

PACSW and UCOP Diversity and Engagement *present*

# Managing Your Professional Brand with LinkedIn



Hector Preciado  
LinkedIn, Manager,  
Advertising Operations

**Fri May 20**  
12 to 1pm  
Franklin Lobby 1

Videoconferencing available. When you RSVP, please note that you'd like to participate by videoconference.



PRESIDENT'S ADVISORY COMMITTEE  
ON THE STATUS OF WOMEN

UNIVERSITY OF CALIFORNIA  
OFFICE OF THE PRESIDENT

Having an updated LinkedIn profile is an important part of your professional career. Bring your lunch and join us for a talk from a Manager at LinkedIn on how to improve your LinkedIn profile.

Before the workshop:  
Bring your laptop or tablet so you can edit your LinkedIn profile during the workshop. If you don't have a LinkedIn account, please create one before this workshop. However, it is not necessary to have an account or a laptop to attend this event.

You will learn:

- The value of LinkedIn
- How you can leverage LinkedIn to manage your professional brand
- How to manage your professional networks and seek career opportunities

**RSVP to [Jocelyn.Banaria@ucop.edu](mailto:Jocelyn.Banaria@ucop.edu) by May 18.** Include your Name, Title, Department and whether you will attend via videoconference.

Light refreshments will be provided.