

Velcho Aleksandrov

Marketing graduate

Having completed his placement year at IBM as Social Business and Collaboration Lead, Velcho has gained an understanding of how large organisations use LinkedIn. He understands the benefit of having a professional network as well as how to appeal to multi-national companies.

“Employers will look at every platform and channel that you have.”

A sign of professionalism

Velcho signed up to LinkedIn at the beginning of his placement year, when the previous placement student asked him if he had a profile. He quickly researched the platform and created a profile realising that having a profile on LinkedIn is a good place to demonstrate your ability to present yourself professionally.

Finding opportunities

Velcho points out that LinkedIn has its own jobs database, but there are alternative ways to discover employment opportunities, particularly through effective networking. Your LinkedIn connections can be useful in providing opportunities.

“Recently I had an interview because I got a message through LinkedIn when a personal connection thought I was right for the role.”



Velcho Aleksandrov

Recent graduate

Building your network

Velcho suggests that your network should include course leaders and tutors. Over the years you build a working relationship with tutors and it is important to cultivate that connection and demonstrate your ability to develop professional relationships.

Following companies

Following company pages can also help if you are looking for placement or graduate roles. Some companies constantly update their social media sites and they want to see candidates engage with this material. Following company pages and sector channels on LinkedIn can also build your commercial awareness and improve your knowledge of an organisation's brand values.

"If you want to be an employee of that company, you have to understand who they are."

Get recommended

Recommendations can also be instrumental in showcasing your individual talent as they support your claims about your skills. These can support examples of your work on your profile

"If you want people to recommend you, you have to show you've done good work. It's like marketing a product; you can't force somebody to buy it, you can only show them the benefits."

Written by Haleema Khan

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