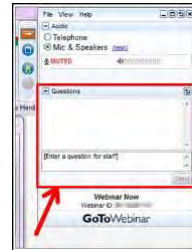
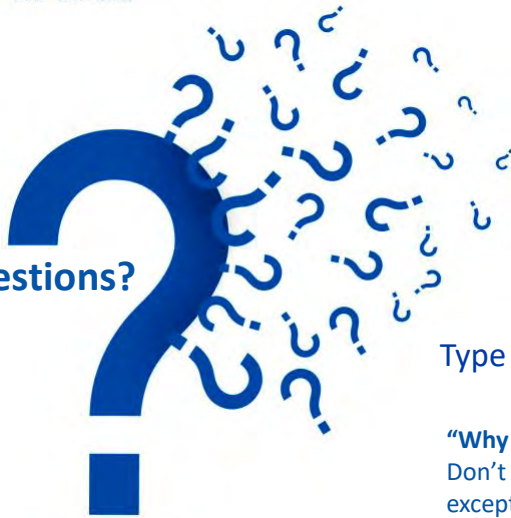




Have Questions?



Type them into questions box!

**“Why am I muted?”**

Don't worry. Everyone is muted except the presenter and host. Thank you and enjoy the show.

Contact ACS Webinars® at [acswebinars@acs.org](mailto:acswebinars@acs.org)

1



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2

## Check out the Archive!

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Hundreds of presentations from the best and brightest minds that chemistry has to offer are available to you on-demand. The Archive is divided into 6 different sections to help you more easily find what you are searching.

### Professional Development

▶ View the Collection

Learn how to write better abstracts, deliver more engaging presentations, and network to your next dream job. Brush up on your soft skills and set a new career path by mastering what can not be taught in the lab.

### Technology & Innovation

▶ View the Collection

From renewable fuels to creating the materials for the technology of tomorrow, chemistry plays a pivotal role in advancing our world. Meet the chemists that are building a better world and see how their science is making it happen.

### Drug Design and Delivery

▶ View the Collection

The Drug Design Delivery Series has built a collection of the top minds in the field to explain the mechanics of drug discovery. Discover the latest research, receive an overview on different fields of study, and gain insight on how to possibly overcome your own med chem roadblocks.

### Culinary Chemistry

▶ View the Collection

Why does food taste better when it is grilled or what molecular compounds make a great wine? Discover the delectable science of your favorite food and drink and don't forget to come back for a second helping.

### Popular Chemistry

▶ View the Collection

Feeling burdened by all that molecular weight? Listen to experts expound on the amazing side of current hot science topics. Discover the chemistry of rockets, how viruses have affected human history, or the molecular breakdown of a hangover.

### Business & Entrepreneurship

▶ View the Collection

How do ideas make it from the lab to the real world? Discover the ins and outs of the chemical industry whether you are looking to start a business or desire a priceless industry-wide perspective.

<https://www.acs.org/content/acs/en/acs-webinars/videos.html>

3



# ACS Webinars®

CLICK • WATCH • LEARN • DISCUSS



**Learn from the best and brightest minds in chemistry!** Hundreds of webinars on diverse topics presented by experts in the chemical sciences and enterprise.

**Edited Recordings** are an exclusive ACS member benefit and are made available to registrants via an email invitation once the recording has been edited and posted.

**Live Broadcasts** of ACS Webinars® continue to be available to the general public on Tuesdays, Wednesdays, and Thursdays from 2-3pm ET!

**A collection of the best recordings** from the ACS Webinars Archive will be broadcast on Mondays and Fridays from 2-3pm ET!

[www.acs.org/acswebinars](http://www.acs.org/acswebinars)

4

## What is ACS on Campus?



ACS visits campuses across the world offering FREE seminars on how to be published, find a job, network and use essential tools like SciFinder. ACS on Campus presents seminars and workshops focused on how to:

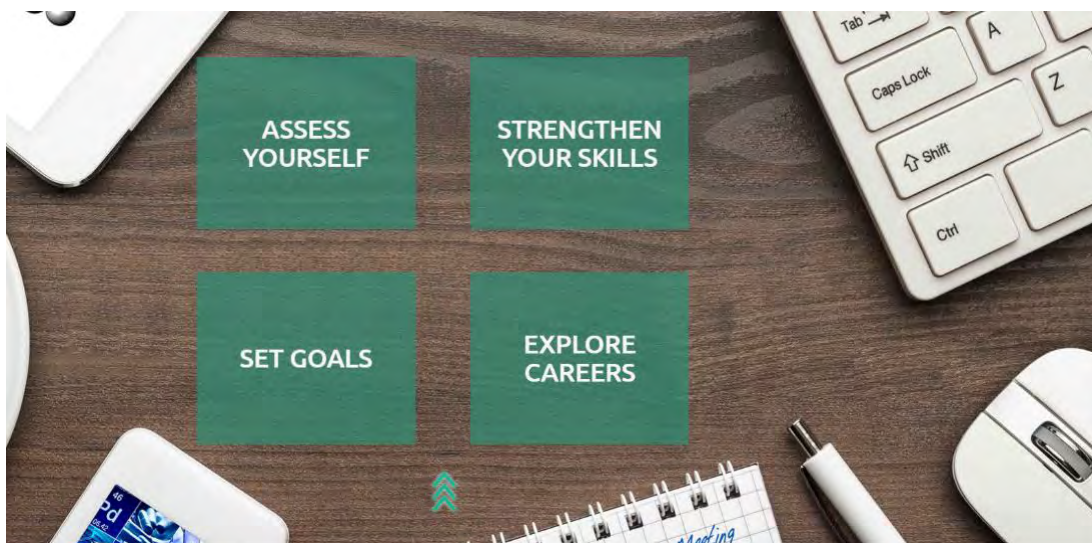


- Publish in top journals
- Find a job
- Effectively use research tools like SciFinder® and ACS ChemWorx
- Communicate your science
- Write grant proposals
- Build industry partnerships
- Prepare for a changing employment landscape

<http://acsoncampus.acs.org>

5

## An individual development planning tool for you!



<https://chemidp.acs.org>

6

## From ACS Industry Member Programs

### ◆ Industry Matters Newsletter

Exclusive interviews with industry leaders and insights to advance your career

Preview & Subscribe: [acs.org/indnews](https://acs.org/indnews)



Connect, collaborate, and stay informed about the trends leading chemical innovation

Join: [bit.ly/ACSinnovationhub](https://bit.ly/ACSinnovationhub)



## ACS Career Consultant “Virtual Office Hours”

Thursday's @ 12:00 EDT

Register at:  
[acs.org/careerconsulting](https://acs.org/careerconsulting)

## Free ACS Webinars Every Weekday!

*Tomorrow*



[www.acs.org/acswebinars](http://www.acs.org/acswebinars)

9

## Free ACS Webinars Every Weekday!

*Upcoming Broadcasts*



Friday, May 22, 2020 at 2-3pm ET  
 Speaker: Christopher Hendon, University of Oregon  
 Moderator: Brian Guthrie, Cargill

[Register for Free!](#)

#### What You Will Learn

- How water chemistry impacts the perceivable flavors in a cup of coffee
- How the temperature of whole coffee beans determine the particle size distribution produced by a grinder
- How to systematically improve coffee production (focusing on espresso, but applicable to all brew methods), while reducing wasted coffee mass

Co-produced with: ACS Division of Agricultural & Food Chemistry

Monday, May 25, 2020 at 2-3pm ET  
 Speaker: Stuart Firestein, Columbia University  
 Moderator: Darren Griffin, University of Kent

[Register for Free!](#)

#### What You Will Learn

- Why failure in science plays a crucial role in continued progress
- How we can include failure in science education
- How do we best fund scientific research with the knowledge that failure is crucial

Tuesday, May 26, 2020 at 2-3pm ET  
 Speaker: Allen Claus, CTI Consulting  
 Moderator: Tom Halleran, American Chemical Society

[Register for Free!](#)

#### What You Will Learn

- How to put career change risk into perspective and take reasonable risks for positive change
- How to take advantage of career disruption, embrace change, and invest in yourself
- The importance of using networking to make successful career changes

Co-produced with: ACS Career Navigator

[www.acs.org/acswebinars](http://www.acs.org/acswebinars)

10



# Maximizing Your Digital Presence

## LinkedIn Profiles for Chemists

Co-produced with the ACS Career Navigator

ACS  
Chemistry for Life

THIS ACS WEBINAR WILL BEGIN SHORTLY...

11



### Maximizing your Digital Presence: LinkedIn Profiles for Chemists



**Sandra Long**  
President,  
Post Road Consulting



**Tom Halleran**  
Career Consultant Program,  
American Chemical Society

*Presentation slides are available now! Edited recordings are an exclusive ACS member benefit.*

[www.acs.org/acswebinars](http://www.acs.org/acswebinars)

*This ACS Webinar is co-produced with the ACS Career Navigator.*

12

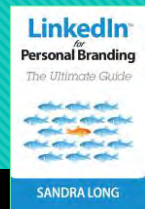
# Maximizing Your Digital Presence: LinkedIn Profile for Chemists

Sandra Long  
May 20, 2020



cc: Julien Halter - <https://www.iStock.com/photos/24571874/0900>

## About Sandra Long



- Owner, Post Road Consulting LLC
- Author of *LinkedIn for Personal Branding: The Ultimate Guide*
- LinkedIn Consultant, Trainer, Speaker
- TEDx Speaker




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# Global


- 200 Countries
- 24 languages

This photo by Unknown Author is licensed under CC BY-SA



- \* 163 K Chemists
- \* 190 K including teachers
- \* 5,500 posted in last 30 days
- \* 1,500 changed jobs in last 90 days

# Global Members





## Audience Challenge Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



### What is your experience level with LinkedIn?

- I have not signed up yet, but I want to find out more
- Beginner or new user
- Intermediate
- Advanced
- I am a LinkedIn Consultant



*\* If your answer differs greatly from the choices above tell us in the chat!*

Resume >  
LinkedIn?

Lingering online affliction of  
"copy and Paste"



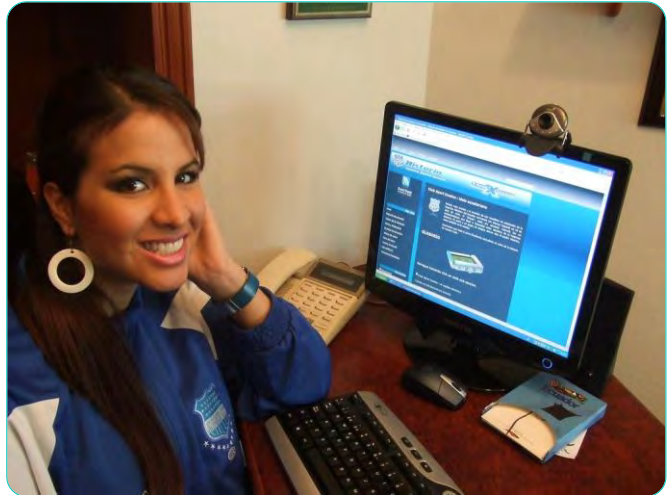
# Personal Brand



cc: mhumphrey - <https://www.flickr.com/photos/79523403@N00>

## Your Brand:

- Experience – Specific
- Personalized and Personality
- Company or University Brand



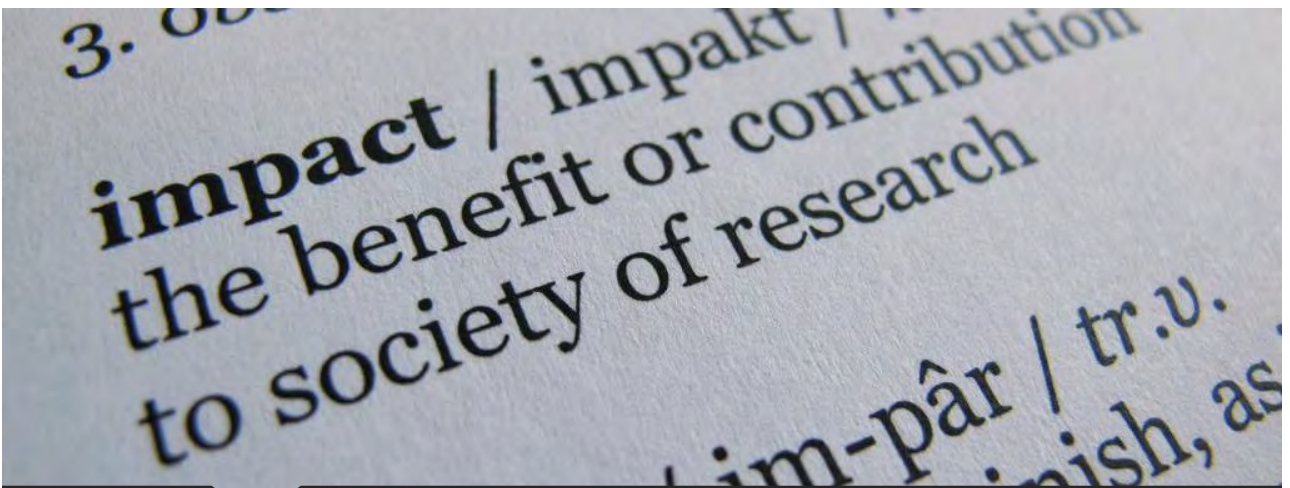
cc: emetic - <https://www.flickr.com/photos/66347650@N00>



# Search Engine



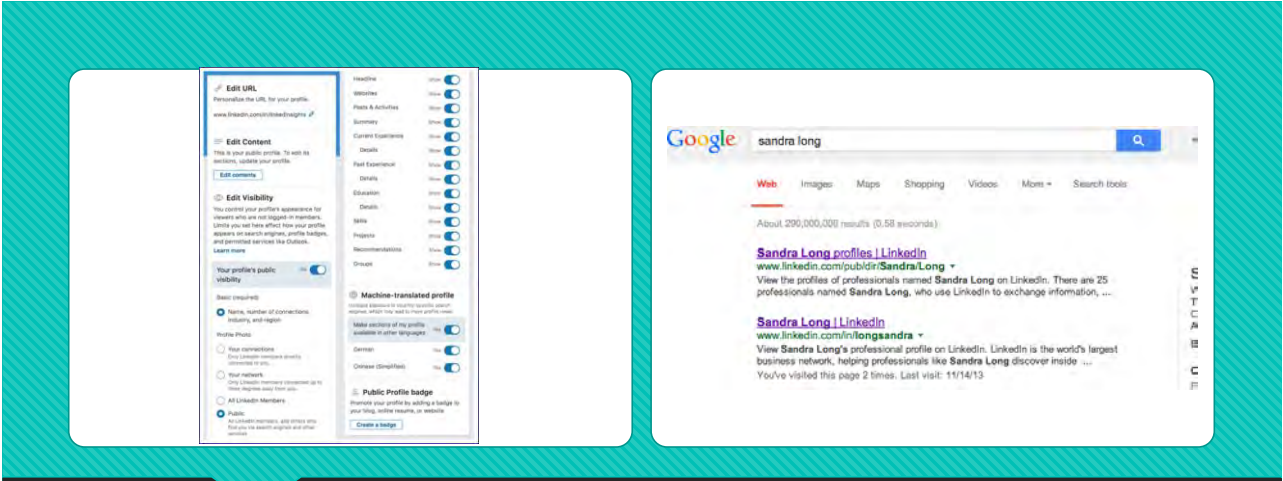
cc: stuck in Customs - <https://www.flickr.com/photos/70527272@100>



# Keywords

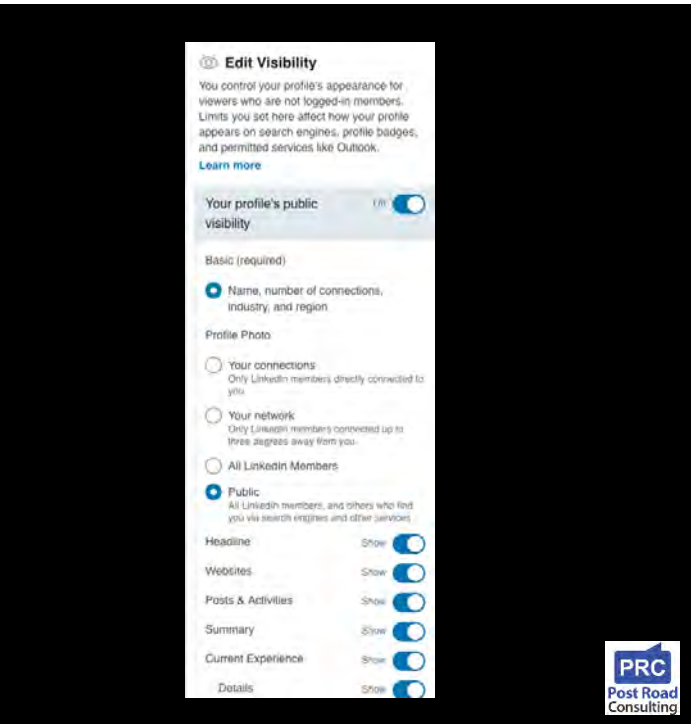
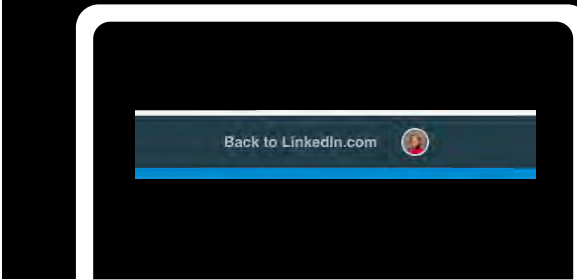
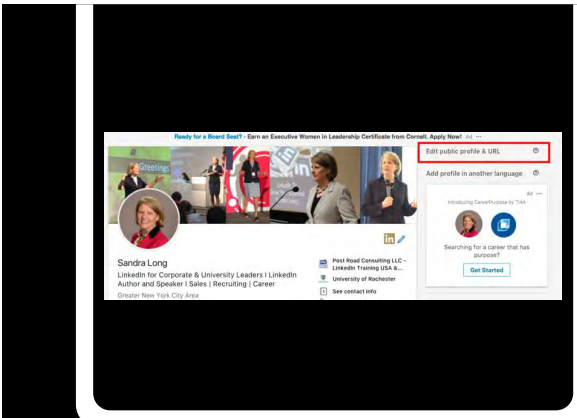


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# BE FOUND ON GOOGLE - EXAMPLE

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Ready for a Board Seat? - Earn an Executive Women in Leadership Certificate from Cornell. Apply Now! Ad ...

Greetings

Sandra Long  
 LinkedIn for Corporate & University Leaders | LinkedIn Author and Speaker | Sales | Recruiting | Career  
 Greater New York City Area

Post Road Consulting LLC - LinkedIn Training USA &...  
 University of Rochester  
 See contact info

Edit public profile & URL

Add profile in another language

Introducing CareerPurpose by TIAA  
 Searching for a career that has purpose?  
 Get Started

Profile settings

2

Edit your custom URL  
 Personalize the URL for your profile.  
 www.linkedin.com/in/longsandra

Edit Content  
 This is your public profile. To edit its sections, update your profile.  
 Edit contents

Edit Visibility  
 You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.  
 Learn more

Your profile's public On

Back to LinkedIn.com

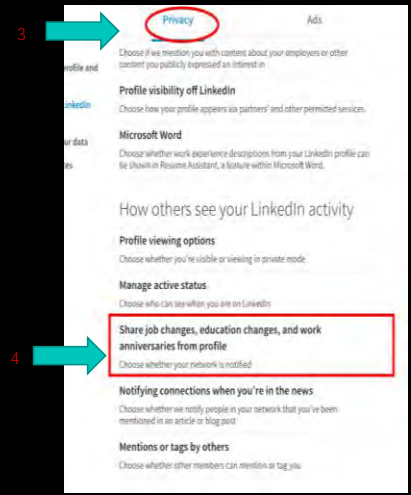
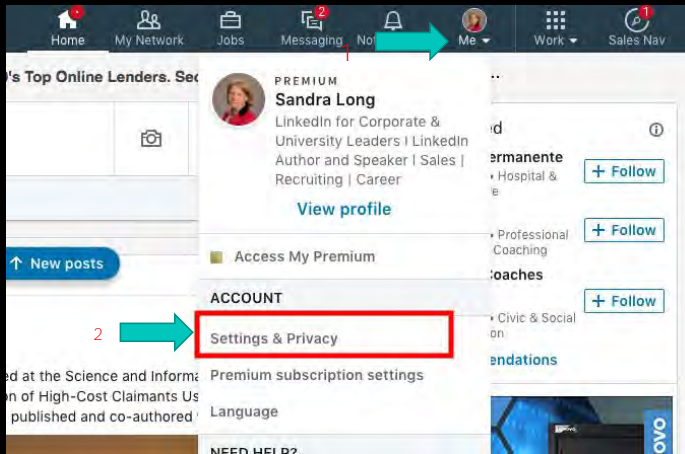
PRC Post Road Consulting

CUSTOM URL

- Resume
- E-mail signature
- Marketing documents

PRC Post Road Consulting

# Broadcast? Start With "Me"



Back to LinkedIn.com



## Contact info

- Phone
- Twitter Handle
- 3 Websites
- Address



The image shows two screenshots of a LinkedIn profile for Sandra Long. The left screenshot is the main profile view, and the right screenshot is a detailed view of the 'Contact info' section.

**Profile View (Left):**

- Name:** Sandra Long
- Headline:** Author of "LinkedIn for Personal Branding" | TEDx Speaker | Independent LinkedIn Trainer | Social Selling Trainer
- Location:** Greater New York City Area
- Connections:** 500+
- Current Position:** Post Road Consulting LLC - LinkedIn Training
- Education:** University of Rochester
- Contact Info:** A red circle highlights the 'Contact info' link, with a red arrow pointing to it.

**Contact Info Pop-up (Right):**


- Your Profile:** [linkedin.com/in/longsandra](https://www.linkedin.com/in/longsandra)
- Websites:**
  - [bit.ly/linkedinbooksandra2](https://bit.ly/linkedinbooksandra2) (My LinkedIn Book)
  - [bit.ly/2PmrDCI](https://bit.ly/2PmrDCI) (Social Selling Stats For You)
  - [bit.ly/2LdDu2a](https://bit.ly/2LdDu2a) (Wow Your LinkedIn Network)
- Phone:** 203-221-2649 (Work)
- Address:** 191 Post Road West Westport CT 06880
- Email:** [sandra@postroadconsulting.com](mailto:sandra@postroadconsulting.com)
- Twitter:** [SandraGLong](https://twitter.com/SandraGLong)

**PRC Post Road Consulting**

## Be Found and First Impressions

- Name
- City and industry
- Headline
- Photo and Banner

Ready for a Board Seat? - Earn an Executive Women in Leadership Certificate from Corn



**Edit pencil for name, industry, location, more >>**


**Sandra Long**  
LinkedIn for Corporate & University Leaders | LinkedIn Author and Speaker | Sales | Recruiting | Career  
Greater New York City Area

- Post Road Consulting LLC - LinkedIn Training USA &...
- University of Rochester
- See contact info
- See connections (500+)

Add profile section More...

I am among the early pioneers of women in field sales. I started my sales career with a sea of men. Many of them taught me the ropes. But there were many other things I had to learn on my own

Edit intro



First Name \* Sandra Last Name \* Long **Add former name**


Headline \*  
LinkedIn for Corporate & University Leaders | LinkedIn Author and Speaker | Sales | Recruiting | Career

Locations within this area  
Greater New York City Area

Industry \*  
Professional Training & Coaching



Edit intro



**< Headshot**

**Banner Upload or change**







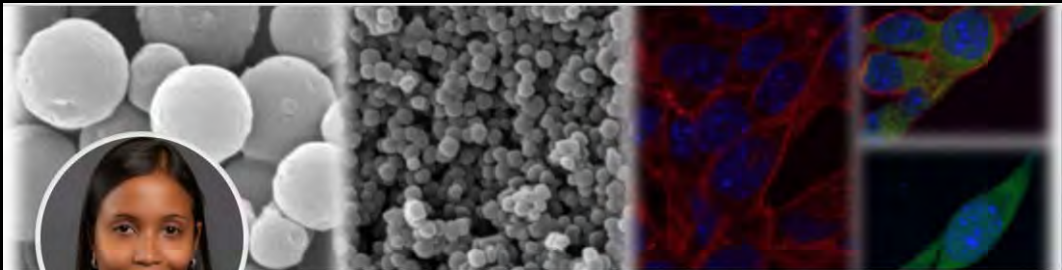
[Message](#) [View in Sales Navigator](#) [More...](#)

**Cole Meier** · 1st

 **Vanderbilt University**

PhD Candidate in the Department of Biological Sciences  
Syracuse, New York Area · [493 connections](#) · [Contact info](#)

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[Message](#) [View in Sales Navigator](#) [More...](#)

**Vanessa Barcelo Bovea** · 1st

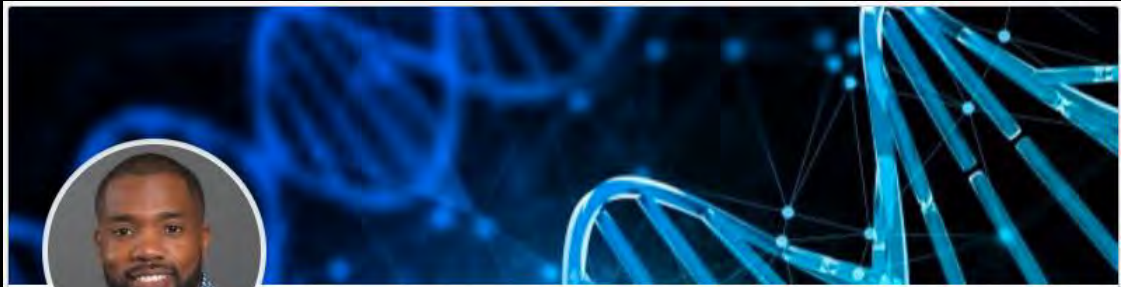
 **Johnson Matthey**

PhD candidate, Analytical Chemist at Johnson Matthey  
Greater Philadelphia Area · [186 connections](#) · [Contact info](#)

 **Universidad de Puerto Rico**

**Open to job opportunities**  
PHD Candidate roles  
[See all details](#)





Message

View in Sales Navigator

More...

**Brent V. Powell, Ph.D.** · 1st

Research Scientist at Nitto Denko AVECIA Inc.

Greater Boston · 500+ connections · [Contact info](#)



Nitto Denko AVECIA Inc.



University of Connecticut



Message

View in Sales Navigator

More...

**Erika Stopler** · 1st

Associate Scientist at The Estée Lauder Companies Inc.

Greater New York City Area · 500+ connections · [Contact info](#)

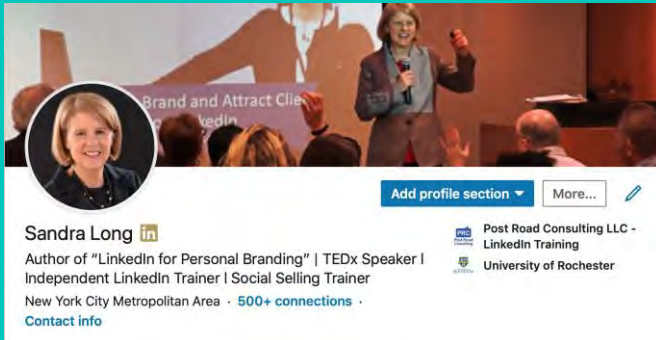


The Estée Lauder Companies Inc.



Miami University





38

## Audience Challenge Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



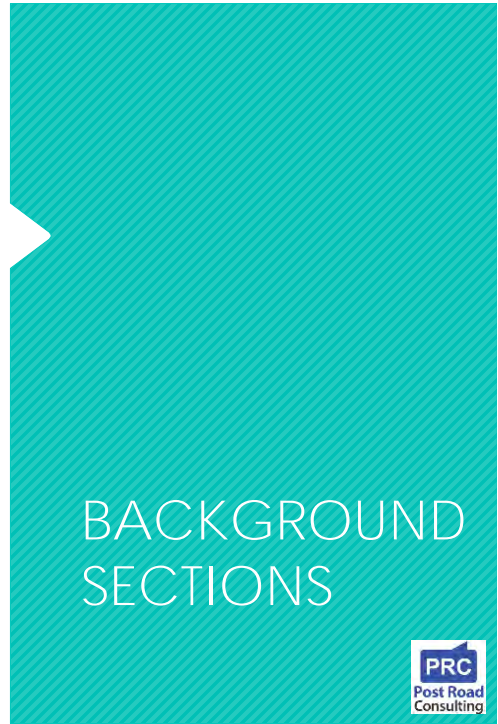
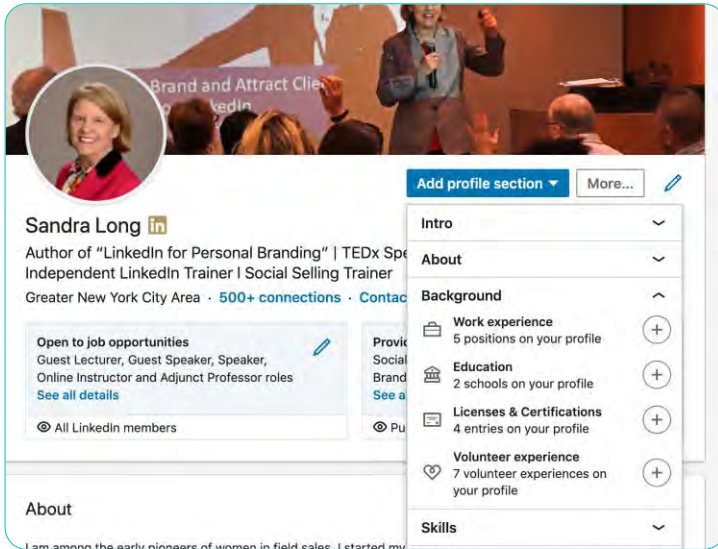
### I need to do the following on LinkedIn:

(Select all that apply)

- Get a better headshot
- Upload a background banner
- Change or adjust my name field
- Change or adjust my city and/or industry
- None of the above



*\* If your answer differs greatly from the choices above tell us in the chat!*

A screenshot of the "Add licenses & certifications" form. The form has a title bar with "Add licenses & certifications" and a close button (X). The fields include: "Name \*" with a placeholder "Ex: Cisco Certified Network Associate Security (CCNA)"; "Issuing Organization \*" with a placeholder "Ex: Cisco"; a checkbox for "This credential does not expire"; "Issue Date" with "Month" and "Year" dropdowns; "Expiration Date" with "Month" and "Year" dropdowns; "Credential ID" with an empty text box; and "Credential URL" with an empty text box. At the bottom, there is a link "We no longer share changes to licenses & certifications with your network. Learn what's shared" and two buttons: "Save and add another" and "Save".

# Cole Meier



## Licenses & Certifications

- UPSTATE** **Biomedical research with human subjects and handling of human samples**  
State University of New York Upstate Medical University  
Issued Jun 2016 - Expired Jun 2017
- UPSTATE** **Laboratory safety for BSL 2 research**  
State University of New York Upstate Medical University  
Issued Jun 2016 - Expired Jun 2017
- UPSTATE** **Responsible Conduct of Research**  
State University of New York Upstate Medical University  
Issued Jun 2016 - Expired Jun 2017
- UPSTATE** **Training on bloodborne pathogen**  
State University of New York Upstate Medical University  
Issued Jun 2016 - Expired Jun 2017

Show less ^



# Brent Powell



## Volunteer Experience

- NHD** **State Competition Judge**  
National History Day  
Mar 2018 - Present • 2 yrs 3 mos  
Education  
Review and rank exhibits  
Provide written feedback to students
- National Science Bowl Moderator**  
U.S. Department of Energy (DOE)  
Jan 2017 • 1 mo  
Children



# Education

- School
- Location
- Date
- Degree
- Major
- Activities
- Grade or GPA?



## Brent Powell



### Education



#### University of Connecticut

Doctor of Philosophy - Ph.D, Biological Organic Chemistry  
2014 – 2019



#### Morgan State University

Bachelor of Science - BS, Chemistry, Magna Cum Laude  
2010 – 2014



## Work Experience

- Current and past
- Use Keywords
- Add Your Title
- Add Company name, city, dates
- Logo - by association

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## Brent Powell



UConn

**University of Connecticut**  
5 yrs 2 mos

**Graduate Researcher**  
Nov 2014 – Dec 2019 · 5 yrs 2 mos  
Storrs, Connecticut

- Executed multi step synthesis of modified nucleosides and phosphoramidites
- Performed oligonucleotide synthesis of site-specifically modified oligomers
- Developed HPLC and LC-MS methods to purify modified and unmodified oligomers
- Design and constructed recombinant DNA vectors and viral genomes containing ... [see more](#)

**Graduate Teaching Assistant**  
Nov 2014 – Dec 2016 · 4 yrs 2 mos

- Instruct and supervised students in Organic Chemistry Laboratory
- Read and evaluate lab reports
- Provide office hours for one-on-one discussion with students



# Alyssa Blake



## Experience



### Graduate Research and Teaching Assistant

Georgia Institute of Technology  
Aug 2013 – Present 6 yrs 9 mos

Graduate Research Advisor; Prof. Paul Russo

Silica polypeptide composite particles consisting of an inorganic silica core and an organic polypeptide shell can be used as model systems for studying biological and physical particle interactions. The polypeptide conformational transitions can be used to study the dynamics of vesicles and virus like particles to better understand how proteins undergo their transitions. Jamming studies of the polypeptide composite particles can be conducted to determine how responsive polymers effect the jamming phase transition

Teaching Assistant Lab Coordinator; Dr. Christy O'Mahony

Chem 3211: Analytical Chemistry Lab (2014-present)

- instruct undergraduate students during lab experiments
- answer questions about lab reports and concepts taught in the lab
- grade lab reports
- grade lecture exams
- help with rewriting/fixing protocols
- help fix instruments when they malfunction

Chem 2380: Synthesis Lab (Summer 2017)

- instruct undergraduate students during organic synthesis lab experiments
- answer questions about reaction mechanisms and lab procedures
- grade lab reports
- grade lecture exams



## Experience



### Post Road Consulting LLC - LinkedIn Training USA & Canada

5 yrs

Independent Consultant & Solutions Provider for Employer Branding, LinkedIn Recruiting.

Jun 2013 – Present 5 yrs 5 mos  
Stamford CT

My team and I help our clients improve and accelerate sales, recruiting, branding, student outcomes, and leadership. A majority of our work is directly connected to LinkedIn specifically. We guide our clients to help them understand all the options available from LinkedIn with an independent expert perspective. We also provide proprietary solutions and support tools for companies and universities that wish to educate their employees or students; and extend their brand with LinkedIn. Our custom online support tools allow this to happen at scale.

We also pride ourselves in our online Talent Brand Audit and other Employer Branding... [See more](#)

#### LinkedIn Speaker and Author

2013 – Present 5 yrs

Westport and Stamford Connecticut - United States

I speak and write about LinkedIn, personal branding, social selling, sales, talent acquisition, career, and social recruiting. My book is "LinkedIn for Personal Branding: The Ultimate Guide." I also blog for Workology and LinkedIn. As a speaker, I travel from NYC airports.

My goals as a speaker and author:

- ▶ Inspire and engage the audience and readers
- ▶ Always be completely up to date with the newest LinkedIn features, trends, and ideas.
- ▶ Make my clients look great to their coworkers and customers [See less](#)



Position Yourself on LinkedIn



Be Referred for Your Next Great...



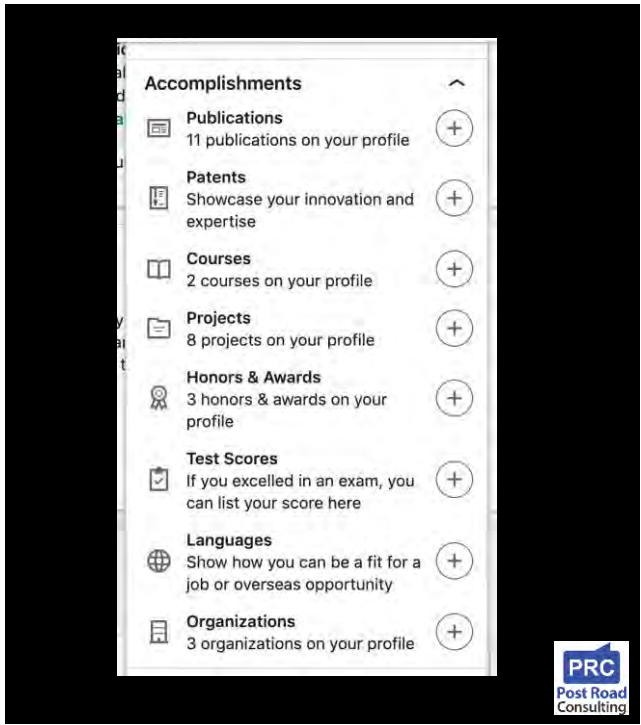
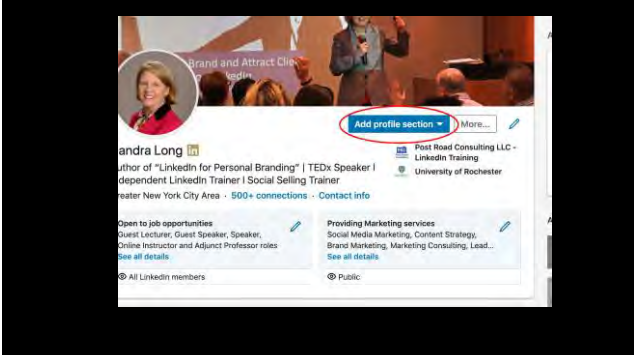
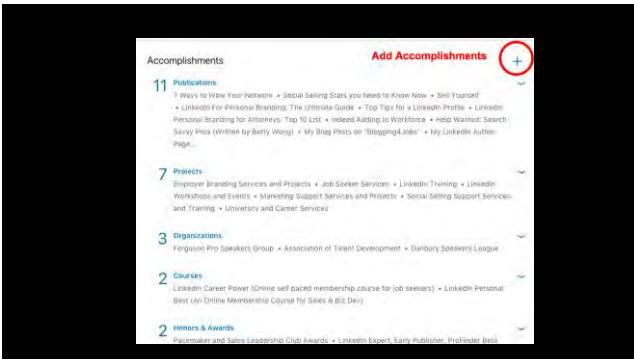


# Accomplishments

- Publications, Awards, Projects, Patents, Organizations, Courses, Languages



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# Vanessa Barcelo Bovea



## Accomplishments

### 5 Courses

Advanced Topics in Cancer: Emerging Technologies for Detection and Treatment of Cancer  
 • Biochemistry techniques • Electron Transfer Reactions in Chemistry and Biology • Enhancing verbal, analytical reading and writing skills for cancer research • Metals in biology

### 5 Publications

Candida rugosa lipase nanoparticles as robust catalyst for biodiesel production in organic solvents  
 • Comparison of nanoparticle and nanoparticle-free formulations for the active delivery of cytochrome c by targeting folate receptors. Poster presentation. • Targeted Delivery of Nanoparticulate Cytochrome C into Glioma Cells Through the Proton-Coupled Folate Transporter • Optimization of chitosan nanocapsules using a two-step nanoprecipitation process for the delivery of  $\alpha$ -casein to cancer cells overexpressing folate receptor • Targeted drug delivery system for ribonuclease A

### 2 Languages

English • Spanish

### 2 Organizations

American Chemical society • Chemistry Graduate Students Association of the University of Puerto Rico, Rio Piedras Campus

### 1 Honor & Award

Continuity track grant to continue research projects with collaborators outside the Caribbean region



52

## Audience Challenge Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



**I wish to add or enhance these accomplishments or special sections on my LinkedIn profile:**

(Select all that apply)

- Publications
- Languages
- Certifications and Licenses
- Organizations
- Awards



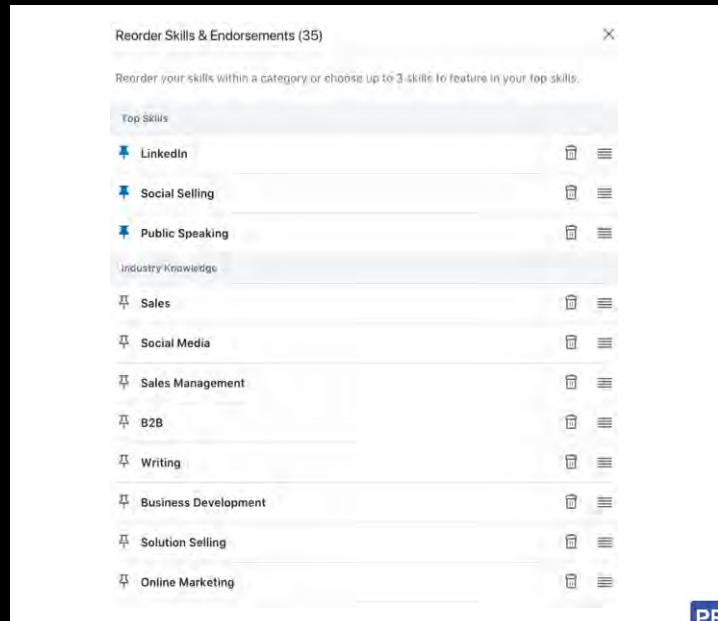
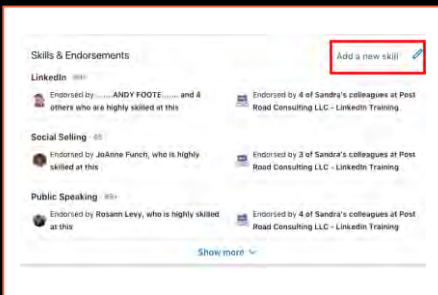
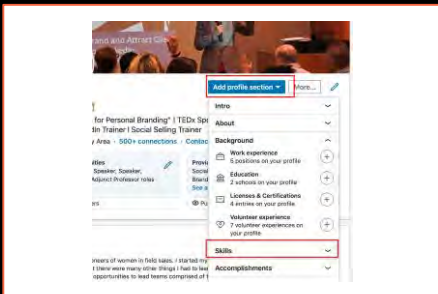
*\* If your answer differs greatly from the choices above tell us in the chat!*

# Prioritize! Add, Delete, Move

# Skills



cc:reid.reidreiter - https://www.flickr.com/photos/21085902@908



# Alyssa Blake



**Skills & Endorsements**

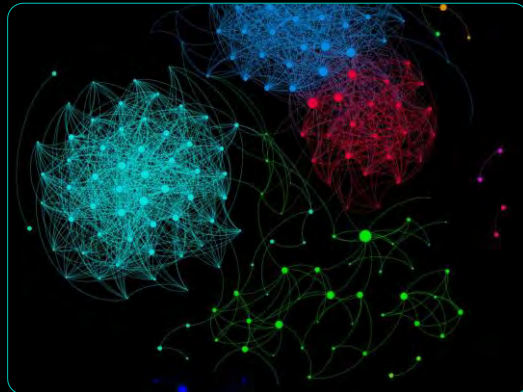
- Research** - 9
  - Endorsed by David Hanna, who is highly skilled at this
  - Endorsed by 6 of Alyssa's colleagues at Georgia Institute of Technology
- Chemistry** - 6
  - Endorsed by 4 of Alyssa's colleagues at Georgia Institute of Technology
- Public Speaking** - 6
  - Endorsed by 2 of Alyssa's colleagues at Georgia Institute of Technology

[Show more](#) ▾



## About Essay

- An introduction
- Professional and well-written
- Written in the 1<sup>st</sup> person POV
- Personal
- Unique value
- Enthusiasm or story.... vs boastful





### About

Combining my passion for cosmetics and chemistry as an Associate Scientist at Estée Lauder.

I am a recent graduate of my master's degree program at Miami University for Chemistry with a focus in Polymer and Materials Science.

When I was a young girl, I loved crafting recyclable materials together to make items for my family and friends that they could use in their everyday lives. It was through that love of creativity, sustainability, and innovation, that I wanted to be the chemist behind important practical products for people to use and enjoy today.



## Job Seeker – New feature before activation

**Sandra Long**

Author of "LinkedIn for Personal Branding" | TEDx Speaker | LinkedIn Consultant | LinkedIn Trainer | Social Selling

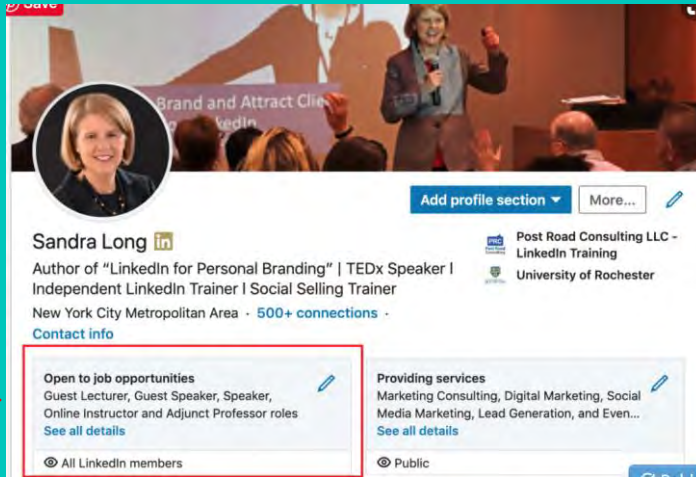
Greater New York City Area · 500+ connections · [Contact info](#)

**Providing Marketing services**  
Social Media Marketing, Content Strategy, Brand Marketing, Marketing Consulting  
[See all details](#)

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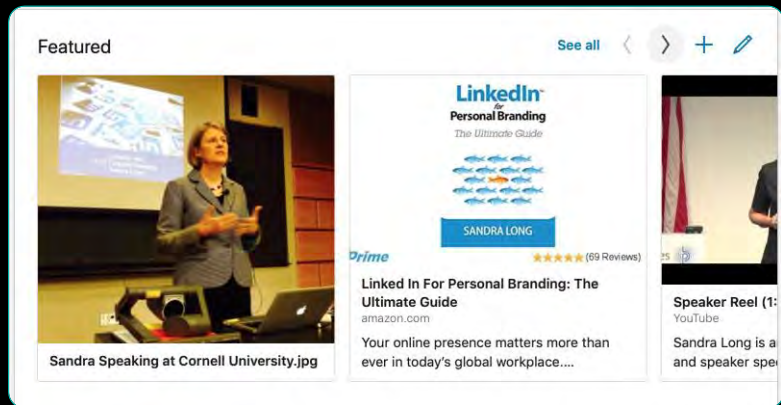
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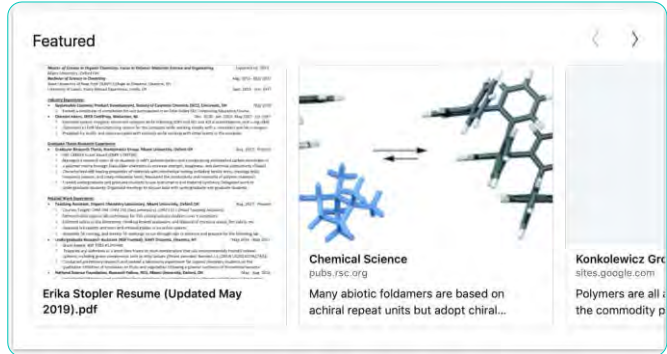
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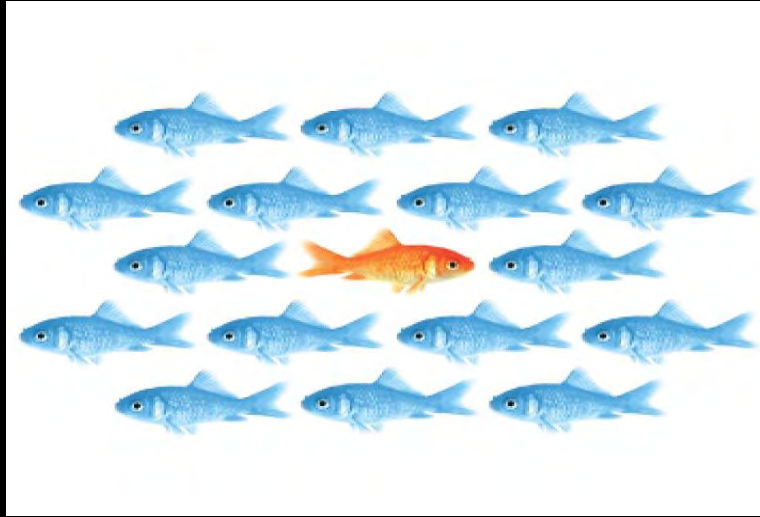
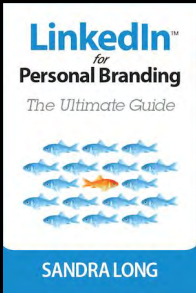
# Erika Stopler



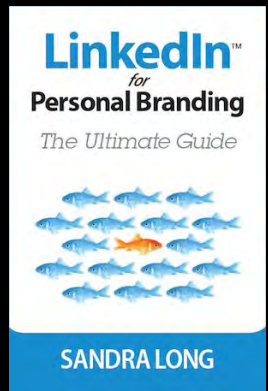
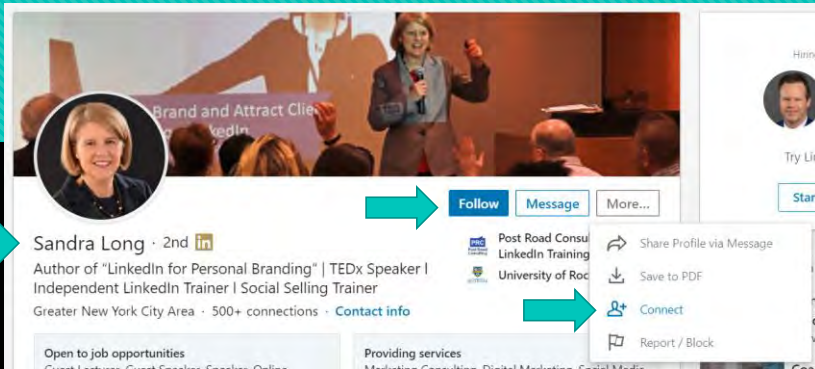
# Appearance

- White Space
- Bullets
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- Capital letters for headings





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- How the temperature of whole coffee beans determine the particle size distribution produced by a grinder
- How to systematically improve coffee production (focusing on espresso, but applicable to all brew methods), while reducing wasted coffee mass

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- How we can include failure in science education
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- How to take advantage of career disruption, embrace change, and invest in yourself
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70



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72