



KNOX GRAMMAR SCHOOL

Shaping your Digital CV with LinkedIn – Alumni

Sue Ellson BBus MIML MAHRI CDAA ASA MPC

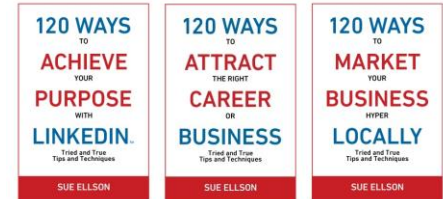
sueellson@sueellson.com 19 June 2018, 7-8pm

Knox Cultural Centre Auditorium

2 Borambil Street Wahroonga Sydney NSW 2074

SUE ELLSON PROFESSIONAL

1982 Started work at Westpac in Adelaide
1987 Started digital literacy and training
1994 Moved to Melbourne from Adelaide
1994 Consulting – careers, business, marketing, training
2000 Completed Bachelor of Business (Administrative Management)
2001 First website online NewcomersNetwork.com
2001 Member of the Australian Institute of Management
2003 Joined LinkedIn 13,770+ Connections, 970+ views 90 days, 170+ search results 7 days
2005 Member of the Australian Human Resources Institute
2008 Independent LinkedIn Consultant and Member of Melbourne Press Club
2010 Started GlobalMobilityNetwork.com
2012 Started CamberwellNetwork.com
2014 Teaching at the Centre for Adult Education
2015 Associate Member of Career Development Association of Australia
2015 Member of Australian Society of Authors
2016 Teaching at General Assembly and RMIT Short Courses
2016 Wrote and published three books –
120 Ways to Achieve Your Purpose With LinkedIn
120 Ways To Attract The Right Career Or Business
120 Ways to Market Your Business Hyper Locally
2017 Teaching at Monash Training and Professional Development
2018 Answering questions on Quora.com – Top Writer 2018



SUE ELLSON VOLUNTARY



- 1991 – 1992 Committee Member, Westbourne Park Netball Club
- 1991 – 1992 Fundraising Committee and Assistant Treasurer South Australian United Church Netball Association
- 1991 – 1993 Photographer Mitchell Park Football Club and Morphettville Park Football Club
- 1992 – 1993 Inaugural Secretary/Treasurer & Westpac Representative Australian Institute of Bankers SA Young Banker's Committee
- 1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
- 1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
- 2001 – 2002 Committee Member, Cultural Tourism Industry Group
- 2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
- 2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
- 2003 – 2007 Committee Member Victorian Community Committee for Harmony
- 2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)
- 2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
- 2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)
- 2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
- 2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
- 2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
- 2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
- 2013 – 2016 Volunteer Foster Carer RSPCA Victoria
- 2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)
- 2001 – now Free Presentations, Training, Events for various organisations and Social Enterprises Newcomers Network & Camberwell Network



TONIGHT'S TOPICS

THANKS FOR COMING

- using LinkedIn to prepare your online CV
- how to use LinkedIn to showcase your experience
- what strategies to use to stand out from the crowd and reach employers



HISTORY OF LINKEDIN

- Started 5 May 2003 – Sue Ellson joined 21 December 2003
- 9+ million members in Australia, 4+ million active monthly users
- 562+ million members worldwide
- Google your name – can be first link in search results
- Up to 75% of hiring managers will Google your name before an interview
- Up to 95% of hiring managers will Google your name before hiring you
- Up to 85% of jobs are NOT advertised
- Up to 85% of business is done by referral

PREPARING ONLINE CV

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- <https://www.linkedin.com/pulse/business-case-linkedin-sue-ellson>
- <https://www.linkedin.com/pulse/what-linkedin-why-should-you-create-good-profile-sue-ellson>
- <https://sueellson.quora.com/The-Benefits-of-LinkedIn>
- LinkedIn provides a showcase framework
- Don't tell, can't sell
- Not just about tasks, about achievements
- <https://blog.linkedin.com/topics>
- <https://sueellson.com/publications>

COMPLETING LINKEDIN

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- Understand your Purpose <https://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson>
- Need some motivation? <https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-under-30-years-age-sue-ellson> (identity and strengths not smashed avocado)
- Collect your Primary and Secondary Keywords <https://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>
- Update your LinkedIn Profile and Settings <https://www.linkedin.com/pulse/linkedin-six-quick-wins-search-engine-optimise-seo-your-sue-ellson> including Career Interests

LINKEDIN DEMONSTRATION

- LinkedIn App – turn on Bluetooth, My Network, Near You
- Search for Knox Grammar School - Follow
- Refer to checklist – make sure you choose Knox Grammar School in your Education Section to gain value from Alumni Network
- Networking, Referrals and Voluntary Work
- Consider Liking, Commenting and Sharing Posts
- Consider writing Articles
- Consider Following Companies, Influencers, Hashtags

YOU CAN WIN

Enter the draw to win

‘120 Ways To Achieve Your Purpose With LinkedIn’ Book and receive slides, audio, video, checklist, top 20 tips from all three books and LinkedIn invitation.

