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Professional Development Critique 2

I attended the Social Media and Your Career event hosted by ASAP/ACE and the Professional Development Center (PDC) on April 20th, 2023 from 10:30 am to 2 PM at 285 Jay Street, Brooklyn, New York 11201. I got the chance to speak with LinkedIn panelist, Alisha Corke, Augustin Galvez, Joshua Gonzalez and Isory Santana during this event. These panelists gave attendees pointers on how to utilize LinkedIn to advance our careers. This event was great since it gave me the chance to network with other students both inside and outside of CityTech and learn something that will aid in my career development. It was great knowing that my school provides these resources to contribute to student's success.

Attending this seminar taught me that LinkedIn is strictly for professional purposes. It is used to highlight your abilities and achievements. I learned that it can be beneficial to provide links with projects you worked on and with the people you worked on it with. I learned that by attending professional development events and showcasing it on LinkedIn for recruiters to see can increase your credibility and opportunities. In addition, I learned what should be included in every section of your LinkedIn profile to grab recruiter's attention. For example, it is important to have a photo of yourself. A headshot with a nice smile can go a long way. It shows individuals that you are friendly, and they would want to connect with you. Also, in the summary section, write about what motivates you, your skills and goals. Furthermore, I learned that following a company's page, sharing their content, and responding to their posts can increase your chances of getting hired at their company. In addition, to stand out, I learned that I should personally reach out to a company or individuals within the company and perhaps invite them to a coffee chat or a zoom call so they can learn more about me to establish a professional relationship. Lastly, I learned the importance of growing my network. Connecting with peers and faculty etc. can open up opportunities.

By attending this seminar, I have gained knowledge about how to reach my career aspirations and expand my opportunities and I feel more confident moving forward. Also, I am able to establish my expertise and boost my professional credibility. I can apply what I learned in this seminar such as new approaches to effectively do my job. This seminar also allowed me to stay on top of trends that are happening. This event allowed me to network and grow my connections, which is beneficial to my career growth.

Professional development seminars are an incredible chance for students to advance their careers, thus they should definitely be attended. You develop as you gain knowledge. Always be open to learning and soak in all the knowledge like a sponge. You can learn new skills and use them to your advantage. Lastly, expanding your network and connecting with those in your

career aspirations will introduce you to a variety of opportunities. Professional developments provide direction and meaning for your career aspirations.