

Advanced LinkedIn for Executives

Hidden Tactics that Land More Interviews

Robert Hellmann

Hellmann Career Consulting
www.hellmannconsulting.com



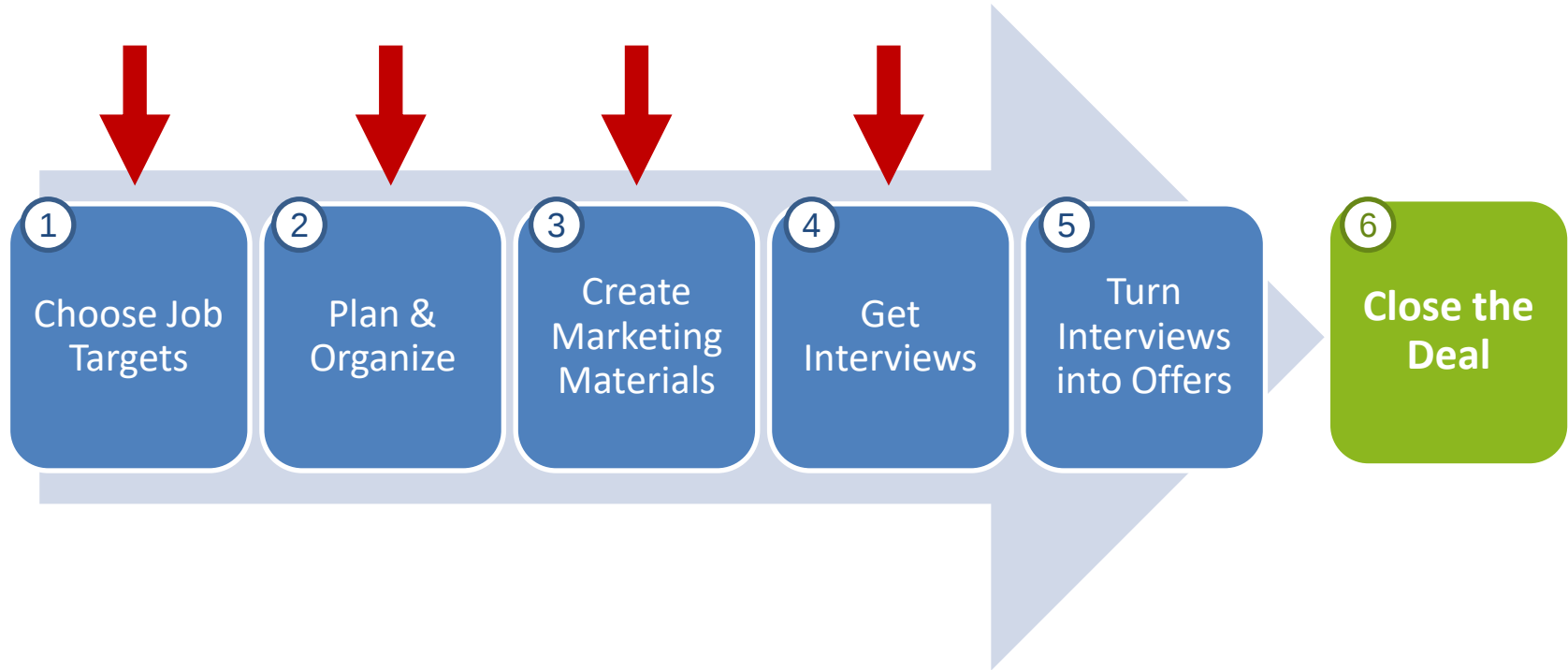
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How LinkedIn can Energize Your Search

- ⚡ See your true network – for intros
- ⚡ Identify decisionmakers
- ⚡ Get Found
- ⚡ Stand Out
- ⚡ Research Job Targets
- ⚡ Keep in Touch



JOB SEARCH - HCC'S SIX STEPS TO SUCCESS



Be the world's best consultative salesperson and marketer – for yourself

LinkedIn Basics: Profile, Network & Degrees of Separation



Your Profile

Your always-on marketing page
— working for you 24/7



Your Network

Your 1st-degree connections: the
people you actually know and
can message directly



Degrees of Separation

1st → 2nd → 3rd. Your 2nd-
degree connections are the
warm intro paths to decision-
makers

SECTION 1

Getting Interviews via the Hidden Job Market

The Four Ways of Getting Interviews

(LinkedIn helps with all of them)



Your Network

(active)



Cold Outreach

(active)



Search Firms

(passive)



Job Postings

(passive)

THE HIDDEN JOB MARKET

THE VISIBLE MARKET

More competitive — your background has to be “perfect”

Your Network

Anyone who might be open to helping you, and vice-versa

External and internal colleagues, including people who used to work for you

Other professional contacts

- Vendors
- People you worked with years ago
- former professors
- Associations

Family and close Friends

Acquaintances (e.g., your neighbor)

School classmates

Your dentist...



Aim for 200+ people

Research shows weak ties open doors

- ✓ **For Introductions**
- ✓ **For Cold outreach**
- ✓ **For Ideas on how to get someone's attention**



**Use
Advanced
People
Searches**

Summary: Advanced People Searches

▶ FROM LIVE DEMO

- ▶ Try both AI and Boolean
- ▶ Search by target companies, industry, school, association
- ▶ Search a 1st-degree connection's connections
- ▶ Sales Navigator: fine-tune people & company searches



AI search understands natural language, but as of now doesn't do well with "exclusions", e.g., "I'm looking for SVPs but not VPs". As a supplement, try Boolean searches: **Director NOT Associate**



For syntax on Boolean searches, type in "Boolean" under "Help" or go directly to <https://www.linkedin.com/help/linkedin/answer/a524335>

Summary of Cold Outreach

Try to Find Something in Common

 **LIVE DEMO**

Same alma mater

**Worked at the same
company previously**

**Shared association or
group**

LinkedIn: Who to Connect With

First
Quality...
Then
Quantity



Quality Connections

- ✓ **Know in some way & open to helping (maybe)**
- ✓ **Connection request from stranger & you want them in your network**



If someone you don't know

Build a relationship –
ask why they are reaching out

Example message (after “accept”): *Hi Margaret, I appreciate your request to connect (just accepted)! As I like to know everyone in my first degree network, I'm curious as to how you came across my profile and/or why you decided to reach out.*

How to Request an Introduction



Prioritize Emails before LinkedIn Messages



Make it mutually beneficial: both you and your 1st degree's connection



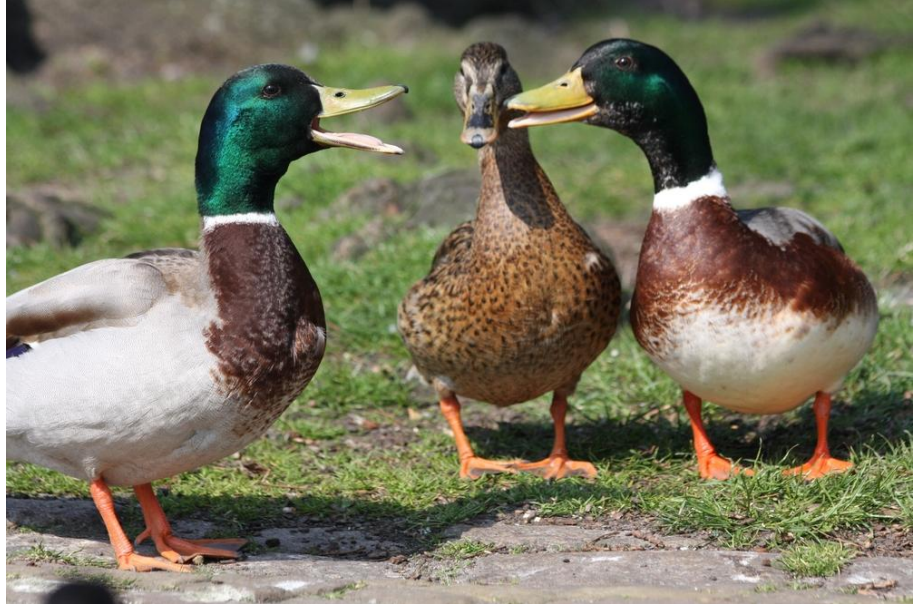
Ask for just 20 minutes (everyone has that available somewhere)



Share your target and pitch



Show appreciation & understanding if request not appropriate

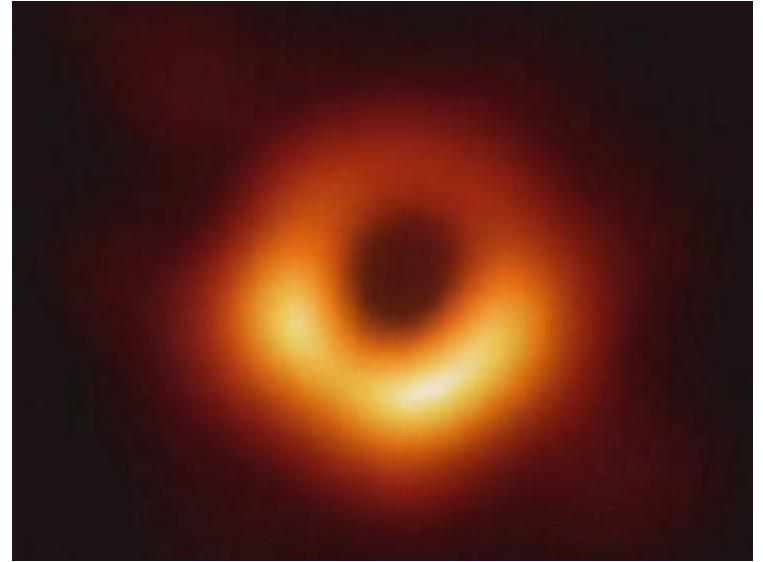


Don't Make this Mistake!

✗ “send me your resume and I’ll forward it on” *black hole*

✓ you need to have the relationship with the hiring manager!

- Ask if ok to email with “Referred by” in the subject line. OR...
- Send a “forward-friendly email” with your pitch



Source: [European Southern Observatory](#) under [Creative Commons](#)

Make it easy for them to help you

Keeping in Touch: 50% of Networking

Use your LinkedIn Home Page Feed Like, Comment, Share

**This only works if you have a
quality network**



SECTION 2

Search Firms

Find the Right Search Firms

How to identify them

- Stick with the Top Tier firms; stay away from the unknowns
- Open a known firm's LinkedIn Company Page
- Use "People Also Viewed" to surface similar firms
- Build a short list, then find your warm paths in

▶ LIVE DEMO

- ▶ Company Page → "People Also Viewed" to find similar search firms



Get a Warm Introduction to Search Firms

▶ LIVE DEMO

- ▶ Advanced AI and Boolean people search
- ▶ Use words like “Executive Search” or “Recruit” or “Acquisition” to find the right search-firm contacts



How to Reach Out to Search Firms

Try email first, then a LinkedIn message. Include these elements:

1 “Referred by...” in the subject line

2 Your job target

3 Your pitch

4 Ask for 20 minutes

5 Include resume + LinkedIn profile

Subject: Referred by X, re: Pharma Operations Leadership roles

Dear Y,
After many years at WellKnownCo, I’m beginning a search for COO or related operations leadership roles in Pharma or BioTech. My unusually broad experience in <list differentiators> may be of interest to your clients.

I would welcome a conversation to discuss how I can help your clients, for opportunities now or down the road. Or, if you’re not the right person for this search, I would greatly appreciate your pointing me in the right direction.

My resume is attached, and my LinkedIn profile is X.

Some additional background: <include your pitch with select bulleted accomplishments>

Would you have 20 minutes available to talk?

SECTION 3

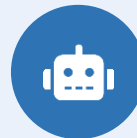
Postings

Use Both “Classic” and “AI” Searches



Classic Search

Precise, filter-driven results — control titles, locations, and seniority exactly



AI Search

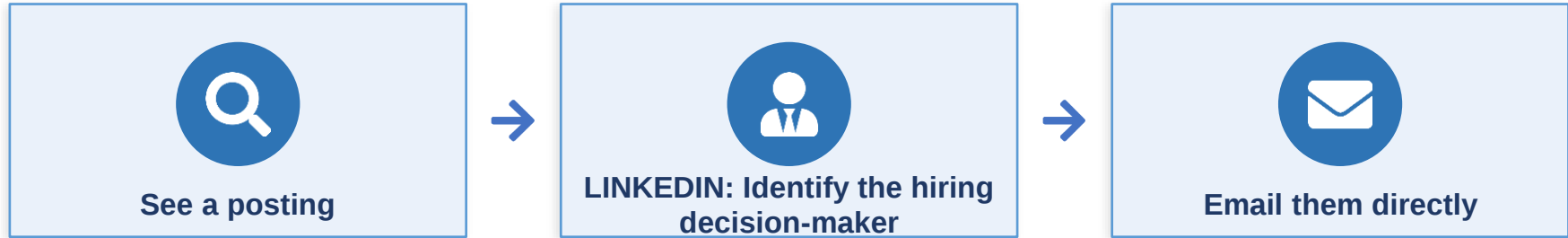
Describe what you want in natural language and let LinkedIn surface matches

▶ LIVE DEMO

▶ Run an AI search and a Classic search side by side • set Search Alerts for each, so new matches come to you automatically

When You See a Posting, Find the Decision-Maker

Don't just click "Apply" and disappear into the pile.



▶ **LIVE DEMO**

- ▶ From a live job posting, search for the hiring manager, find a warm path, and write a targeted note

SECTION 4

Your Job Search Marketing Plan

Helps Ensure Enough Potential

***Your
Marketing
Plan***



**Makes You More Efficient
Makes It Easier for Others to Help (share it)**

EXAMPLE MARKETING PLAN



JOB-SEARCH MARKETING PLAN

Total Positions*: **75**

TARGET 1

Position/Job Description → Sr Investor Relations Officer
Industry or company type → Mega-Cap Public Tech Company
Geographic Area → SF Bay Area

	<u># positions</u>	<u>Rank</u>
Salesforce	2	A
Alphabet	1	A
Oracle	2	B
Netflix	1	C
Apple	1	C

Total # Positions*

7

TARGET 2

SVP of Finance
 Pre-IPO Startup
 SF Bay Area

	<u># positions</u>	<u>Rank</u>
Lyft	4	A
Airbnb	5	A
Pinterest	3	B
Everlane	3	B
Postmates	2	C

17

TARGET 3

VP/Sr Director Corp Communications
 Financial Services
 New York

	<u># positions</u>	<u>Rank</u>
Stitch Fix	2	A
Everlane	3	B
Levi's	5	B
Gap	4	B
North Face	4	C

18

TARGET 4

SVP of Marketing
 Fashion / Retail
 SF Bay Area

	<u># positions</u>	<u>Rank</u>
Stitch Fix	4	A
Everlane	3	A
Levi's	8	B
Gap	6	B
Old Navy	3	B
Athleta	4	B
Cuyana	3	C
BetaBrands	2	C

33

Variation for CEOs, or where only one role per org.

Target “Connector Organizations”

- Private Equity Funds
- Venture Capital Funds
- Professional Services Co's
- Some Associations



What Goes Into Your Marketing Plan

▶ LIVE DEMO

- ▶ “People Also Viewed” — using a PE-firm example
- ▶ Sales Navigator: fine-tuned company search
- ▶ Where former colleagues have moved on to

SECTION 5

Being Found, and Getting Clicked On

Keywords Everywhere Are the Key



1. Get Found

Recruiters search by keywords. Use the right terms throughout your profile.



2. Get Contacted

Showing up isn't enough — your profile has to make a strong first impression.

Do you have the right profile keywords?

- ❖ Think about the search strings your audience might be entering
- ❖ Look at other profiles for ideas
- ❖ Check out job postings
- ❖ Follow thought leaders or journals in your sector
- ❖ Do an AI search



**While keywords matter everywhere,
ensure keywords in**

Headline

About

Skills Section

Job Title

Company Name

Headline

Human Resources Business Partner | Strategy • Performance Mgmt • Talent Acquisition & Development • Total Rewards • Employee Engagement

Healthcare CFO, COO | Capital-raising & IPOs • M&A • Financial Planning & Analysis • Investor Relations

Keyword-rich beginning of Pitch (“how categorize” | “differentiators”)

- Craft in Microsoft Word (can count the characters)
- Can include nice-looking separators, e.g. bullet symbols like • . Copy these right into LinkedIn

Title & Company

Choose company name that LinkedIn recognizes.

Add keywords to job titles



Adjunct Instructor | Career Development • Career Coaching • Job Search • Career Change • LinkedIn
New York University



Fill Out Every Profile Section

1

When they click “more,” reward them

Give interested readers the depth they’re looking for

2

Every section holds keywords

More sections = more chances to rank in searches

3

Written well, they impress

Each section is a chance to build your credibility

▶ LIVE DEMO

- ▶ Search using the terms recruiters use
- ▶ AI: keyword-frequency scan of postings
- ▶ Walk through all profile sections

Keywords matter everywhere in your profile

SECTION 5

Advanced Profile Features to Stand Out

Advanced Features That Make You Stand Out

▶ LIVE DEMO



Featured

Showcase articles, media, and proof of expertise up top



Company Page

Set one up to signal a credible consulting presence



“Open to” (the Right Way)

Quietly signal you’re open to roles or providing services



Activity

Opportunity to sound both current and like a relationship-builder



Recommendations

Third-party credibility



Paid vs. Premium: What's Worth It?



Who viewed your profile

See which recruiters and companies are checking you out



How you compare on a posting

Benchmark yourself against other applicants



Company intelligence

Deeper data on target organizations from LinkedIn



AI writing help

“Help me write” tools for your profile and outreach

Compare plans at [linkedin.com/premium](https://www.linkedin.com/premium) and [linkedin.com/premium/switcher/](https://www.linkedin.com/premium/switcher/)

- You'll get the slides and recording within one business day.
- If you want to schedule an appointment with me, I'm available beginning Monday June 15th.



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Q & A

MY EMAIL: rob@hellmannconsulting.com