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# Virtual Linked Workshop

Join us to learn about how vital it is to use LinkedIn as a platform and learn how COVID-19 has changed job hunting by using real situations.

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**Presenter:**  
**Michelle Matthews**  
*Career Coach*



Questions? Please contact Gina Torres,  
Career Services Coordinator, at  
[gina.torres@morton.edu](mailto:gina.torres@morton.edu)

# About Your Facilitator



Michelle "MiMi" Matthews is the owner of RBG Royalty Enterprises and the host of the podcast "What's Next Black Girl?". Michelle is a Chicago native accredited with a Bachelor of Science in Accounting from the University of Illinois at Chicago, a Master of Business

Administration from Roosevelt University, a member of the Professional Association of Resumé Writers & Career Coaches, and is currently pursuing her certification as a professional career coach. Michelle established RBG Royalty in hopes that she could influence her community by way of professional career advice and the advocacy of unity. Her career coaching and resume writing services have proven to be necessary as she has assisted her clients in securing well over \$225,000 in combined salary increases. She utilizes her expertise in career advancement to help others chase their dreams and pursue a better life for themselves. She truly believes RBG Royalty is where business meets empowerment.

Michelle has ensured that all her endeavors will better the lives of her end users and with that, she plans to be around for many years coaching, educating, sharing her story, and the stories of others.



9:00

HOME

DATING

GALLERY

LinkedIn

# THE DATING PROCESS

How do employers determine  
who's appealing?

# COVID-19 & JOB SEARCHING

*This virus may have very well changed the job market for good.*

- Teleworking
- Limited Opportunity in Certain Industries
- High Levels of Unemployment
- Eliminating Traditional Job Searching
- Virtual Interviewing

The screenshot shows a LinkedIn job search interface. The search criteria are 'Accountant' in the 'Greater Chicago Area' from the 'Past Month'. The results list two positions:

- Accountant** (Promoted) at Miller, Cooper & Co., Ltd. in Forest Park, Illinois, United States. Salary: 401(k). Posted 2 weeks ago. 23 applicants.
- Staff Accountant** (Promoted) at Cramer-Krasselt in Chicago, IL, US. Posted 2 weeks ago. 21 applicants.

The detailed view for the 'Accountant' position at Miller, Cooper & Co., Ltd. is shown on the right. It includes the company logo, name, location, and a table of job details:

Job	Company	Connections
<ul style="list-style-type: none"><li>• 3/10 skills match</li><li>• 23 applicants</li></ul>	<ul style="list-style-type: none"><li>• 201-500 employees</li><li>• Deerfield, IL</li></ul>	<ul style="list-style-type: none"><li>• 6 alumni</li></ul>

*A filtered search for accountant positions in the Greater Chicago Area from the past month.*

# WHAT ARE EMPLOYERS LOOKING FOR?

*As in the dating process, you don't just jump in and go for the ask... you do a little research to determine if the person is really worth going after.*

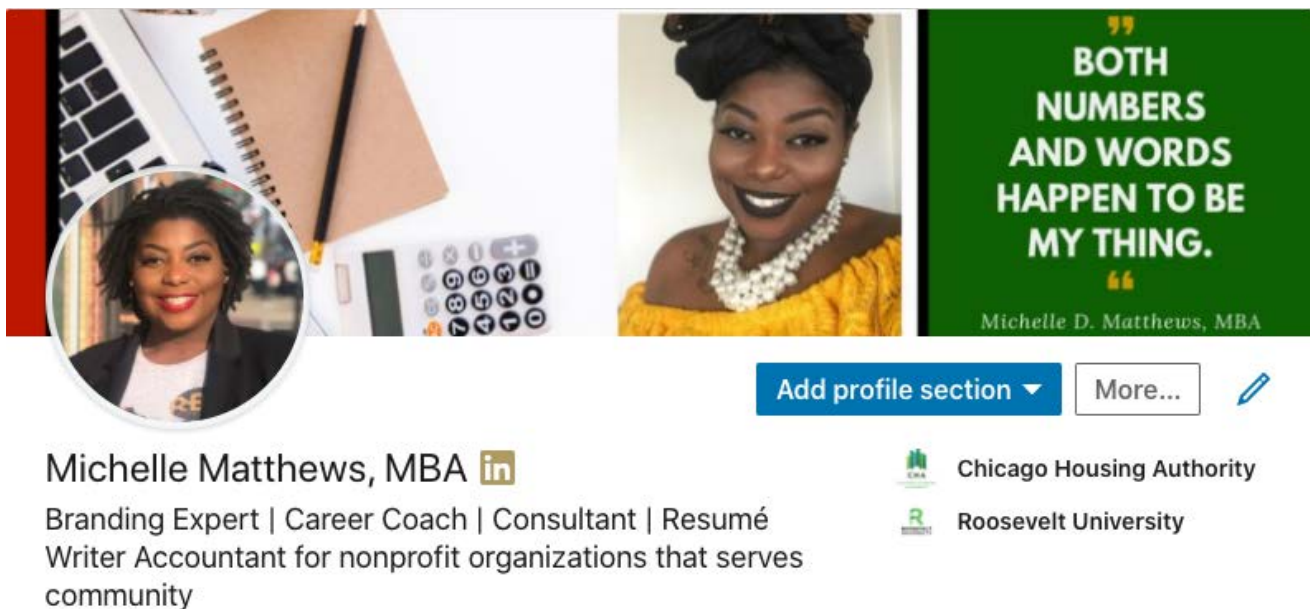
- Who are you?
- Are you an engaged LinkedIn member?
- Do you have connections that they can use?
- Content that compels them to reach out to you.


The 3 H's that make or break your profile:

**Headshot:** People like to put the name with a face.

**Headline:** Represents who you are and where you are in your career advancement journey.

**Hot Topics:** Your awards, achievements, and the data regarding to what you have achieved




Michelle Matthews, MBA 

Branding Expert | Career Coach | Consultant | Resumé Writer Accountant for nonprofit organizations that serves community

Chicago Housing Authority  
Roosevelt University

*Both numbers and words happen to be my thing.*  
Michelle D. Matthews, MBA

Add profile section ▾ More... 

*My actual LinkedIn profile.*

# DO YOU HAVE STANDARDS?

*Your LinkedIn profile will allow employers to know the type of employee you are and ultimately sets the tone for who will feel that they are qualified reach out to you.*

## About



I have been an accountant for multiple nonprofit organizations over the past five years. Two of those five years, I've also helped job seekers gain confidence in their brands so that they can win in the job market. Both roles require me to obtain and research information to be translated into documents that other people trust to be accurate.

What can I say? I enjoy being part of the bigger picture for my clients and the organizations that I have been employed by.

While my specialty, accounts payable, may seem like a small part of the financial department in a business, it's functioning allows the entire business to continue operating.

Preparing resumés and career coaching assists people in creating more income for themselves. Again, something that seems like a small part of the process. However, when it's attached to five-figure salary increases, the perspective changes.

Servicing others has always been a part of my professional brand and I will continue to do so in both my lines of work. I enjoy reading, volunteering my services to local nonprofits, and listening to podcasts.

Does it sound like I'm someone you'd like to get to know more about?

Connect with me here or email me at [mimiwrites@rbgroyalty.org](mailto:mimiwrites@rbgroyalty.org).

**A great summary is the equivalent of a resumé career profile on steroids. This is a huge shot for you to capture your audience using your own voice. You can write whatever you want with your 2,000 character limit. An effective summary will demonstrate your value to an organization, introduce personal interests that makes you relatable, and actually invite people to connect with you.**

# CREATE A TRACK RECORD

*Use the platform to build your reputation and credibility!*

- Endorsements
- Recommendations
- Network Backing



Endorsed by Marvin Jarrett, MBA, who is highly skilled at this



Endorsed by 2 of Michelle's colleagues at University of Illinois at Chicago

## Accounts Payable

## Account Reconciliation · 2



Endorsed by 2 of Michelle's colleagues at University of Illinois at Chicago

*Endorsements given form other professionals who knows your work.*

## Recommendations

Ask for a recommendation



Received (5)

Given (4)



### Brittany Smith

Healthcare Professional

November 4, 2019, Brittany was a client of Michelle's

I was referred to Michelle by a classmate from high school. At the time, I was unhappy in my current role and had already started to apply for other positions. Months went by and I felt like I wasn't getting any real results, so I reached out to Michelle. She completely revamped my entire resume and cover let... [See more](#)



### Kierra Thomas, M.Ed

School Counselor at Chicago Public Schools

October 12, 2019, Kierra was a client of Michelle's

I enlisted Michelle to assist me with updating my resumé. The update proved to be great because I received many calls for interviews. Some interviews went great while others I wasn't so sure of. When I got the opportunity to get the job I really wanted I consulted with her about interviewing. She gave me ... [See more](#)

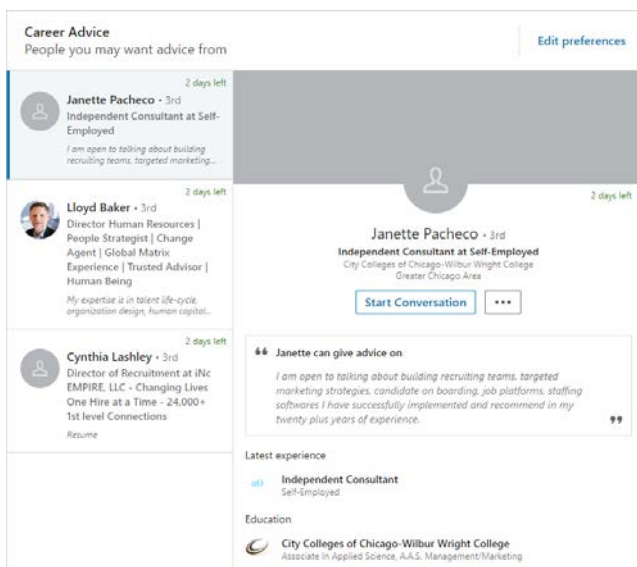
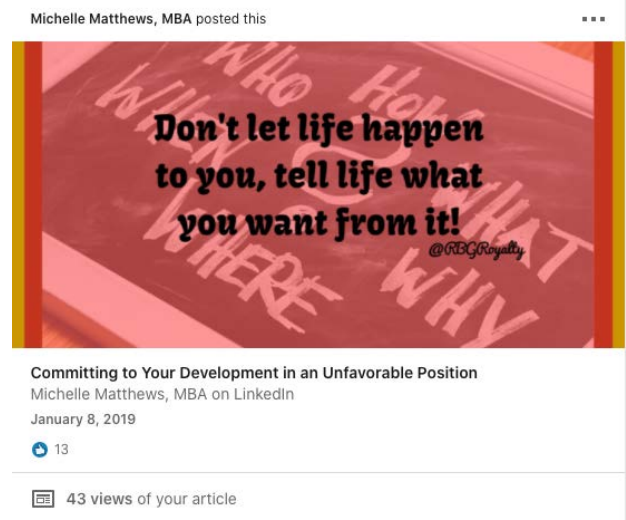
*Recommendations from people you've worked with are excellent for your profile!*

# DEVELOP YOUR COMMUNITY/NETWORK

*Use the platform to build your reputation and credibility!*

- LinkedIn groups
- Composing articles
- Receive career advice from other professional through an enabled feature.
- Add people!

*Articles are a great way to establish your voice and get eyes on your profile!*



*Career advice feature that will allow you to get the thoughts and opinions from people who are more experienced than you.*



# ROUTINE ENGAGEMENT

*LinkedIn is a platform that allows you to thrive based on the amount of time and thought you put into it.*

- Posts
  - Share relevant info about yourself such as thoughts, accomplishments, or even affirmations.
- Shares
  - Share information relevant to your industry. Include a short description of what it is to show what you found interesting and why you're sharing it.
- Comments
  - Thoughtful comments that provoke conversation and maybe even sparks the interest of people to connect.



My week will be filled with amazing instances that allows me to see myself as a valuable asset and I will continue to perform accordingly. [#Affirmed](#)



## Reactions



 51 views of your post in the feed

*An example of a post that receives engagement.*