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Professional Development #1

BUF 4900

On Thursday April 28, 2022 the student life and development at the New York City College of Technology at the City University of New York held a virtual workshop on Zoom. The workshop was called “ Using LinkedIn to Advance Your Career & Writing a Profile That Stands Out”. It was hosted by Dorothy Doppstadt. The workshop was held at 12:30pm and lasted until 1:45pm in the afternoon. This workshop was part of the student life and development series of leadership skill development. The idea of using social media platforms like LinkedIn to develop your career was discussed as well as the concept of creating a well written and eye catching bio. The workshop also consisted of guest speaker, Tyra Booker, the Social Media Director at Ilia Beauty.

The workshop discussed various important factors on the usage of LinkedIn, the importance of networking, and gave an inside look from the guest speaker at what it is to be working in the beauty industry. The workshop was hosted by Dorothy Doppstadt and she started off with an introduction as to who she is and what she does. Doppstadt then asked a series of questions including who in the zoom call knows what LinkedIn is and who has used LinkedIn before. With this being the topic of the workshop, she then began a discussion of what is LinkedIn and how one should be using it. Some of the things learned included what LinkedIn really is and how it should be used. Participants learned that LinkedIn is a social media application but it is to be used professionally. LinkedIn is a place to showcase your past projects, your interests, post about things you are passionate about within your hobbies and career, and most importantly develop your network and connections. It is also a perfect place to follow brands, businesses, and organizations that are of your interest and a part of your industry. Doppstadt discussed that it is important to know who you are in a room with, because you never know what that person does and what industry they might be in now or in the future. During the workshop participants were encouraged to create a linkedin profile, if they did not have one, and if they did, to edit the profiles to keep them updated as to what they are studying, where they are studying, when their graduation year is, and their current or past jobs, volunteer work, and internships. Doppstadt also encouraged participants to have a professional profile photo in order to give recruiters and the potential network an idea of what they look like in order to create an image of who they are as a person. Once the topic of keeping the linkedin profiles updated was discussed, she moved on to speaking on creating an eye-catching bio, which shows up at the top of the profile linkedin page and is essentially what potential connections and recruiters first see. Participants learned that in order to create a profile that stands out, Doppstadt mentioned it should not be too long but also not too short. The profile bio should be a brief overview of who one is, what industry they studied to work in and what some of their hobbies include. According to the workshop, these will help paint a picture of who one is as a person to recruiters and to potential connections in the industry they are interested in working in. Participants also learned that it is good to start building up one’s connection starting with people who are in the same room including fellow classmates, coworkers and people on LinkedIn who are in the same industry or working for a company one admires and would like to work for. Connecting with people within your school and major is a big help in increasing your network. Connecting with past co-workers, current co-workers, and supervisors is also a great help in increasing your network. Being able to

connect and message with mutual connections will only increase your network and could potentially help in building relationships, which may lead to even more connections in the future. The more connections one has, the better opportunity one has in building and solidifying connections with potential employers. Having connections, being engaging, supportive, and overall keeping your linkedin active can help with job applications and ultimately getting hired.

For the second part of the workshop, Dorothy Doppstadt invited a guest speaker to talk to the participants about her story and experience in getting started in the marketing industry and building up her career into her current position. The guest speaker for this workshop was Tyra Booker who is the Social Media Director at Ilia Beauty. Tyra Booker started off speaking about her school experiences and how they helped her kick start her career into the marketing and beauty industries. Tyra mentioned how she started off by participating in clubs at her university as well as creating content for her youtube channel and how that helped her land internships with major brands like L'oreal. She spoke about how her internship at L'oreal and SmallGirls PR allowed her to make connections with other employees and helped her to further evolve her skills. She also spoke about her jobs at L'oreal after her internships and how they allowed her to gain more knowledge about what goes into social media management and the growth of a brand. Tyra mentioned her love for beauty and skincare along with her love for social media and creating content. She worked as a senior social media manager at Supergoop and then moved onto her current role at Ilia Beauty. Tyra mentioned how her use of linkedin helped her further her career by connecting with people, getting to know them and forming connections. She also mentioned that most of the time getting to know people and actually reaching out may increase your chances of getting to know others in the same industry who might be hiring or who might know someone else who is.

This workshop helped contribute to learning and advancing one's career in different ways. Getting a first hand look at someone working in the beauty/marketing industry gave an interesting perspective as to what it takes to kick start one's career. It gave an insight that it does not come overnight and that the most helpful thing to do in order to advance your career is to go out, meet people, and network. Some of the applicable things learned in this workshop includes the correct use of linkedin. Using LinkedIn correctly and adding the correct people to your network can have a positive impact on advancing your career. When you take the opportunity to meet people with the same interests or hobbies, it may lead to something much bigger like a job or an internship that can benefit you in the long run. Another applicable thing would be to take the time and research as well as be involved in things like clubs or volunteer work that can help develop and strengthen your skills for the future. When it comes to developing a career in fashion and marketing, one of the most important things include strong skills, communication, working well under pressure and making sure you know the right person for any opportunity that might show up. Fashion and marketing are two industries that contain various different roles and it is important you are connecting with those who are in the field, are trying to get into the field or even just your favorite brands. Conducting your own mock projects may help strengthen your portfolio and will also enhance your resume and LinkedIn profile. Overall, the workshop contained a lot of information on developing your professional network skills and giving a sense of what it is like to actually work in the industry from a first hand perspective.

## References

Booker, Tyra. (n.d). LinkedIn Profile. Retrieved May 4, 2022, from <https://www.linkedin.com/in/tyrabooker>