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December 13, 2014

# How LinkedIn helped me land a VP position when I wasn't even looking

Uwe Muegge



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Uwe Muegge

VP Strategic Technology Solutions at OmniLingua Worldwide, LLC

Edit post

## How LinkedIn helped me land a VP position when I wasn't even looking

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Finding a new job can be very time-consuming – or not, especially when you **let the new job find you!**

I recently accepted the position of Vice President of Strategic Technology Solutions at OmniLingua, a translation and localization services company. At the time I received the the company owner's InMail, I was not even looking for a new job! Unbeknownst to me, **the hiring process had started after my future employer visited my LinkedIn profile page.**



InMail

**Mark Sellergren** (Responded)

**An opportunity at OmniLingua Worldwide LLC**

Dear Mr. Muegge: I am the owner and chairman of OmniLingua Worldwide, LLC. We are one of the older language providers in

The traditional approach employers take to identifying potential candidates for an open position, i.e. writing/publishing a job announcement and then vetting the applicants that respond, has two major drawbacks: It is both time-consuming and expensive. That's why more and more progressive employers don't advertise open positions anymore and use LinkedIn to find talent directly instead. **Using LinkedIn as a *people search engine* gives employers instant access to a global talent pool of more than 300 million members** (more than 100 million in the United States alone) – at relatively moderate cost.

And it's not just leadership positions that hiring managers – not to mention head hunters - use LinkedIn for when recruiting talent for unpublished job opportunities: Not so long ago, my daughter **Hanna Muegge**, who was still in grad school at the time, took a temp job at a local fitness expo (Hanna is a pro-level, multisport athlete, among other things) after she was approached via LinkedIn.

**If you wish to tap the hidden job market** and be found by hiring managers via a LinkedIn search, the most important thing you can do, other than developing a sought-after skill set, is to **optimize your LinkedIn profile for search**. You may already have an impressive professional profile, but chances are, recruiters and hiring managers currently don't look at your page because it doesn't appear on the hit list in searches for someone with your abilities and background.

Here is what you need to do to make your LinkedIn page show up on a recruiter's radar screen when they look to fill a position in the hidden job market:

## Five tips for standing out on LinkedIn

### 1. Use relevant keywords in your profile

LinkedIn, like Google, is a search engine, and like Google, **LinkedIn searches are driven by keywords**. More often than not, hiring managers enter job-specific keywords when they run a LinkedIn search, and in order for your page to make it to the hit list – and rank high on it – you need to:

**Understand what the most relevant keywords in your industry are.** The job titles people in your position carry, the key skills and tools required to do your job **all** make good keywords. You probably know what the keywords for your job/industry are, but if you don't, do a search on

LinkedIn's Jobs page, and use the keywords that you find in postings that advertise positions that are similar to the one you have or want.

**Use keywords throughout your profile page – but don't overdo it.** It is a well-known fact that search engines rank pages by keyword density. Keyword density is the percentage a keyword appears on a page as compared to the total number of all words on that page. In addition to the *Experience* section, you should also consider the *Projects*, *Certifications*, and above all, the *Summary* sections of your profile for placing keywords. But a word of caution: LinkedIn penalizes keyword spamming, so do not go above a density of 5% per page for any keyword you are using. [LiveKeywordAnalysis](#) is a simple and free tool for determining the density of the keywords on your LinkedIn profile.

354,754 results for terminology management



Uwe Muegge you

VP Strategic Technology Solutions at OmniLingua Worldwide, LLC

Salinas, California Area • Translation and Localization

Similar • 500+

Current: Member, U.S. Delegation, Technical Committee 37 on Terminology...  
...to the principles and methods of terminology management, e.g.  
ISO 704 Terminology Work...

Using keywords helps in improving your ranking in LinkedIn searches: As of this writing, my page ranks first out of 354,754 profiles for the query 'terminology management', which is one of my key skills, and consequently, one of the keywords I use in my profile.

## 2. Add relevant skills to your profile - and get endorsed

Have you ever wondered why you don't have any – or the wrong - skills listed on your LinkedIn profile? It may surprise you, but the fact is that you have complete control over the skills that are displayed in this section.



Skills

Top Skills

99+ Localization  
99+ Translation  
99+ Multilingual  
99+ Terminology  
99+ Globalization  
98 Linguistics



**You can - and should - add up to 50 skills to your profile.** You can also remove any skills that your connections added that you actually don't have - or don't like to be associated with. Once you have added the 50 most relevant skills that describe what you do, over time, your connections will endorse you. And endorsements lend credibility to your profile!

I have 1500+ endorsements, and the first step in getting there was to list all of my skills.

### 3. Get recommendations from your managers - and coworkers

Even more so than endorsements, recommendations make you are more credible candidate, and therefore, are extremely valuable in your quest to be considered for your dream job - without applying for it first. But unlike endorsements, which are awarded by the push of a button, recommendations take a little bit of an effort on both the part of the requester and the recommender. And that's why so many profiles have no recommendations at all - which makes having recommendations on your profile all the more valuable!

**So do yourself a favor and reach out to each and every manager you have worked for in the recent past, and request a recommendation.** If that manager is not on LinkedIn, invite them to join. While managers obviously make the best candidates for recommendations, it's perfectly okay to ask co-workers, clients (if you are a service provider) or students (if you are an educator) for a recommendation. Here is a link to the page that provides an overview of the various articles related to LinkedIn recommendations.

**Recommendations**

Received (74) ▾ Given (35) Manage

**Translation Technology Expert**  
European Commission, Directorate-General for Research and Innovation

**Kimmo Rossi**  
Head of Research & Innovation sector, European Commission

“ Uwe has an exceptionally broad range of knowledge and insight in language technology tools, products and methods. His sound judgment and clear expression make him a valuable assessor of projects and programs.

August 28, 2014, Kimmo was Uwe's client

To get 70+ recommendations took me a lot of effort, but it was definitely worth it!

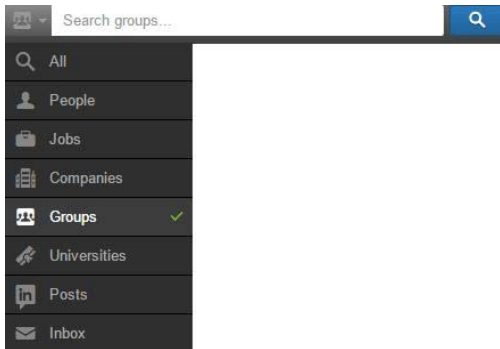
### 4. Expand your network - quickly and at no cost

Remember: **LinkedIn is not a traditional job board but a social network!** This simple fact has far-reaching consequences: Like a profile on facebook, if you have a free basic account, **your LinkedIn profile can only be viewed by people that are part of your network.** This means that only your 1st and 2nd degree connections can view your full profile (only members who are



paying for one of LinkedIn's premium plans can view all profile pages or let any LinkedIn member see their full profile, depending on the type of plan).

If you wish to make your profile visible to a large number of relevant LinkedIn members - and you don't want to spend a minimum of \$30 per month for a premium membership - you need a large professional network of 1st-degree connections. However, growing a LinkedIn network the traditional way, i.e. sending a request to connect after you meet a person in real life, can be a very time-consuming task.



One easy way of adding valuable connections to your professional network is by joining groups. One of the benefits of being a member of any LinkedIn group is that all members of that group can view the full profile of any other member of that group. So by joining just a few groups, you can potentially grow your professional LinkedIn network by hundreds, if not thousands of members, literally overnight. **LinkedIn lets you join up to 50 groups –**

**without having to spend a dime!** Here is a link to a detailed explanation of how to find and join LinkedIn groups.

Finding the right groups is easy when you select *Groups* in the *Search* menu at the top of the homepage and enter relevant keywords.

## 5. Post updates frequently – and drive traffic to your profile

So far, we have been talking about optimizing your LinkedIn profile so that your page shows up and ranks high when someone runs a search for keywords you want to be associated with. Here is another **proactive way of attracting the attention of hiring managers and recruiters**: Posting LinkedIn updates.

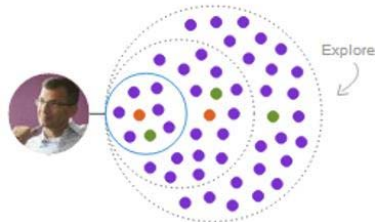
Mechanically, posting an update is the easiest thing in the world: On your LinkedIn home page, click the *Share an update* field at the top of the page, enter text, add a medium (which is optional but highly recommended), and click the *Share* button; that's it!

For most people, the big question is: What to write about? First of all, status updates don't have to be long, in fact, they can't be long (the upper limit for status updates is 2048 characters). So share anything that your audience might find helpful (e.g. tips and tricks) and or interesting (e.g.

news and events). And **you don't have to do the writing yourself**: Whenever you come across something noteworthy in a blog, a newsletter, on YouTube or some other web resource, share it with your LinkedIn community via a status update. Just make sure the content you are sharing is suitable for your intended audience!

Who's Viewed Your Updates < All >  
Total for 6 updates since Mar 17

4011 48 4  
views likes comments



How often should you post? The more – the better! I try to post a status update at least once a week. And I know from looking at my *Who's Viewed Your Profile* (in the *Profile* menu at the top of your LinkedIn homepage) that profile views go up when I post status updates – and down when I don't.

Posting short updates regularly can get you the attention of thousands of LinkedIn members.

## The things to remember

If you wish to bring hiring managers to your LinkedIn page without applying for a position first, you need to optimize your profile for search. Optimizing for search means not only adding a substantial amount of descriptive text to the positions in your *Experience* section, but also using the right keywords - and using them often enough. Another major factor that helps you tap the hidden job market is expanding your network the easy way by joining as many relevant groups as you can. Adding in-demand skills to your profile, getting endorsements for these skills, and having LinkedIn members recommend you will also help you get on the radar screen of hiring managers. And once your profile is in good shape, start posting short status updates, which is another great way of standing out on LinkedIn!

Let me know what worked for you in getting hired for a job without applying, sending out resumes, and/or using a job placement agency.

Also, **if you are in the language, translation or localization industry - as a buyer or service provider - please feel free to connect with me!**