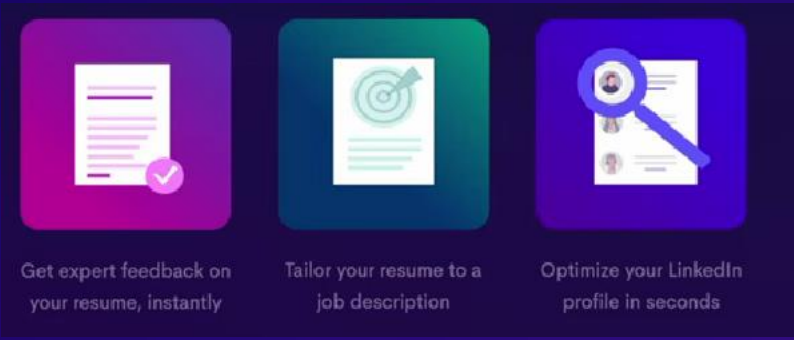
Message ChatGPT



Sylvester & co Workspace workspace chats aren't used to train our models. ChatGPT can make mistakes.

**These websites
can fast-forward
your job search**





Improve your resume and LinkedIn profile

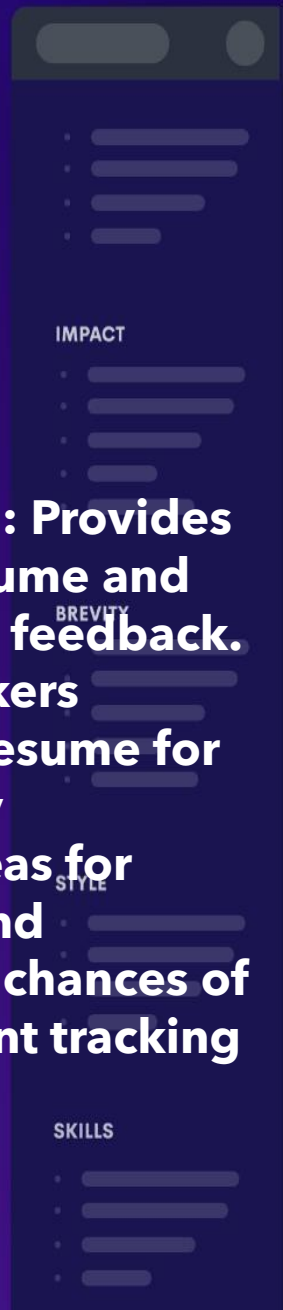
Designed by top recruiters, our AI-powered platform instantly gives you tailored feedback on your resume and LinkedIn profile.

Land 5x more interviews, opportunities and job offers.

Get started for free >>

See preview >>

ResumeWorted: Provides AI-powered resume and LinkedIn profile feedback. It helps job seekers optimize their resume for specific roles by highlighting areas for improvement and increasing their chances of passing applicant tracking systems (ATS).



78
Overall Score

Your resume scored 78 out of 100.

BREAKDOWN

IMPACT	BREVITY	STYLE
100/100 EXCELLENT	65/100 AVERAGE	90/100 VERY GOOD

100
Impact Score

- ✓ Quantifying impact
- ✓ Strong action verbs
- ✓ No spelling errors

- ✓ Unique
- ✓ Accomplishments

Google Interview Warmup: Offers a simulated interview environment where job seekers can practice answering common interview questions. It provides real-time feedback on their responses, helping them build confidence and improve their interview skills.

interview warmup


A quick way to prepare for your next interview in

[Digital Marketing and E-Commerce](#)




Practice key questions, get insights about your answers, and get more comfortable interviewing.

[Start practicing](#)

LoopCV: A job application automation platform that helps job seekers by automating the process of applying for jobs. It scans job boards, matches jobs to a candidate's profile, and submits applications on their behalf, saving time and effort.



Loopcv helps you get 3x more interviews using automation



Upload your CV, Select the type of Job You Want, and Press Start! Loopcv will Mass Apply on your behalf Every Single Day

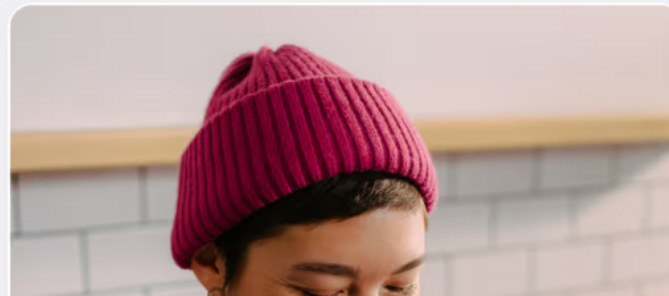
Wordtune: An AI-powered writing tool that helps job seekers improve their written communication. It can assist in refining cover letters, emails, and resumes to sound more polished and professional.

Express yourself *with confidence*

Shape your scattered thoughts into exactly what you mean to say with a free AI writer that can paraphrase, rewrite, correct your grammar, and more.

Get Wordtune for free

No credit card required.

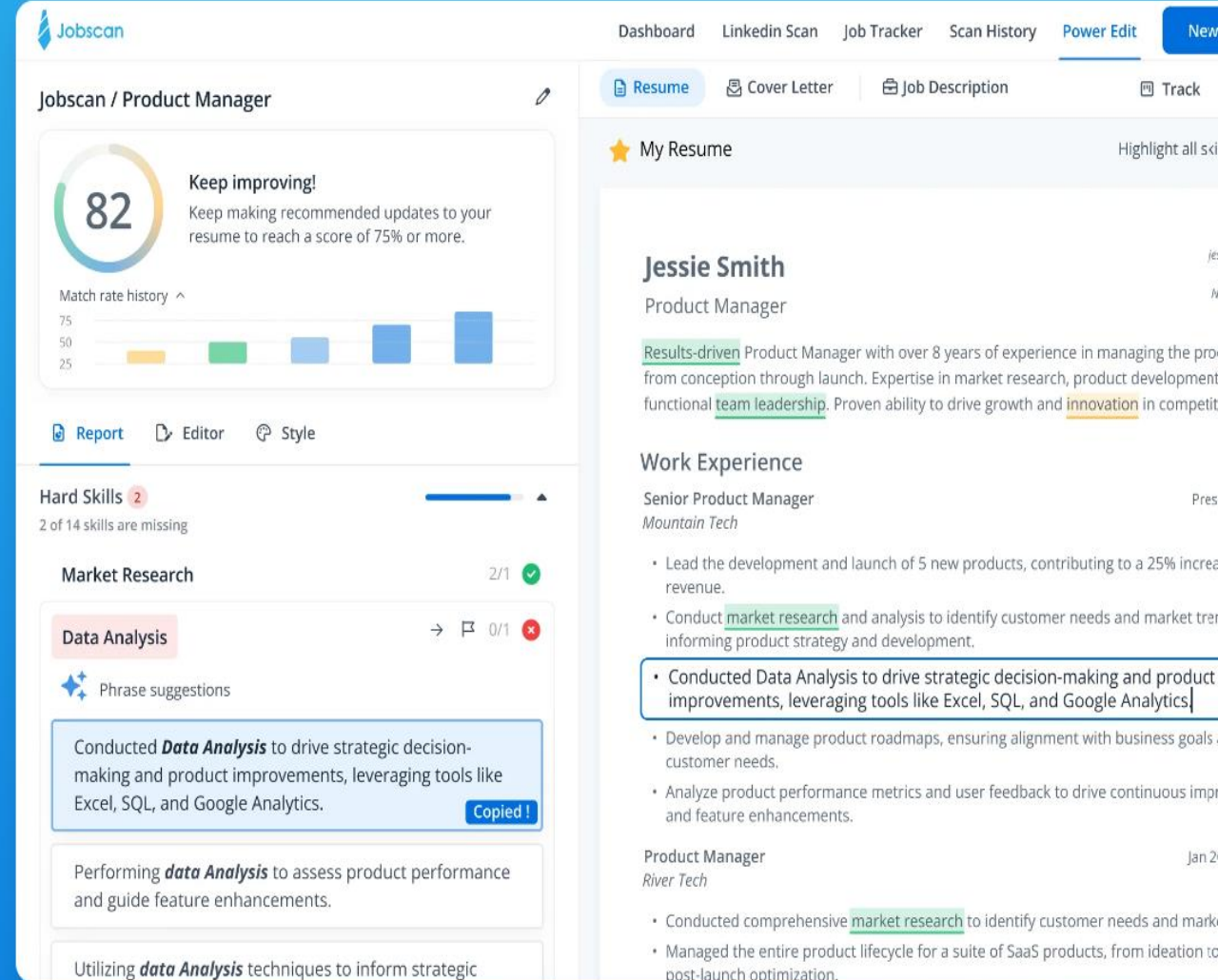


Jobscan: A tool designed to optimize resumes and LinkedIn profiles for specific job postings. It analyzes how well the content matches job descriptions, helping job seekers improve their chances of passing ATS and standing out to recruiters.

Optimize your resume to get more interviews

Jobscan helps you optimize your resume for any job, highlighting the key experience and skills recruiters need to see.

Scan your resume



The screenshot shows the Jobscan dashboard for a resume titled 'Product Manager'. At the top, there are navigation tabs for 'Resume', 'Cover Letter', and 'Job Description'. A 'My Resume' section is visible on the right. The main analysis area shows a score of 82 and a 'Keep improving!' message. Below this is a 'Match rate history' bar chart. The 'Hard Skills' section indicates that 2 of 14 skills are missing. Under the 'Data Analysis' category, several suggestions are listed, with the first one highlighted and copied: 'Conducted **Data Analysis** to drive strategic decision-making and product improvements, leveraging tools like Excel, SQL, and Google Analytics.'

Jessie Smith
Product Manager

Results-driven Product Manager with over 8 years of experience in managing the product from conception through launch. Expertise in market research, product development and functional team leadership. Proven ability to drive growth and innovation in competitive markets.

Work Experience

Senior Product Manager
Mountain Tech

- Lead the development and launch of 5 new products, contributing to a 25% increase in revenue.
- Conduct market research and analysis to identify customer needs and market trends, informing product strategy and development.
- Conducted **Data Analysis** to drive strategic decision-making and product improvements, leveraging tools like Excel, SQL, and Google Analytics.

- Develop and manage product roadmaps, ensuring alignment with business goals and customer needs.
- Analyze product performance metrics and user feedback to drive continuous improvement and feature enhancements.

Product Manager
River Tech

- Conducted comprehensive market research to identify customer needs and market trends.
- Managed the entire product lifecycle for a suite of SaaS products, from ideation to post-launch optimization.

Let's rap it up!

+ **Recap of Key Points**

- Benefits of using AI and LinkedIn:
 - Enhance job search efficiency
 - Improve personal branding
 - Optimize application process

+ **Key Takeaway:**

- *By implementing these strategies, participants have reported a faster job search process and increased interview invitations.*



Questions?