

Leveraging LinkedIn

Jessica Cornick
February 2018

Meet Me



Jessica Cornick
Quantitative User Experience Researcher

"If you can't explain it simply, you don't understand it well enough" - Albert Einstein.

Job function

- Work with partners to identify biggest outstanding research questions and then execute plans for answering them

May also be known as:

- UX Researcher
- Market Researcher
- Data Analyst
- Consultant

Common job duties:

- Survey writing
- Writing data queries
- Writing R code for data analysis
- Generating reports on findings
- Consulting with partners to determine research needs

Session Overview

The four topics this session will address:

01

Why bother with LinkedIn?

What value does LinkedIn provide to people with academic backgrounds?

02

Building a [Complete] LinkedIn Profile

What components maximize your ROI?

03

Finding Jobs on LinkedIn

How should you use LinkedIn in your job search strategy?

04

Being Found on LinkedIn

How do you maximize your visibility on LinkedIn?

Why bother with LinkedIn?

Why bother with LinkedIn?

High Membership

LinkedIn has over 467 million members.



Worldwide Coverage

LinkedIn covers over 200 countries.



Recruiters Use It

94% of recruiters use LinkedIn to vet candidates.



Building a [Complete] LinkedIn Profile

Data Science Master's - Earn your Master's in Data Science from Syracuse. GRE waiver

Jessica Cornick, Ph.D.
Quantitative User Experience Researcher at Facebook
Facebook • University of California, Santa Barbara
San Francisco Bay Area • 500+ &

I am an Analyst, Scientist, and Researcher with 8 years of experience conducting quantitative and qualitative research. I'm crazy passionate about answering tough questions with empirical evidence. I love all kinds of data (...)

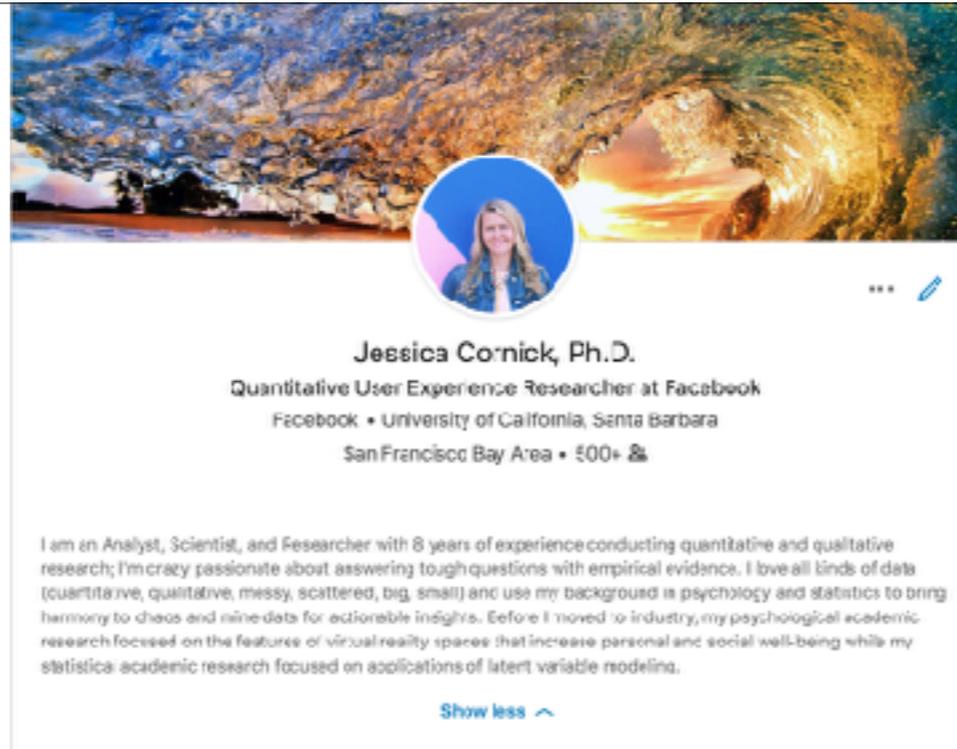
[Show more](#)

Members with up to date information are found 18 times more often on LinkedIn

<https://www.inc.com/john-nemo/how-to-make-your-linkedin-profile-20x-more-appealing-according-to-science.html>

Current Position

- This could be your actual title at your job
- Use keywords that appear in your ideal job
- Keep this information up to date!



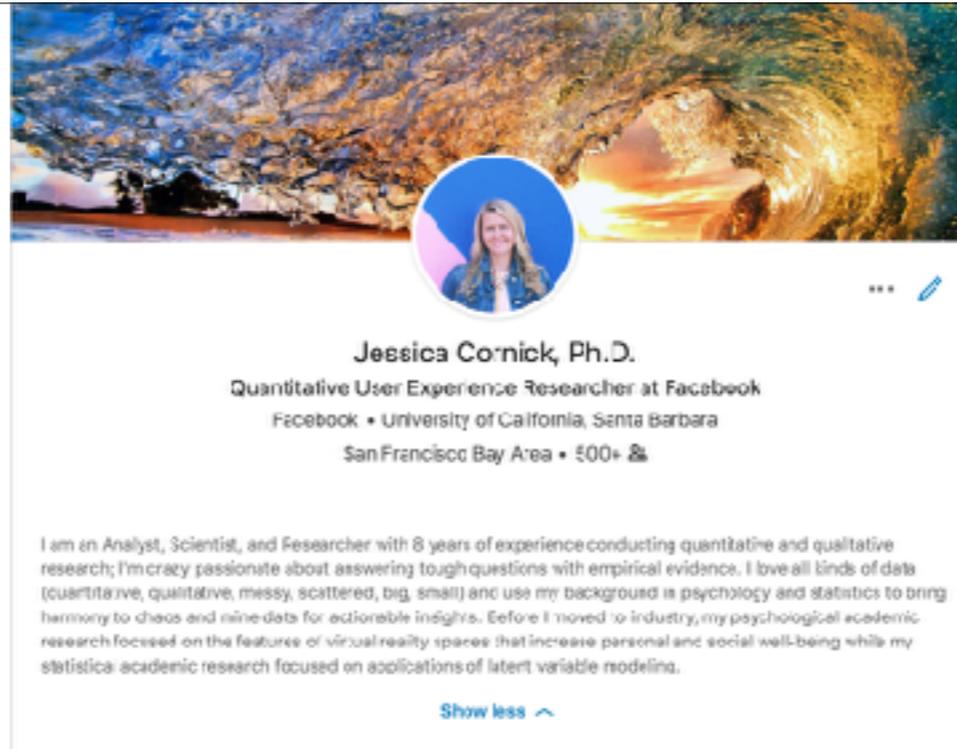
Jessica Cornick, Ph.D.
Quantitative User Experience Researcher at Facebook
Facebook • University of California, Santa Barbara
San Francisco Bay Area • 500+ &

I am an Analyst, Scientist, and Researcher with 8 years of experience conducting quantitative and qualitative research; I'm crazy passionate about answering tough questions with empirical evidence. I love all kinds of data (quantitative, qualitative, messy, scattered, big, small) and use my background in psychology and statistics to bring harmony to chaos and mine data for actionable insights. Before I moved to industry, my psychological academic research focused on the features of virtual reality spaces that increase personal and social well-being while my statistical academic research focused on applications of latent variable modeling.

[Show less](#) ^

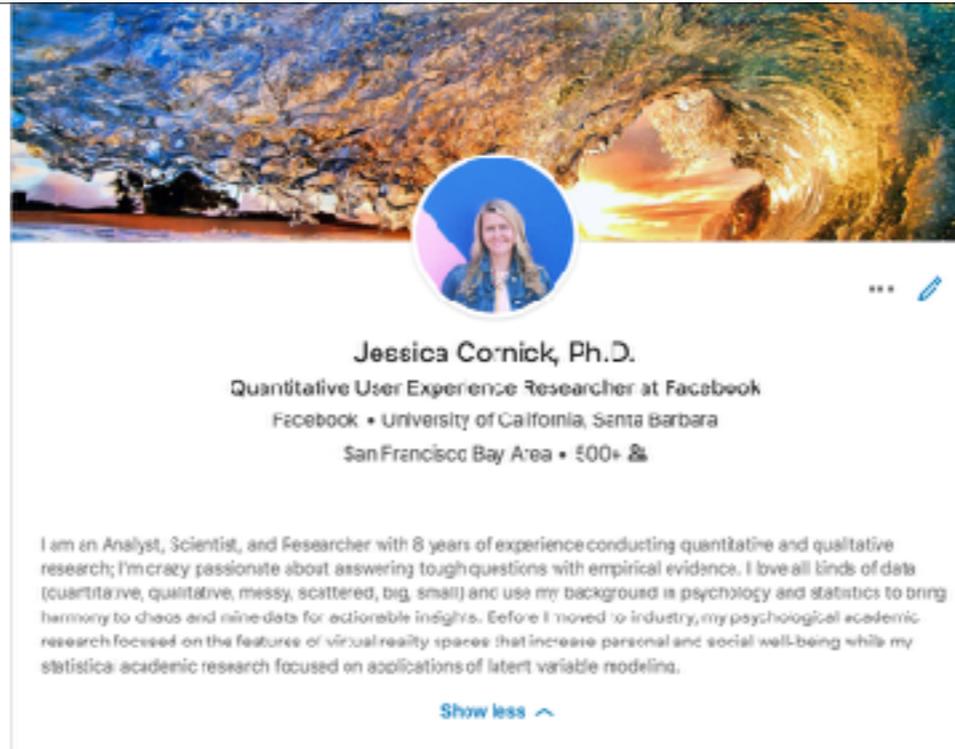
Professional Picture

- Profiles with pictures get 21x more profile views and 36x more messages
- Have someone take a picture of you in front of a neutral background
- Examples of what not to do



Summary

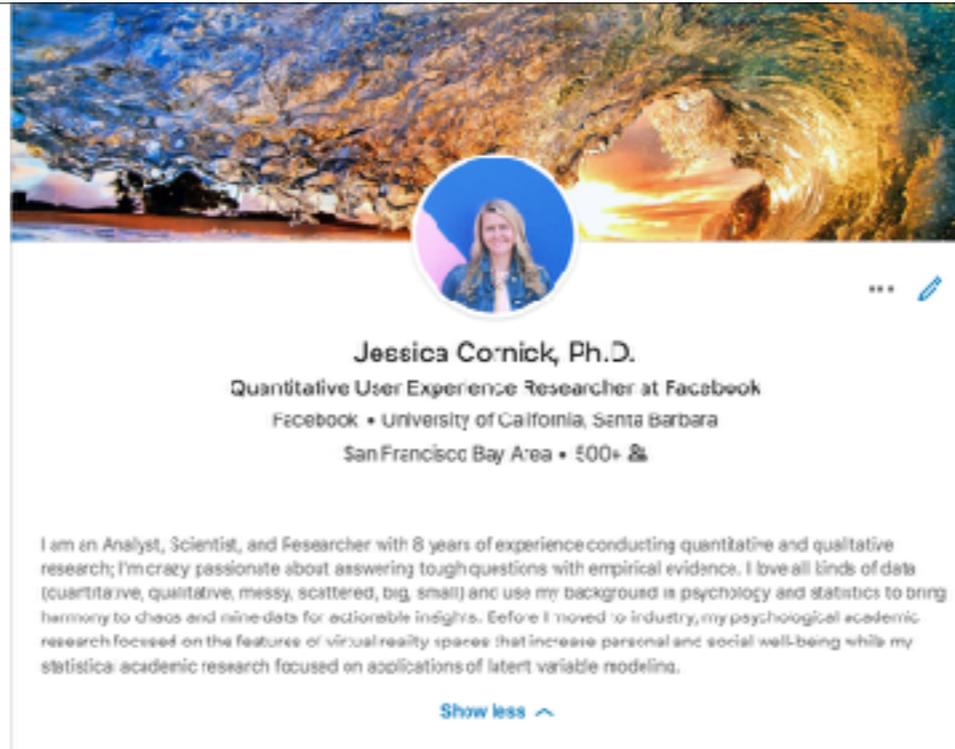
- Make it more than 40 words
- Highlight your most important skill(s)
- Briefly mention how long you've been doing your current role
- Highlight that you can DO something with your skill(s)
- Include your email
- [Guide to writing the perfect summary](#)



The image shows a Facebook profile page for Jessica Cornick, Ph.D. The profile picture is a circular portrait of a woman with blonde hair. The cover photo is a vibrant, abstract image with blue and orange tones. The profile name is "Jessica Cornick, Ph.D." and the bio reads: "Quantitative User Experience Researcher at Facebook", "Facebook • University of California, Santa Barbara", "San Francisco Bay Area • 500+ &". The bio text is truncated and ends with "I am an Analyst, Scientist, and Researcher with 8 years of experience conducting quantitative and qualitative research; I'm crazy passionate about answering tough questions with empirical evidence. I love all kinds of data (quantitative, qualitative, messy, scattered, big, small) and use my background in psychology and statistics to bring harmony to chaos and mine data for actionable insights. Before I moved to industry, my psychological academic research focused on the features of virtual reality spaces that increase personal and social well-being while my statistical academic research focused on applications of latent variable modeling." A "Show less" link is visible at the bottom of the bio.

Location

- Recruiters use your location when searching for candidates
- Include your current location OR the location where you will be relocating
- If you're open to moving, put that in your summary



The image shows a LinkedIn profile for Jessica Cornick, Ph.D. The profile picture is a circular portrait of a woman with blonde hair. The background of the profile header is a scenic image of a sunset over a body of water with trees in the foreground. The profile information includes her name, title as Quantitative User Experience Researcher at Facebook, and her current location as San Francisco Bay Area. Her summary describes her 8 years of experience in quantitative and qualitative research, her passion for data, and her background in psychology and statistics.

Jessica Cornick, Ph.D.
Quantitative User Experience Researcher at Facebook
Facebook • University of California, Santa Barbara
San Francisco Bay Area • 500+ &

I am an Analyst, Scientist, and Researcher with 8 years of experience conducting quantitative and qualitative research; I'm crazy passionate about answering tough questions with empirical evidence. I love all kinds of data (quantitative, qualitative, messy, scattered, big, small) and use my background in psychology and statistics to bring harmony to chaos and mine data for actionable insights. Before I moved to industry, my psychological academic research focused on the features of virtual reality spaces that increase personal and social well-being while my statistical academic research focused on applications of latent variable modeling.

[Show less](#) ^

Connections

- You should start by connecting with people who can comment on your skills and experience
- You can also connect with recruiters from companies you're interested in
- The more people you connect with, the more 2nd and 3rd degree circles you appear in



800 Connections

Sort by: Recently added

Search connections

Search with filters

	Tom Wilson Executive Coordinator Connected 10 hours ago	Message	...
	Katherine Kelly Associate Category Manager at Calloway Golf Connected 6 days ago	Message	...
	Brian Anderson, PhD Quantitative User Experience Researcher at Facebook Connected 1 week ago	Message	...
	Steven Lee Hildebrandt PhD Student at University of California, Santa Barbara Connected 1 week ago	Message	...
	Isabella Garcia Postgraduate student at Universitat de Barcelona (UB) Connected 1 week ago	Message	...
	William Walsh Data Scientist Actively seeking for full-time opportunities Connected 1 week ago	Message	...
	Andrew Wilson Senior Director of Public Relations and Operations at ChioExos PR Connected 1 week ago	Message	...

Role Description

- Focus on the skills and accomplishments in each role that would be most applicable to your ideal job
- Unless your research is directly applicable to the jobs you're applying for, leave it out or briefly mention it
- Use your organization's mission statement to start your description if you're stuck



Research Scientist
Leiberman Research Worldwide
Aug 2016 – Present • 1 yr 7 mos
Greater Los Angeles Area

LRW is a global market research company that periodically uses data to deliver key insights to customers by answering "so what?" We strive to deliver insights that are actionable and will drive business for our clients by ensuring that every deliverable meets our "so what?" standard.

At LRW, I consult with internal market research teams to help them answer tough research questions, with the ultimate goal of ensuring the most powerful insights to our clients. I also work behind the scenes on R&D projects to evaluate the current tools available at LRW for conducting market research and create my background in social psychology to develop new tools.



Analyst and Researcher
UC Santa Barbara
Sep 2011 – Jun 2016 • 4 yrs 10 mos
Santa Barbara, California area

Using advanced statistical methods, I designed better surveys and more efficiently modeled our data to extract key outcomes. This included using a range of univariate and multivariate statistical techniques such as A/B testing, segmentation, data mining, logistic and linear regression, and latent variable modeling. I also provided statistical consulting services to other Ph.D. level researchers helping them to create, polish and execute surveys and then analyze and interpret the resulting data.

In my psychological research, I explored factors related to the ways in which media influences perceptions of self using cutting-edge technology and strong psychological research methodology. The bulk of my research utilized virtual reality equipment to fully immerse participants in virtual environments to better understand psychological processes and behavioral outcomes. The focus of my dissertation research was understanding the behavioral outcomes of the relationship between an individual and their avatar and how experiences in virtual environments can change the individual's thoughts, feelings, and behaviors.

My psychological research interests coupled with my background in advanced quantitative research methodology have resulted in 10 published manuscripts.

Messaging



Education

- Include a short description of your research and make it as maximally relevant to the jobs you're looking for as possible
- Include relevant coursework if you think that's knowledge future employers would be looking for

Education



UCSB

University of California, Santa Barbara
Doctor of Philosophy (Ph.D.), Psychological and Brain Sciences
2008 – 2010

Completed the first of visual experience courses on an individual's thought, behavior, and perception. Investigated using visual space to predict and influence the rate of work by examining the effect of visual distance on work rate and performance.

Completed Coursework

Social Psychological Research Methods, Visual Reality Research Methods, Cultural Psychology, Perception, Memory, Self and Social Psychology, Neuroscience, and Data Analysis

UCSB

University of California, Santa Barbara
Master of Arts (M.A.), Psychological and Brain Sciences
2006



Skills

- Members with 5+ skills are contacted up to 33x more often by recruiters
- List your skills in the order you want to be known for
- Up-rank skills that appear often in postings for your ideal job
- Toggle on "ask for recommendations" and LinkedIn will ask your network for endorsements of your listed skills

You have 6 of the top skills seeing applications, and the 3 ranking skills
R - Microsoft Excel - Research - +2 more

Featured Skills & Endorsements

Add a new skill 

Research - 44

Endorsed by  and 4 others who are highly skilled at this.
 Endorsed by 4 of Jessica's colleagues at Lieberman Research Worldwide

R - 3

Endorsed by  who is highly skilled at this.
 Endorsed by 3 of Jessica's colleagues at UC Santa Barbara

Statistics - 24

Endorsed by  and 4 others who are highly skilled at this.
 Endorsed by 3 of Jessica's colleagues at Lieberman Research Worldwide

Jessica is also good at...

Statistical Model... - 5

Structural Equati... - 3

Data Analysis - 17

Leadership - 21

Public Speaking - 16

Teaching - 27

Consulting - 3

Team Building - 15

Multivariate Stati... - 5

Training - 11

SPSS - 11

Mplus - 2

Research Design - 12

Survey Research - 7

Experimental De... - 5

Qualitative Rese... - 5

Psychology - 22

Social Psychology - 3

Recommendations

- Recommendations are short referrals
- Ask people who can speak to skills you want to highlight
- Give your referrers things you want them to mention or highlight

Recommendations

Received (18) | Given (0)

[Ask to be recommended](#)



Senior Research Manager
at Johnson Research
Worldwide
August 10, 2017. Male
worked with Jessica in different
groups

Jessica is one of those unique individuals who can channel an academic background into business insights without blinking an eye. In her time at LRW, she regularly consulted on my studies, offering guidance to ensure our research was being crafted and communicated into strategic recommendations. Jessica is incredibly organized, thoughtful, and attentive to her work, making her an excellent partner to the research teams. And it doesn't hurt that she's an incredibly bright and driven woman with a great sense of humor.



Senior Research Manager
at Johnson Research
Worldwide
July 10, 2016. Female
worked with Jessica in different
groups

Jessica successfully leverages her academic background to offer consultative thought partnership, helping the teams she consults with view their findings to better solve tricky business questions. She successfully bridges the gap between academia and industry, identifying ways that theories and tools developed in an academic setting can be applied to drive actionable business insights. She is a quick learner, works efficiently, takes ownership of whatever she touches, and is an asset to any team.

Publications

- At the very BOTTOM of your profile you can highlight some of your most relevant publications
- Highlight research that is maximally relevant to industry

Accomplishments

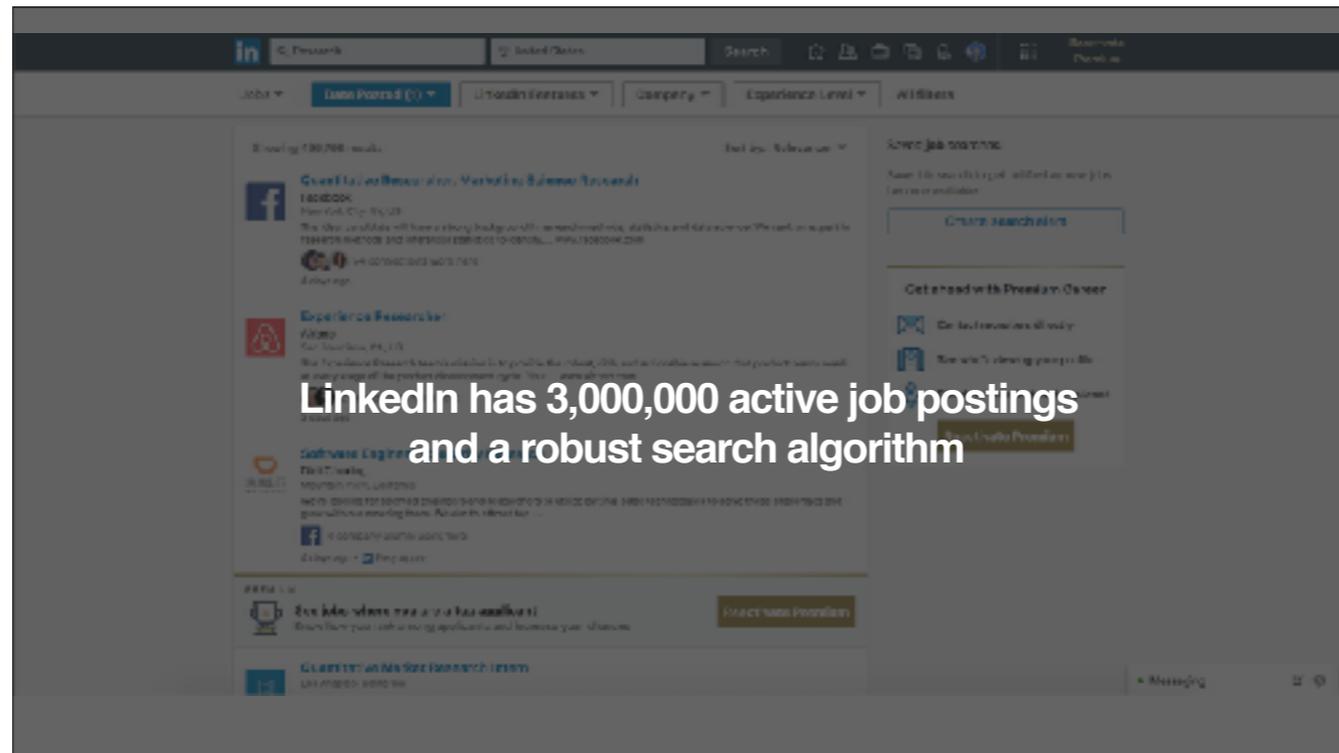
15 Publications

The Echo Chamber at Work • The New Normal: Redefining Exclusivity • Physiological Responses to Virtual Feedback: Feedback for individuals with different levels of Exercise Self-Efficacy
• Using a Pictorial to Increase Presence in Digital/Virtual Environments • Election 2016: Accessing to the BAGE • The Tangled Web We Weave • You're an Olympian, Too! Bio 2015
• Heuristic traps in surfing are worth more than a hasty glance • Mothers' Impact on Daughters' Cardiovascular Reactivity in a High-Threat Context: An Immersive Virtual Environment Study
• Variations in Weight Stigma Concerns...

4 Certifications

Learn SQL • Programming for Everybody • R Programming • Certificate in College and University Teaching

Finding Jobs on LinkedIn



<https://www.omnicoreagency.com/linkedin-statistics/>

LinkedIn search results for "Research". The page includes a navigation bar with filters for Job, Location, Company, Experience Level, and Website. The main content area displays three job listings:

- Qualitative Research, Marketing Science Research** at Facebook. Description: "The most remarkable will be a background in research methods, statistics available online. We seek researchers who are self-motivated, detail-oriented, and able to work independently." 20 connections, 4 days ago.
- Experience Researcher** at A/B. Description: "The Experience Researcher's role is to provide feedback on the user experience and to help us understand the user's journey at every stage of the product development cycle. Your primary role is to..." 1 connection, 2 days ago.
- Software Engineer - Security Research** at IBM. Description: "We are looking for a Security Researcher to join our team. This role is responsible for identifying and exploiting vulnerabilities in our products and services. You will be working with our security team to identify and fix vulnerabilities." 4 days ago.

A 'Premium' badge is visible on the IBM listing. The sidebar on the right offers 'Premium' options:

- Get ahead with Premium Career
- Contact recruiters directly
- View who's viewing your profile
- Stand out as a top applicant

Buttons for 'Create search alert' and 'Upgrade Premium' are also present.

All jobs filters

Clear 1 Cancel Apply

Date Posted

- Past 24 hours
- Past Week
- Past Month
- Any Time

LinkedIn Features

- Easy Apply
- In Your Network
- Under 10 Applicants

Job Type

- Full-time
- Part-time
- Internship
- Contract
- Volunteer
- Internship
- Other

Location

- Post a location
- New York, New York
 - Chicago, Illinois
 - San Francisco, California
 - Los Angeles, California
 - Mountain View, California

Company

- Art's company
- Facebook
 - Bank of the West
 - Wellington Management
 - Modis
 - VeriSign

Industry

- Art's industry
- Computer Software
 - Internet
 - e-commerce
 - Marketing and Advertising
 - Information Technology and Services

Job Function

- Art's job function
- Information Technology
 - Sales
 - Other
 - Research
 - Engineering

Seniority Level

- Not Applicable
- Internship
- Entry level
- Associate
- Mid-Senior level
- Director
- Executive

How to connect with people you don't know



Company Recruiters

In the search bar, search company name and "recruiter", "HR", "talent", or "sourcer" and then send a connection request to the person at that company. Make sure you include your reason for contacting them and that you're actively job hunting in your message.



Ask for informational interviews

Ask connections to introduce you to people who work in the role or at a company you're interested in. When you message them, be clear about how much time you expect to take and specifically what you want to know. Ask what skills they use and wish they had.

Being Found on LinkedIn

Interests

- There is a 21% increase in message responses when the recipient shares a LinkedIn group with the sender
- Join groups, organizations, and interests that are relevant to jobs that you're looking for
- The more interests you follow, the more 2nd and 3rd circle networks you appear in
- Make sure you are active and engaged in the groups you join

Interests



UC Santa Barbara
100,000 followers



Hulu
86,296 followers



WITHIN (VR/AR)
2,308 followers



Homeboy Industries
2,074 followers



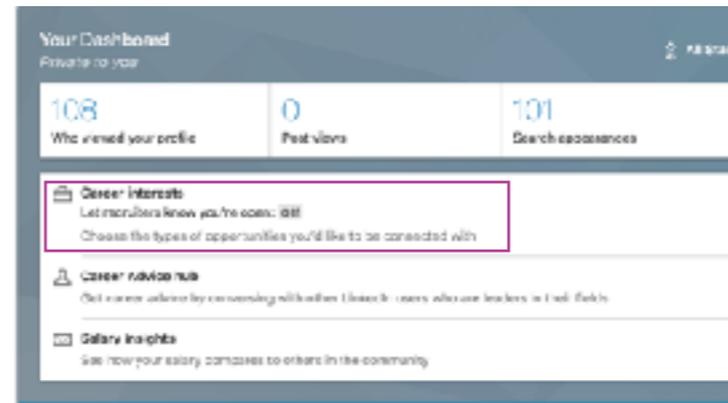
UC Santa Barbara Alumni
30,267 members



Microsoft
5,082,713 followers

Open to recruiters

- There is a filter on LinkedIn where you can indicate whether you're searching for a new job
- This filter is supposed to be secret from your current employer



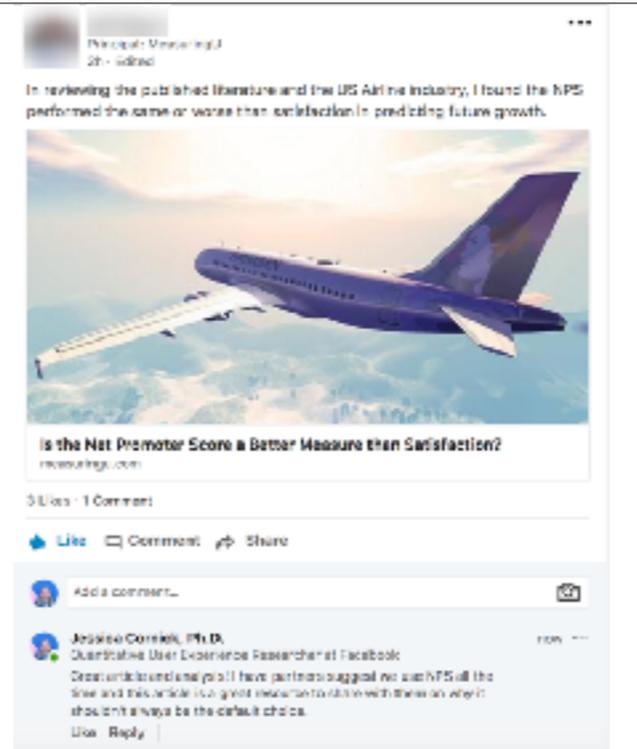
Publish content

- Publishing content is a great way to demonstrate your knowledge and skills as well as demonstrate that you can apply your knowledge to industry

The screenshot shows the LinkedIn 'Publish content' interface. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, and Me. Below the navigation bar, there is a banner for 'MIT Executive Courses - A unique opportunity to expand your network with like-minded senior execs'. The main content area features a profile card for Jessica Cornick, Ph.D., a Quantitative User Experience Researcher at Facebook. To the right of the profile card is a text input field with the placeholder 'Share an article, photo, video or idea'. Below the input field are three buttons: 'Write an article', 'Images', and 'Video'. A blue 'Post' button is located to the right of these options. At the bottom right of the input area, there is a 'Sort by: Top' dropdown menu. On the far right, there is a section titled 'What people are reading' with three items: 'Albertsons to...', 'Iconic guitar-m...', and 'Google launch...'. The 'Write an article' button is highlighted with a red box.

Engage with influencers

- Follow industry influencers and comment on the content they publish (others will see your comments)



The Local Marketing
2h · edited

In reviewing the published literature and the US Airline industry, I found the NPS performed the same or worse than satisfaction in predicting future growth.



Is the Net Promoter Score a Better Measure than Satisfaction?
researchgate.com

3 Likes · 1 Comment

Like Comment Share

#sda comment...

Jessica Cornick, Ph.D.
Quantitative User Experience Researcher at Facebook

Great article and analysis! I have previously suggested we use NPS all the time and this article is a great reason to ditch it with these on why it shouldn't always be the default choice.

Like Reply

Final Thoughts

Final Thoughts

LinkedIn is a tool that requires work and a time investment, the more time and effort you put in, the more you can get from it.

1. Make sure you have a complete and up-to-date profile
2. Grow your network and connect with influencers
3. Leverage the large job database