

MELBOURNE CAREER EXPO

FREE ENTRY

Online Registration Essential
www.CareerExpo.com.au

LinkedIn Job Hunting Hacks

Sue Ellson GK BBus MPC PCDAASASA WV MEdPlus SWWV

10:30am Saturday 18 July 2025

Melbourne Career Expo

Melbourne Convention and Exhibition Centre
1 Convention Centre Place, South Wharf, Victoria 3006



sueellson.com



Fast Facts – more at sueellson.com

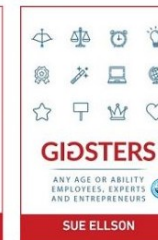
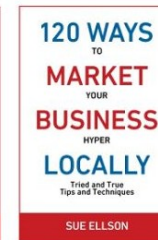
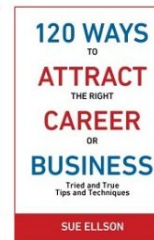
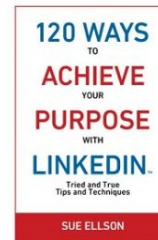
Member



Founder



Author



<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>



Follow on Social Media



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson>
27,136 Connections, 32,222 Followers
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson>
1,191 Followers
- ✓ Facebook <https://www.facebook.com/sueellson2> 299 Followers
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems)
547 Followers
- ✓ Pinterest <https://au.pinterest.com/sueellson> 23 Followers
- ✓ Reddit <https://www.reddit.com/user/sueellson> 7 Achievements
- ✓ Substack <https://substack.com/@sueellson> 45 Followers
- ✓ TikTok <https://www.tiktok.com/@sueellson> 170 Followers
- ✓ Twitter / X <https://x.com/sueellson> 437 Followers
- ✓ YouTube <https://www.youtube.com/@sueellson>
776 Subscribers, 242 Videos – goal is 1,000+ Subscribers
- ✓ Sue Ellson Shares LinkedIn Newsletter 7,183 Subscribers
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter 464 Subscribers
<https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Ellson Email Newsletter 1,894 Subscribers
<https://sueellson.com/newsletters>





@sueellson



Email QR Code

Email:

sueellson@sueellson.com

Subject:

Melbourne Career Expo Attendee

Message:

I would like the slides and recording link please

sueellson@sueellson.com or 0402 243 271

<https://sueellson.com/melbourne-career-expo-workshops-and-presentations>

This session

1. LinkedIn background
2. Setup
3. Shine
4. Surprise
5. Additional Resources
6. Questions and Answers

Getting Interviews = Your application is aligned

Getting interviews but not getting a job = Not a fit, ignore reason, continue looking and/or revise strategy



LinkedIn Background

1. Started May 2003
2. Acquired by Microsoft June 2016
3. 1.3 billion+ Members in 200 countries
4. 17 million+ Members in Australia
5. 70 million+ Company Pages
6. 144,000+ School Pages
7. 42,000+ Skills listed
8. Used by recruiters and decision makers
9. Appear in Search and Generative AI results
10. Highly optimised for your name (people will search for you!)

Abide by the LinkedIn User Agreement

<https://www.linkedin.com/legal/user-agreement> Section 8 Do's and Don'ts (must read)

Reference: <https://news.linkedin.com/about-us>

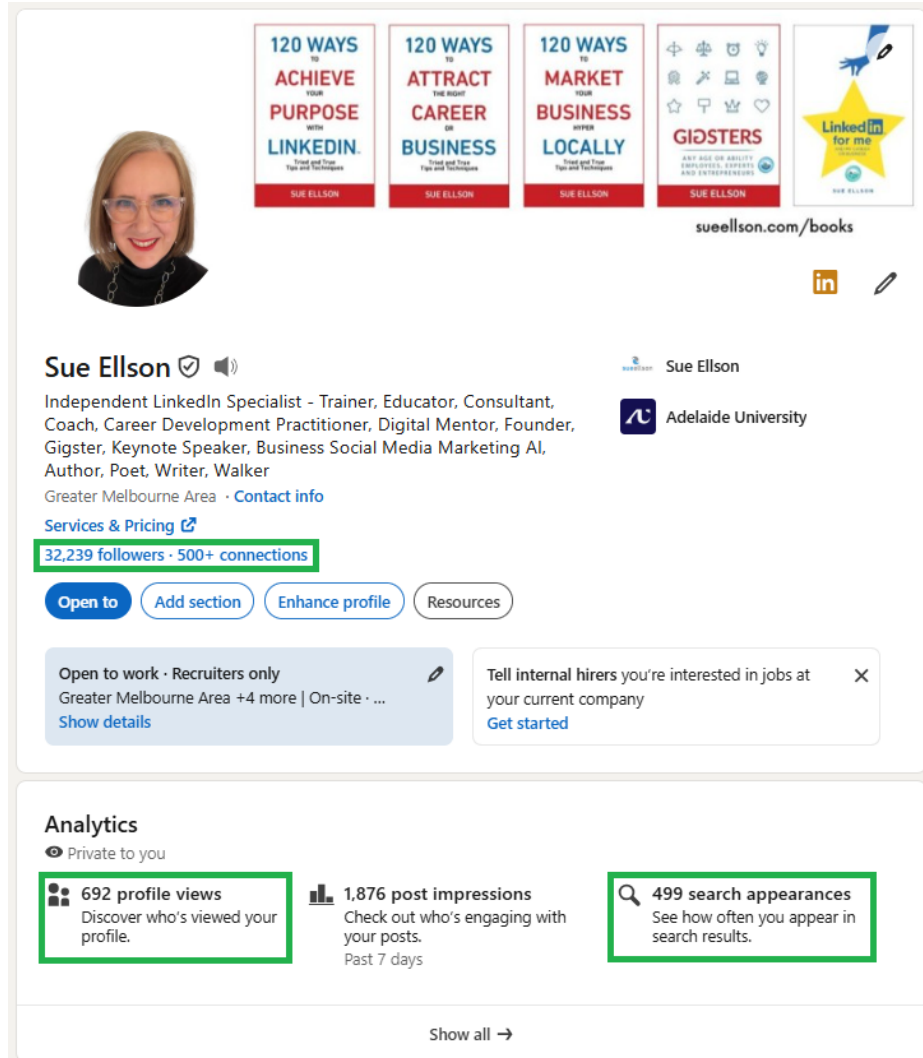


Setup

1. Collect Your Statistics
2. Do Two Backups
3. Adjust Settings
4. Change Your LinkedIn Profile URL



Setup – Collect Your Statistics



Sue Ellson  

Independent LinkedIn Specialist - Trainer, Educator, Consultant, Coach, Career Development Practitioner, Digital Mentor, Founder, Gigster, Keynote Speaker, Business Social Media Marketing AI, Author, Poet, Writer, Walker

Greater Melbourne Area · [Contact info](#)

[Services & Pricing](#)

32,239 followers · 500+ connections

[Open to](#) [Add section](#) [Enhance profile](#) [Resources](#)

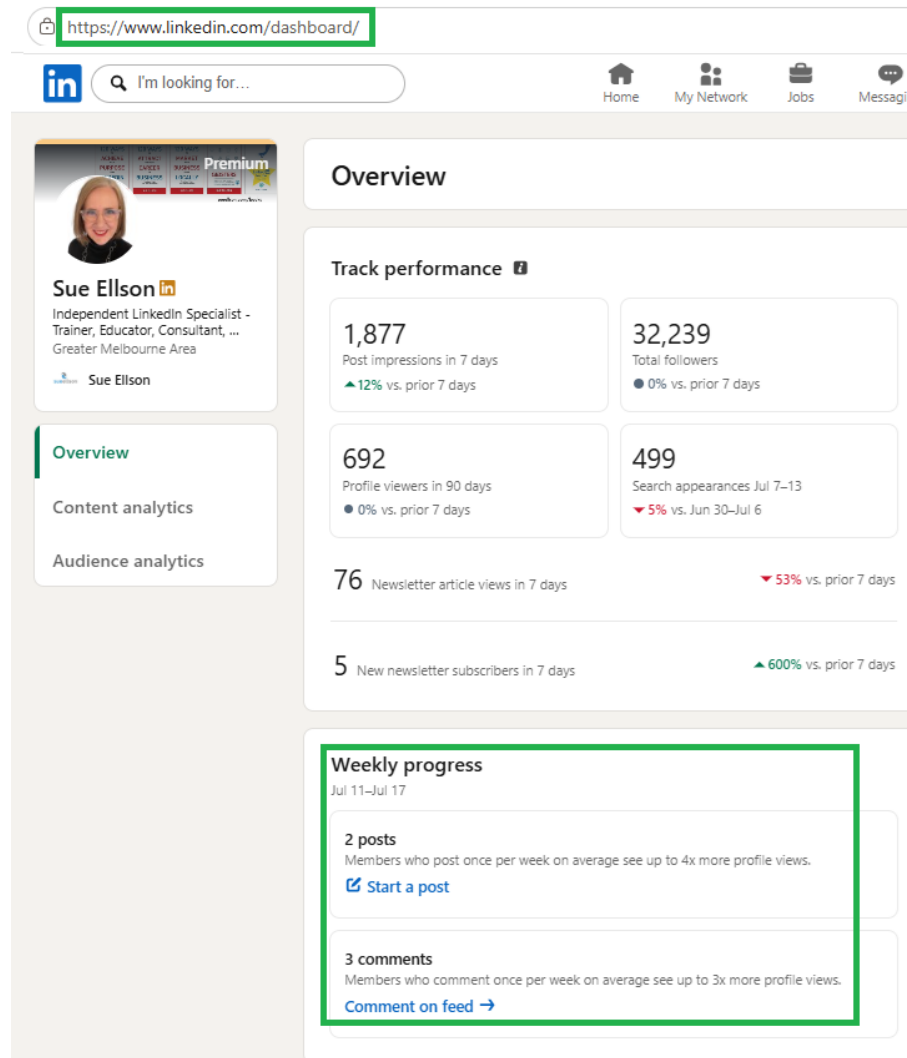
Open to work · Recruiters only
Greater Melbourne Area +4 more | On-site · ...
[Show details](#)

Tell internal hirers you're interested in jobs at your current company
[Get started](#)

Analytics
Private to you

- 692 profile views**
Discover who's viewed your profile.
- 1,876 post impressions**
Check out who's engaging with your posts.
Past 7 days
- 499 search appearances**
See how often you appear in search results.

[Show all →](#)



<https://www.linkedin.com/dashboard/>

Sue Ellson
Independent LinkedIn Specialist - Trainer, Educator, Consultant, ...
Greater Melbourne Area

Overview

Track performance

- 1,877**
Post impressions in 7 days
▲12% vs. prior 7 days
- 32,239**
Total followers
● 0% vs. prior 7 days
- 692**
Profile viewers in 90 days
● 0% vs. prior 7 days
- 499**
Search appearances Jul 7–13
▼5% vs. Jun 30–Jul 6
- 76**
Newsletter article views in 7 days
▼53% vs. prior 7 days
- 5**
New newsletter subscribers in 7 days
▲600% vs. prior 7 days

Weekly progress
Jul 11–Jul 17

- 2 posts**
Members who post once per week on average see up to 4x more profile views.
[Start a post](#)
- 3 comments**
Members who comment once per week on average see up to 3x more profile views.
[Comment on feed →](#)

Statistics To Achieve

Connections > 500

Views / 90 days > 100

Searches / 7 days > 50

Skills Votes top 2 > 20

Recommendations Both Given & Received > 6



Setup – Do Two Backups

The image is a composite of three screenshots from a LinkedIn profile and settings page for Sue Ellson.

Top Left Screenshot (Profile): Shows Sue Ellson's profile header with her name, title "Independent LinkedIn Specialist - Trainer, Educator, Consultant, Coach, Career Development Practitioner, Digital Mentor, Founder, Gigster, Keynote Speaker, Business Social Media Marketing AI, Author, Poet, Writer, Walker", and location "Greater Melbourne Area". It also shows her books: "120 WAYS TO ACHIEVE YOUR PURPOSE WITH LINKEDIN", "120 WAYS TO ATTRACT CAREER BUSINESS", "120 WAYS TO MARKET BUSINESS LOCALLY", "GIGSTERS", and "Linked for me". A green box highlights the "Resources" button in the top navigation bar.

Top Right Screenshot (Settings): Shows the LinkedIn settings menu. A green box highlights the "Data privacy" option.

Bottom Left Screenshot (Analytics): Shows the "Analytics" section with "692 profile views" and "1,880 posts". A green box highlights the "Save to PDF" option in the "About this member" dropdown menu.

Bottom Right Screenshot (Data Download): Shows the "How LinkedIn uses your data" section. A green box highlights the "Download your data" option. Below it, the "Download my data" section shows a green box around the "Request archive" button.

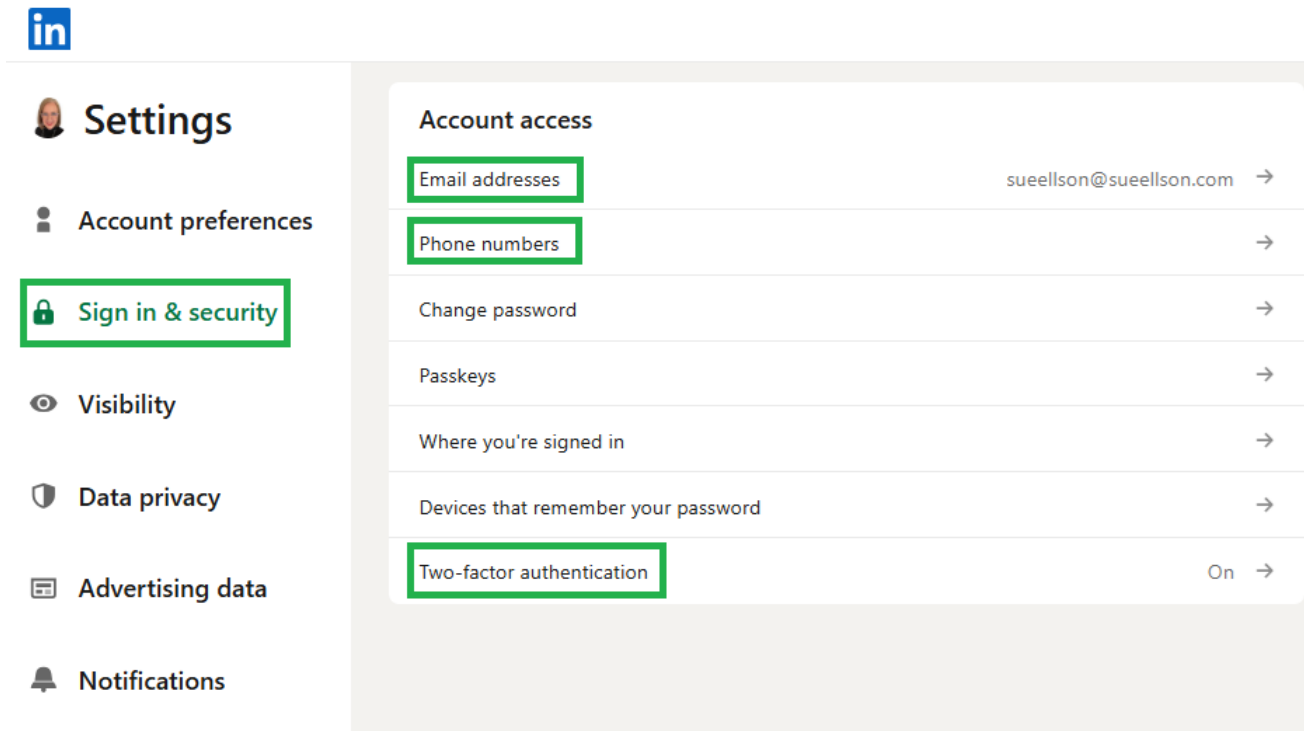
<https://www.linkedin.com/mypreferences/d/download-my-data>

See About this member for Date Joined

Do at least every six months – set goals



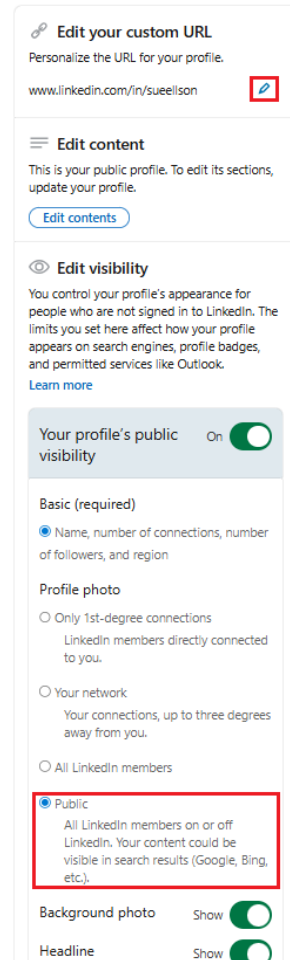
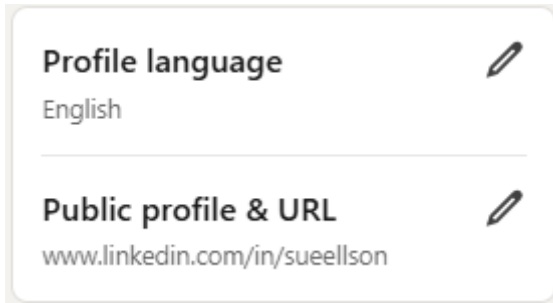
Setup – Adjust Settings



- Add All Email Addresses to Account (and never remove)
- Add Phone Number to Settings
- Turn on 2FA
- Check all settings every six months



Setup – Change your LinkedIn Profile URL



- Change to just your name if available
- Other options
sueellson8, sue-j-ellson, ms-sue-ellson, sue-ellson-bbus, not birthday related
- Optimises Your Name in LinkedIn, Online Search and Generative AI Results
- Add to email signature
- Add to cover letters, resumes and application documents
- Showcases Digital Competency

<https://www.linkedin.com/public-profile/settings>



Setup

1. Collect Your Statistics
2. Do Two Backups
3. Adjust Settings
4. Change Your LinkedIn Profile URL



Shine

1. Photo and Headline
2. Job Titles and Skills
3. About / Summary
4. Current Role
5. Experience
6. Education
7. Skills
8. Recommendations
9. Other Sections
10. Open to Work
11. Providing Services



Shine – Photo and Headline

- High Neck Garment, Smiling
- Convey Energy and Enthusiasm
- Not Age or Appearance
- Headline Most Important Search Field
- Memorable Label (known word but not in regular use)
- Keywords (not repeated) in priority order based on Searcher's Needs
- Commas, not Pipes | (more characters and easier to read)
- Capital Letters each word
- Goal is to increase appearances in search results within LinkedIn, Online Search and Generative AI
- Don't need Passport Verification



Sue Ellson ✓ 🔊

Independent LinkedIn Specialist - Trainer, Educator, Consultant, Coach, Career Development Practitioner, Digital Mentor, Founder, Gigster, Keynote Speaker, Business Social Media Marketing AI, Author, Poet, Writer, Walker

Greater Melbourne Area · [Contact info](#)



Shine – Job Titles and Skills

- Present Job Title
- Past Job Titles
- Add Primary Keywords
- Add Skills



Marketing Consultant - Social Media, LinkedIn, Events, Webinar Management, Website Development

Spectrum Analysis Australia Pty Ltd

May 2018 - Present · 8 yrs 3 mos

Surrey Hills, Victoria, Australia · Hybrid

Look for Keywords

- Job Descriptions
- Job Advertisements
- MyFuture.edu.au
- Other LinkedIn Profiles
- Website Source Code Meta Descriptions



Shine – About / Summary

- First Lines Important (Contact info?)
- First Person, No Person, Third Person
- Narrative versus Bullet Points
- Scan Friendly (white space)
- Mobile Friendly
- Primary and Secondary Keywords
- Space either side of a /
- Lower case letters easier to read
- Avoid punctuation
- Use most of characters allowed
- Incorporate personality
- Business – how you can help
- Can include a call to action
- Keep it current

Section Options

- Professional Skills
- Technical Skills
- Personal Skills
- Industry Experience
- International Experience
- Interests

Sequence Options

- Future, Present, Past
- Past, Present, Future
- Present, Past, Future



Shine – About / Summary

<https://www.linkedin.com/in/sueellson>

About

Sue Elson GK BBus MPC PCDAAS W MedPlus SSWWV sueellson@sueellson.com or sueellson2@gmail.com
+61 402 243 271 <https://sueellson.com/about> <https://sueellson.com/clients> Personalised Professional Services at <https://calendly.com/sueellson> Helping you transition from Digital Literacy to Digital Competency!

- > consulting – LinkedIn for your purpose as an Independent LinkedIn Specialist
- > profile writing - to help you update your LinkedIn Profile or personal website
- > careers - helping you choose and find the best options
- > business - hyper local marketing, social media, website design (WordPress)
- > networking - online and offline, digital branding and events
- > presenting – training, guest speaking, facilitating, podcasting
- > publishing – books, articles, blogs, copy, newsletters

Founder and Director

- > <https://newcomersnetwork.com> 2001 - now
- > <https://camberwellnetwork.com> 2012 - 2022
- > <https://120wayspublishing.com> 2014 - now

Free information at <https://sueellson.com>

- > Podcasts
- > Presentations
- > Publications

Self managed at <https://sueellson.com/books>

- > 5 Digital Books
- > 5 Paperback Books
- > LinkedIn for me Online Course <https://sueellson.com/courses>

I work best with people who are smart and savvy and know that with my professional assistance, they will be able to be supported, learn new skills, take action and achieve results.

Biography

Sue Elson BBus GK MPC PCDAAS W MedPlus SSWWV was born in Adelaide and moved to Melbourne in 1994. She joined LinkedIn on 21 December 2003 and is one of the first 80,000 people in the world on the platform. She has been consulting on the topic of LinkedIn since 2008 and launched her first three 80,000 word books on LinkedIn, Careers and Business and Hyper Local Marketing in 2016 and her fourth, Gigsters, in 2019 and her fifth LinkedIn for me in 2023.

She has a background in banking, training, recruitment, HR, marketing, employment, websites and social media and her first website, NewcomersNetwork.com went online in 2001. She created CamberwellNetwork.com in 2012 until 2022 and 120WaysPublishing.com in 2014.

She is an Independent LinkedIn Specialist and Career Development Practitioner providing consulting and training on the topics of LinkedIn, social media and marketing to individual clients and organisations worldwide. She also teaches and provides business consulting services to various clients internationally and volunteers on a regular basis.

Sue attends between one and four events every week to keep herself up to date with the latest trends and enjoys 5 Rhythms dancing too!



Top skills

LinkedIn Training • Writing • Consulting • Marketing



<https://www.linkedin.com/in/carmenloosz>

About

Carmen Vitelli info@sourceforme.com.au +61 434 198 691 <https://sourceforme.com.au>
Director of Source For Me - your one stop print management shop based in Melbourne - offering all things print, promotional, clothing, display, graphic design and branded merchandise.

Professional Skills

- > prepare print quotes for various products
- > print management
- > promotional products and displays sourcing
- > clothing and branded merchandise sourcing
- > graphic design management
- > procurement, logistics, 3PL, delivery management
- > organising picking, packing, couriers and delivery
- > customer and client service, management, relationship development
- > operations, financial management, invoicing, document management
- > office, account and administrative management
- > print and project management
- > brand marketing
- > client relationship management
- > business development
- > accounts payable and receivable
- > payroll
- > human resources
- > recruitment
- > onboarding
- > performance review coordination
- > exit interviews
- > executive support
- > training
- > staff supervision and management
- > negotiation and conflict resolution
- > WordPress website design
- > market research

Technical Skills

- > WordPress, FileMaker Pro CRM
- > Xerox, SAP, Adobe Acrobat, Canva
- > MS Word, Excel, PowerPoint, Outlook
- > Mac and PC
- > retail POS
- > touch typing
- > RP Office

Personal Skills

- > reliable, trustworthy, responsive
- > efficient, accurate, proactive
- > problem solver, negotiator, manager

Industry Experience

- > print, display, merchandising, branding and promotions
- > retail, grocery, department store, boutique clothing
- > veterinary, clinic, hospital, animal rescue
- > long term business finance
- > fashion and photography modeling, music, musical productions

Professional Summary

I started working part time at the age of 15 at Target in Camberwell and remained there for seven years. I completed a Degree in Animal and Veterinary Bioscience at La Trobe University, Bundoora, Melbourne in December 2016 and after attending a summer camp in USA in August 2017, started working in the Veterinary industry until September 2018 when I moved into a finance related role before returning to retail at Aldi as a Store Management Trainee and moved to the printing industry with Gorilla Print in March 2019 where I have moved through several roles and am now the Business Development Manager but still have a strong Operations Management Role. I also enjoy being a fashion or photography model or an extra for film and television.



Top skills

Marketing • Operations Management • Office Administration • Business Development • Account Management



Shine – Current Role

Add experience

Notify network

Turn on to notify your network of key profile changes (such as new job) and work anniversaries. Updates can take up to 2 hours. Learn more about [sharing profile changes](#).



* Indicates required

Title*

Career Research - Senior Project Manager Construction, Commercial Property, Infrastructure Builds

Employment type

Please select

Learn more about [employment types](#).

Company name*

Various

Did you mean to choose?



Various
Company • Investment Management

No

Yes

Location

Greater Melbourne Area

Description

I am currently undertaking Career Research and am interested in roles in:

- > Senior Project Management
- > Construction
- > Commercial Property
- > Infrastructure Builds

Tasks I enjoy include:

- > strategic project planning, forecasting, budgeting and costing
- > leading diverse teams including engineers, architects, contractors and suppliers
- > stakeholder and contract management, reporting, reviews and audits
- > ensuring all governance, risk and compliance measures are completed
- > maintaining occupational health and safety requirements and a psychosocially safe workplace

I am also

- > completing some online micro credentials and short courses
- > updating my professional and personal skills
- > attending outplacement appointments and related workshops
- > attending industry networking and professional development events
- > networking online and asking for referrals
- > completing industry research
- > meeting with possible mentors and referral sources
- > doing some part time work on a casual basis
- > providing professional consulting services
- > continuing my voluntary work in the local community
- > supporting my family and friends

I welcome contact and connections here on LinkedIn +61 402 243 271 sueellson@sueellson.com

✦ Rewrite with AI

PREMIUM

Unlock AI assistance with 20 words

1,215/2,000

- **Algorithm Favours
- someone
currently working**



Shine – Experience

- **Achievements**
 - past tense
 - anything done particularly well
 - anything above / beyond role
- **Tasks**
 - present tense
 - priority order
 - short
 - spaced
 - mobile friendly
- **Description**
 - brief summary of organisation
- **Skills**
- **Media**



Marketing Consultant - Social Media, LinkedIn, Events, Webinar Management, Website Development

Spectrum Analysis Australia Pty Ltd

May 2018 - Present · 8 yrs 3 mos

Surrey Hills, Victoria, Australia · Hybrid

Achievements

- > amalgamated content from multiple website versions since 1999 and rebuilt and redesigned entire website in WordPress which lead to an increase in traffic, search engine results and direct leads
- > implemented new online webinars and event promotions and supported specialist events
- > created Facebook and Twitter / X presence
- > filmed and published multiple new videos on YouTube
- > amalgamated multiple YouTube channels created with different email addresses

Tasks

- > provide strategy and tactics for marketing, business development and sales
- > provide strategy, updates and results for social media for LinkedIn, Facebook, X and Google Business
- > represent Spectrum Analysis at conferences, events, professional development training etc
- > complete all website updates including copy writing, copy editing, improvements etc
- > produce and distribute Spectrum Analysis newsletter and Strategy News for Schools newsletter
- > report on online results
- > troubleshoot any online issues
- > prepare content for messaging sequences for new prospects, particularly Independent Schools
- > provide employee training and attend employee functions
- > represent Spectrum Analysis at various events, conferences and exhibitions
- > other general administration and assistance as required

Spectrum Analysis Australia

Established in 1996, Spectrum Analysis Australia Pty Ltd provides a range of quantitative geodemographic modelling, facts, data and analysis services for franchisers, retailers, corporates, independent schools etc.

marketing@spectrumanalysis.com.au

<https://spectrumanalysis.com.au>

+61 9830 0077



✓ Writing, LinkedIn and +4 skills



Shine – Education

- Also Courses
- Also Licenses & Certifications
- Free LinkedIn Learning Courses using your Local Library Card
- Subjects completed = part of Alumni



Adelaide University
Bachelor of Business, Administrative Management
Feb 1993 - Aug 2000
Grade: Top 15% of Undergraduate Students, Above Credit Average
Activities and societies: Administrative Management Student and Staff Course Committee Committee Member - 1999, Pro Vice Chancellor's Merit List - April 1999, Member Golden Key National Honour Society - May 1998, Dean's Merit List - March 1998 **Previously known as the University of South Australia**

Subjects

- > Accounting 1 & 2
- > Administrative Management 1 Management Principles
- > Administrative Management 2 Human Resource Management
- > Administrative Research Project
- > Administrative Systems Management
- > Business Communication 1 & 2
- > Business Communication and Negotiation
- > Business Ethics**
- > Business Information Systems
- > Buyer and Consumer Behaviour
- > Communication and the Media
- > Contemporary Accounting Information Systems
- > Data Management for Administrators
- > Economic Foundations
- > Focus on Children 0 -3 (Broadening Education Subject)
- > Information Systems for Management
- > Introduction to Law
- > Introduction to Marketing Management
- > Managing Change in Organisations
- > Office Information Systems 1 & 2
- > Quantitative Methods for Business

Topics

- > Governance
- > Risk
- > Compliance

Completed remotely by correspondence (paper & fax) via the University of South Australia (UnISA) established 1856 that will become part of the new Adelaide University in 2026.

<https://adelaideuni.edu.au>

Business Strategy and Human Resources (HR)

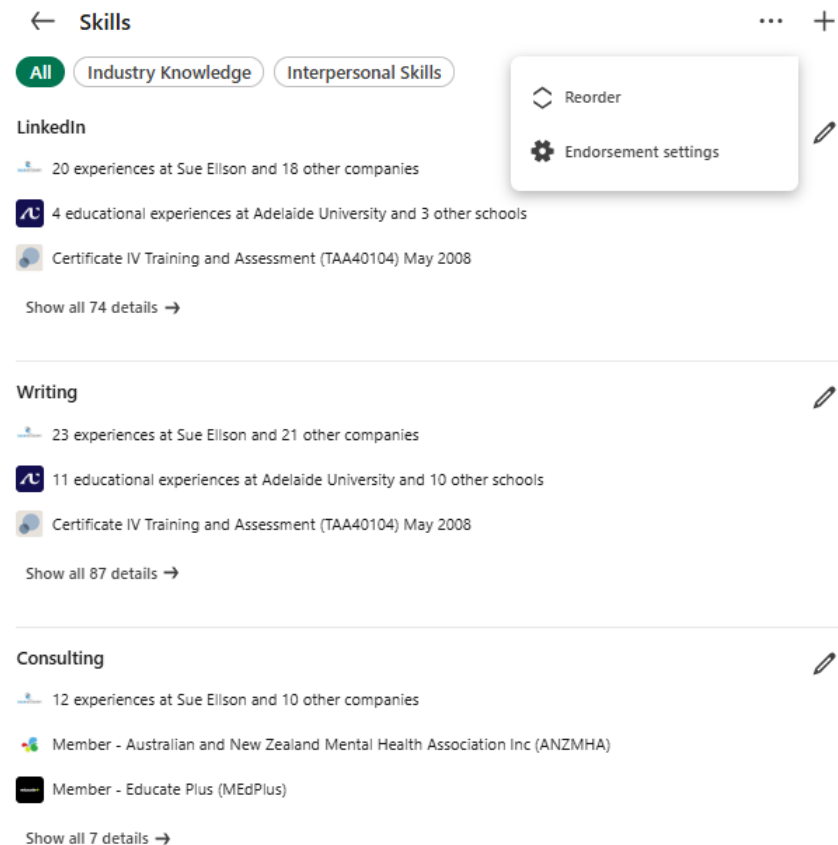


Adelaide University
Driven by curiosity, Adelaide University delivers world-class education, research and innovations to transform our world – and yours. It's a place where people and communities...



Shine – Skills

- Skills Section
- About Section (five only)
- Each Experience
- Each License and Certification
- Each Education
- Each Project
- Ideally select existing Skills from list as you type



Shine – Recommendations

- Must be connected
- Write how met
- Write what observed
- Wish all the best
- Abide by enterprise social media policy
- Can be used in court (written text)
- Be strategic – consider people who are looked at often!
- Keep the numbers even (given and received)
- Be prepared to ask for Recommendations
- Include suggestions or keywords you would like them to discuss



Shine – Other Sections

Add to profile



Core



Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know

Add education

Add position

Add services

Add career break

Add skills

Recommended



Completing these sections will increase your credibility and give you access to more opportunities

Add featured

Add licenses & certifications

Add projects

Add courses

Add recommendations

Additional



Add even more personality to your profile. These sections will help you grow your network and build more relationships.

Add volunteer experience

Add publications

Add patents

Add honors & awards

Add test scores

Add languages

Add organizations

Add causes

- Core
- Recommended
- Additional
- Database – GIGO
- More Words, More Search Results
- Must be scan friendly



Shine – Open to Work

- Complete 'Open to Work' – Five Job Titles
- Set up Job Alerts from Jobs Tab on Top Menu
- Prepare an 'Application' Document (tailored cover letter with a great story and resume with filename YYYYMMDD-Job-Title-Company-Name-YourFirstName-YourLastName-Application)
- Personal Choice for 'Open to Work' Frame

Manage job alerts ×



senior project manager construction
Greater Melbourne Area
Frequency: Daily via email and notification
Created with the new AI-powered job search





Corporate Trainer
Greater Melbourne Area
Frequency: Daily via email and notification





training facilitator
Melbourne, Victoria, Australia (within 25 miles)
Frequency: Daily via email and notification



[Show 2 more](#) 



Top job picks for you
Get recommended jobs based on your profile and activity. [Learn more](#)

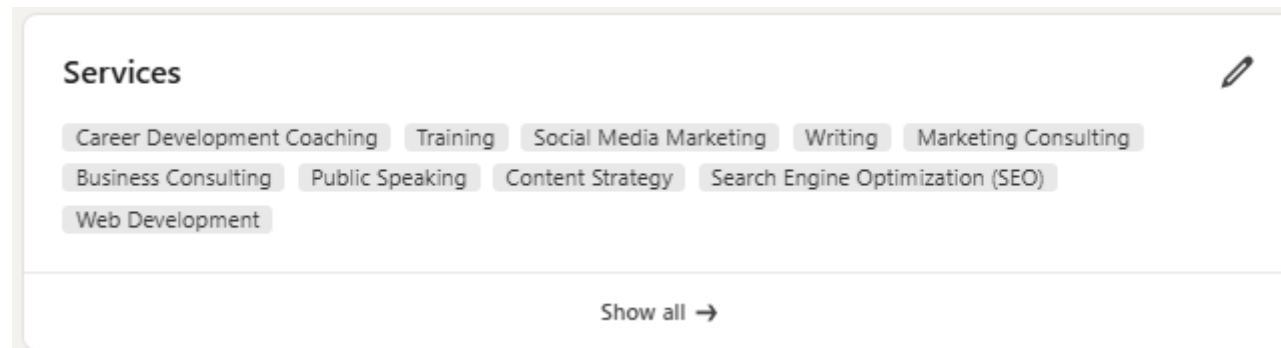
On 

Done



Shine – Providing Services

- Complete 'Providing Services' if relevant
- Add up to 10 Service Types
- Set up Services Page with Description and Media
- Ask for Reviews



Shine

1. Photo and Headline
2. Job Titles and Skills
3. About / Summary
4. Current Role
5. Experience
6. Education
7. Skills
8. Recommendations
9. Other Sections
10. Open to Work
11. Providing Services



Surprise

1. Set KPI's
2. Networking
3. Referrals
4. Engagement
5. Posting



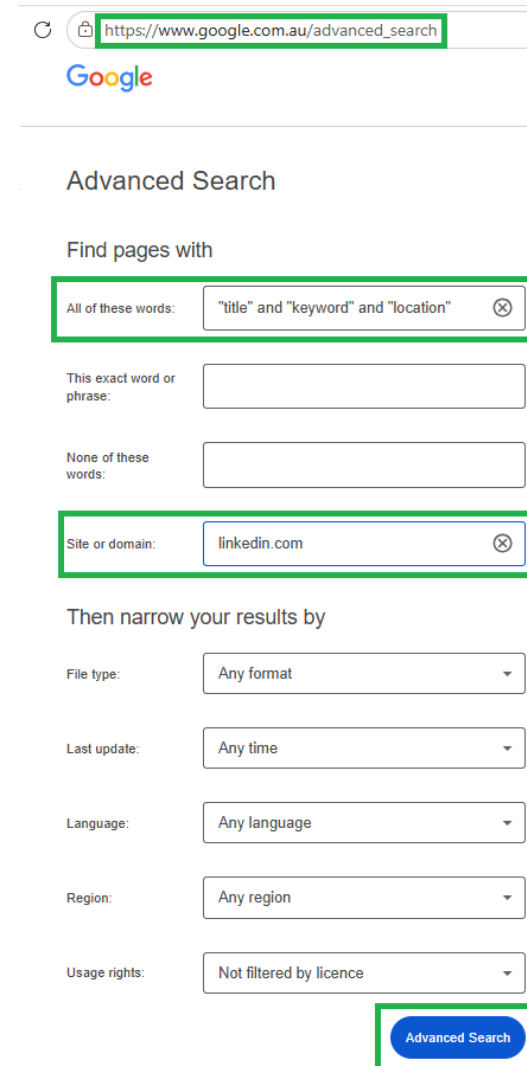
Surprise – Set KPI's

1. 10 per day – Send Connection Invitation
2. 1 per day – Direct Message Previous or New Connection
3. 1 per week – Engage with Newsfeed and Provide Skill Endorsements
4. 1 per month – Post Content and Provide Written Recommendation
5. This year – Consider creating YourOwnName.com Website



Surprise – Networking

1. Connect with everyone you meet, personally or professionally **from now on**
2. Three+ people per event
3. Every email, phone call, text, DM etc, send invitation
4. Look for people using Google Advanced Search that could lead you to your goal

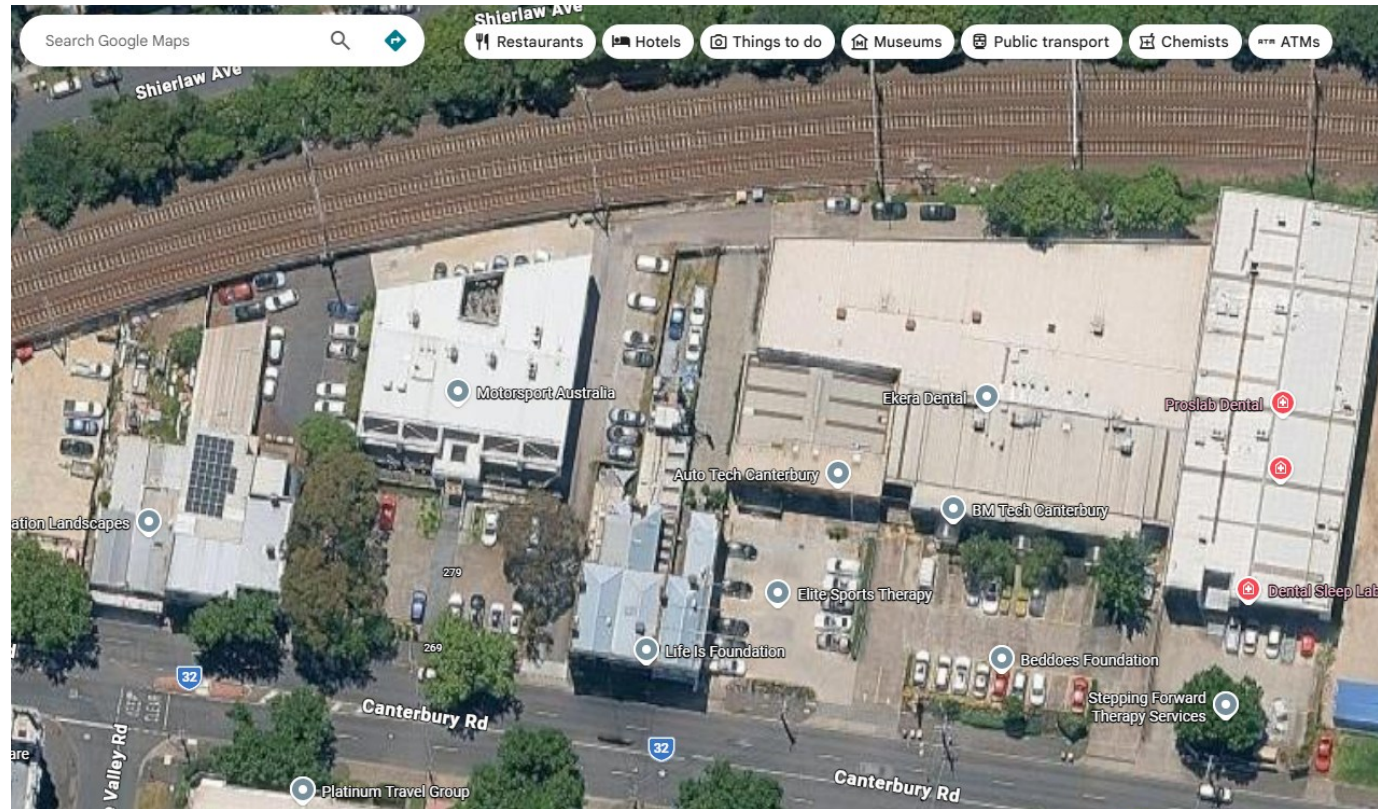


The screenshot shows the Google Advanced Search page. The address bar at the top contains the URL `https://www.google.com.au/advanced_search`, which is highlighted with a green box. Below the Google logo, the page title is "Advanced Search". Under the heading "Find pages with", there are three input fields. The first field, labeled "All of these words:", contains the text `"title" and "keyword" and "location"` and is highlighted with a green box. The second field, labeled "This exact word or phrase:", is empty. The third field, labeled "None of these words:", is also empty. Below these, under the heading "Site or domain:", there is a field containing `linkedin.com`, which is also highlighted with a green box. Further down, under the heading "Then narrow your results by", there are five dropdown menus: "File type:" (set to "Any format"), "Last update:" (set to "Any time"), "Language:" (set to "Any language"), "Region:" (set to "Any region"), and "Usage rights:" (set to "Not filtered by licence"). At the bottom right, there is a blue button labeled "Advanced Search", which is highlighted with a green box.



Surprise – Referrals

1. Reconnect with people you know
2. Ask for referrals
3. Follow Target Companies
4. Consider Working Close to Home



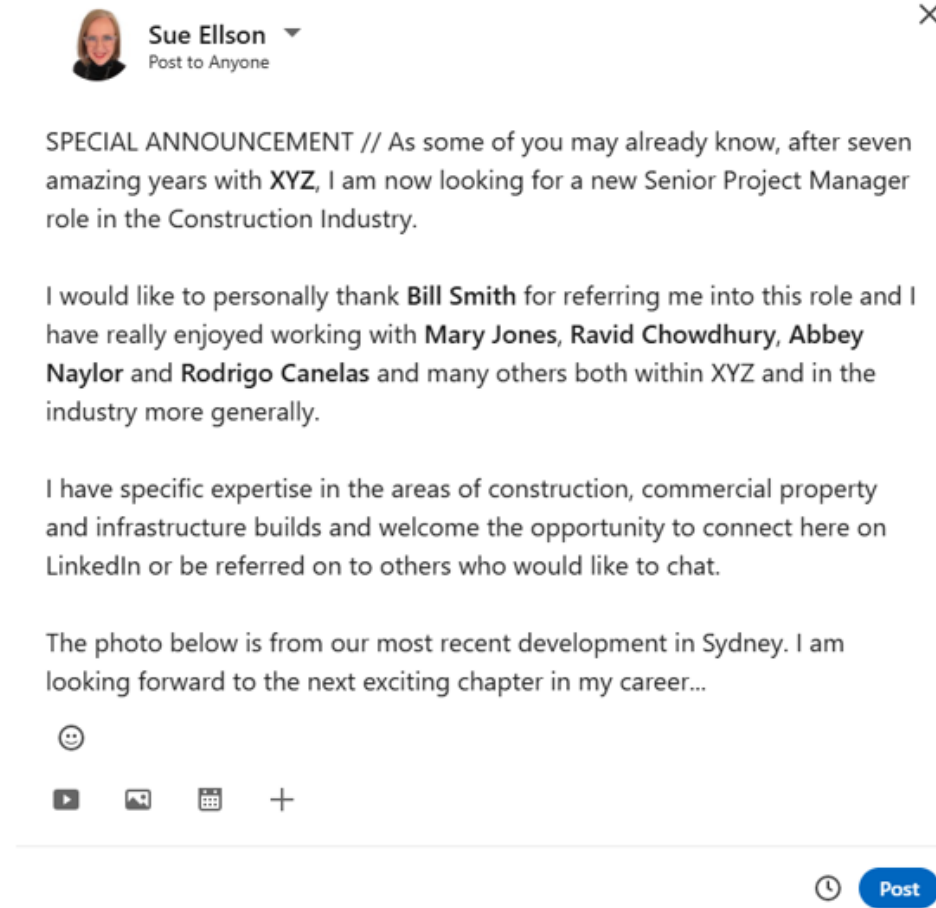
Surprise – Engagement

1. Engage with the Newsfeed
2. Provide Skill Endorsements
3. Provide Recommendations
4. Respond to Direct Messages
5. Consider LinkedIn Learning Courses (free with local library card)



Surprise – Posting

1. Career Reflection
2. Industry Insight
3. How to Post
4. Behind Scenes Story
5. Case Study
6. Gratitude Post



Surprise

1. Set KPI's
2. Networking
3. Referrals
4. Engagement
5. Posting



This session

1. LinkedIn background
2. Setup
3. Shine
4. Surprise
5. Additional Resources
6. Questions and Answers

Getting Interviews = Your application is aligned

Getting interviews but not getting a job = Not a fit, ignore reason, continue looking and/or revise strategy



Professional Support

- CDAA Member
<https://www.cdaa.org.au/CDAAWebsite/Web/About-Career-Development/Find-a-Career-Specialist-Landing.aspx>
- Pay by the Hour / Package
- Work Skills different to Work Search Skills
- Secure a more aligned and better paying role faster and reuse work search skills in the future



Additional Resources

Skills to get a job not the same as the skills to do a job

- Free careers quiz and job descriptions <https://myfuture.edu.au/get-started>
- Finding a job guide <https://www.vic.gov.au/finding-job>
- Career Development Association of Australia
<https://cdaa.org.au/CDAASite/Web/About-Career-Development/Why-Seek-Career-Support.aspx>
- Employee Assistance Programs, Outplacement Services, Selected Recruiters, Education Providers, Local Community or Council Programs
- Beware of advice from well-meaning friends, family and colleagues
- <https://sueellson.com/webinars-and-recordings>



Melbourne Career Expo 2023, 2024, 2025, 2026

2026

LinkedIn Job Hunting Hacks 10:30am CDAA Workshop Area
To Use AI or Not to Use AI 11:30am CDAA Workshop Area

2025

Maximising Your LinkedIn Profile 12:30pm CDAA Workshop Area
LinkedIn for Over 40's 2:30pm CDAA Workshop Area

2024

Top 10 LinkedIn Career Tools 10:30 am CDAA Workshop Area
Top 10 Return to Work Strategies 12:30pm CDAA Workshop Area
How to ask for a promotion or a pay rise 2:00pm Main Stage

2023

Top Ten Tools for Job Seekers 10:30am CDAA Workshop Area
Over 50 and Fabulous 1:30pm CDAA Workshop Area
Using AI for finding work 2:30pm Main Stage



<https://sueellson.com/melbourne-career-expo-workshops-and-presentations>

Upcoming Workshop

LINKEDIN FOR ME AND MY CAREER OR BUSINESS

Saturday 25 July 2026
11am - 1:00pm
Melbourne City Library
253 Flinders Lane
\$29 - \$59

BOOK NOW

MELBOURNE



With LinkedIn Specialist
and Author Sue Ellson



Includes digital &/or
paperback book



<https://linkedinforme.eventbrite.com.au>

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