

LinkedIn Workshop

Career Development Centre

2025 - 2026

Career Development Centre
students.wlu.ca/career



Introductions

Thank you for joining!
Let us know who is here
by providing your first
name, program and year.





Learning Objectives Questionnaire

Step 1: Use your device to fill out the first portion of the questionnaire before we begin the session.

Step 2: Keep your browser open to this questionnaire. Complete the second half of the questionnaire after the session.

URL: bit.ly/cdcworkshops



Learning Objectives



Review tips on how to effectively present and distinguish yourself on LinkedIn



Understand how to use LinkedIn as a networking, job and career research tool



Review some privacy settings and implications



Be aware of resources available through the Career Centre

Answer the Following Questions

- Do you currently have a LinkedIn account?
- Do you feel it is a good representation of you?
- Did you create your account and not do anything with it since?



Your Online Presence

2020 Harris Poll Survey of Employers

- **70%** believe employers should screen all applicants' social media profiles
- **67%** say they use social networking sites to research potential job candidates
- **55%** have found content that caused them not to hire the applicant

Translation: think before you post

Evaluate your Online Presence

Google yourself!

- Is what you found helpful to your professional image?
- Will the information support or contradict your resumé and interview claims?
- If you found nothing, is that really helpful to your professional reputation?
- It's more than just deleting unflattering posts or profiles; it's about building a positive image.

Introducing LinkedIn

Personal Branding



"For many employers, your **professional online identity is the "new background check"** in the hiring process. Your professional online identity is the entire package you can use to promote yourself online. This may include your traditional resumé and cover letter, Career Portfolio and social media platforms. For some, it may also include digital resumé versions or a personal website. It is important to **co-ordinate all versions of your professional online identity to be sure to convey quality, relevance and consistency across the board.**"

Yena, Donna. Career Directions. McGraw-Hill Education, 2020, pg. 134

Personal Branding



"In short, it's your reputation. Each interaction you have with others has the opportunity to create a memorable experience, teaching them what they can expect from you. When you're consistent in delivering those experiences, you build a strong reputation. Delivering your brand clearly and consistently across a wide audience helps open doors to opportunities."

[PWC Personal Brand Workbook](#)

You have an opportunity to build your brand on LinkedIn!

Action Item: Work through the PWC Personal
Brand Workbook

Leveraging LinkedIn

Goals:

- Support and expand on your resumé claims
- Does LinkedIn reflect your 'Right Now' goals?
- Differentiate yourself
- Familiarize yourself with industry language and make good use of this language (keywords) throughout your profile
- Use it actively and be engaged for networking purposes



Build Your Profile

Keys to a Strong Profile



Include an
Appropriate
Photo and Banner



Write a Creative
And Engaging
Headline



Create a
Compelling
About Section



Add Your
**Experience and
Skills**



Present Your **Education
& Certifications**



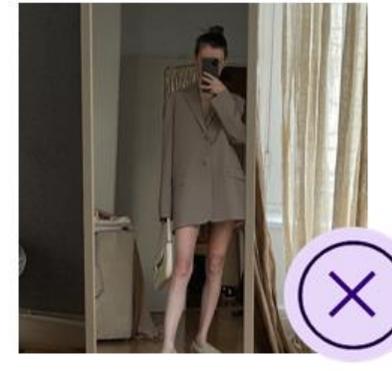
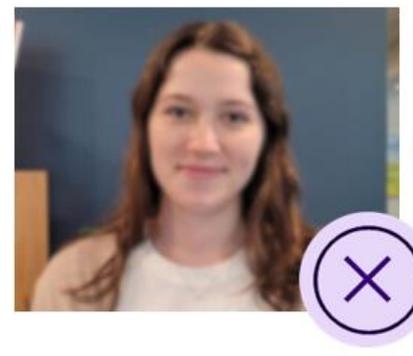
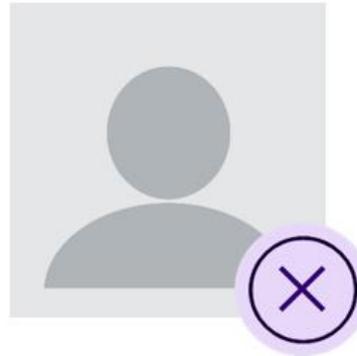
Weave **Relevant
Keywords** Throughout
Your Profile



Expand on your Skills and
Experience in the
Additional Sections

Add a Photo

- High-quality image
- Professional and approachable looking
- Only you (no other body parts, people or pets)
- How do you want to be seen?
- No selfies
- Look approachable (smile!)



Add a LinkedIn Banner Image



Neelesh Rehal  He/Him · 2nd
Coordinator, Off-Campus Initiatives at Wilfrid Laurier University



Katja Richmond  She/Her · 2nd
Masters of Environmental Studies Student at Wilfrid Laurier University



- Align with your personal brand and/or supports your career goals. For example, a city skyline for business, or a lab image for science research
- Use your own photograph or find an image in Google
- Use the LinkedIn Banner templates in Canva

Write a Creative & Engaging Headline



Mazia Munir (She/Her) · 1st

Passionate Business Administration Student | Finance Accounting Intern at City of Toronto | Aspiring Accounting Professional with Proven Leadership and Problem-Solving Skills

Mississauga, Ontario, Canada · [Contact info](#)



City of Toronto



Lazaridis School of Business & Economics at Wilfrid Laurier University

- Your headline is the first piece of information readers see and engage with
- You have 220 characters to say something that entices the reader to click your profile
- You are encouraged to infuse personality and keywords while considering the culture of your industry/field

Creating Your Headline

Aspiring Policy Analyst | Qualitative and Quantitative
Research | Master of Applied Politics | Immigration &
Refugee Rights

- Focus on your audience
- Describe what you offer or what you specialize in
- What are your goals
- Keywords/job titles that are searchable
- Using words like 'Aspiring' allows you to add job titles into your headline

Other Options – Creative & Engaging Headline Examples

Providing powerful digital media strategies to organizations

Emerging finance professional with interests in equity, commercial banking and risk management

Compassionate youth leader with a track record for delivering and designing innovative programming

Passionate Account Manager with numerous sales records

Psychology graduate specializing in research and survey design

Emerging software engineer with fluency in Java, C++, PHP, JavaScript

Other Options – The Slogan or Mission Statement Headline

- Connecting companies with top talent. Aspiring HR professional
- Bringing products to life through effective storytelling, Video Production Specialist
- Making numbers make sense, Financial Analyst
- Social Services professional making youth feel valued
- Leveraging data to transform talent at the world's top company

What are you about? What's important to you?

Think of your 'Right Now' goals



Lauren Di Iulio (She/Her) · 2nd
BSc Health Sciences Student at Wilfrid Laurier University
Mississauga, Ontario, Canada · [Contact info](#)



432 connections

Jessie Eulenberg, MSW, Susan Malcolm, and 11 other mutual connections

- [Connect](#)
- [View in Recruiter](#)
- [More](#)

Highlights

You both worked at Wilfrid Laurier University
You both worked at Wilfrid Laurier University from September 2022 to December 2023
[Message](#)

You both studied at Wilfrid Laurier University
Lauren started at Wilfrid Laurier University after you started
[Message](#)

[Show all 3 highlights →](#)

About

After numerous years volunteering and working with the elderly, whether it be in a retirement home or bedside in a hospital, I have always been passionate about working with our aging population.

Working with and advocating for people with dementia is something that I am very passionate about and I hope to one day make a difference in dementia care and policy.



About Section

Create a Compelling About Section

Tell your story

- Who you are, what you've done, where you want to go next
- Use first person and full sentences – up to 2,600 characters allowed but keep it shorter - focus on the first 300 characters
- Tell the story of your education, training, experiences so far
- Consider mentioning an accomplishment for which you are proud
- Let them know what your "right now" goals are (keep in mind your target audience)
- Consider ending with a call to action. Invite people to connect with you or message you

Create a Compelling About Section

Example:

As a 3rd year social work student, I have participated in various activities to support youth at risk including volunteering at a youth shelter and a municipal youth committee to discuss youth poverty reduction strategies. I am a Certified Active Listener and an avid athlete where I have been recognized for my leadership skills and initiative. I am excited to join an organization where I feel I am making a difference.

Adding Experience

 Lauren Wilk
Intern at Ontario PC Party

Experience



PCCS Intern

Legislative Assembly of Ontario · Internship
May 2021 – Present · 3 mos

-Perform outreach services and conduct research for MPP Attorney General Doug Downey



Outreach & Support Peer

Wilfrid Laurier University
May 2020 – Present · 1 yr 3 mos

- Assist students with building efficient resumes and cover letters during 30 minute drop-in appointment sessions
- Interviewed and created a career profile of an alumni regarding their career path
- Produced an article in the Career Forward Newsletter about ways in which students can see more



Peer Program



Editor

Association of International Relations at Laurier
Nov 2020 – May 2021 · 7 mos

- Manage and oversee the Content Team by determining topics related to international relations for each month's newsletter
- Strong attention to detail and analytical skills utilized when editing and providing constructive feedback to the writers and video creator.



Director of Outreach

Laurier Pre-Law Society (LPLS)
Oct 2020 – May 2021 · 8 mos

- Create marketing initiatives to promote the organization and being a change maker in the legal industry
- Published an article in the law society newsletter regarding the challenges faced by women in the legal profession.

- Add industry-relevant skills to increase your visibility in keyword searches
- Follow the prompts to add the skills you developed and utilized within that experience
- Support and expand on your resumé
- Consider adding files, links, media, etc. (offer evidence of your experiences)

Add Your Experience

Barista, Starbucks, Waterloo, ON, 20XX-Present

- Fulfill customer food and drink orders



Example: Social
Work Target



Barista, Starbucks, Waterloo, ON, 20XX-Present

- Secured a donation from the franchise to donate products to a local homeless shelter
- Warmly and attentively listen to customers and value feedback on ways to improve service



- Don't just list job duties
- Create connection or relevance to your target
- Speak to transferable skills

Add Your Experience

Barista, Starbucks, Waterloo, ON, 20XX-Present

- Fulfill customer food and drink orders



Example: Sales/
Marketing Target



Barista, Starbucks, Waterloo, ON, 20XX-Present

- Successfully contributed to the marketing pipeline by actively securing customer emails during transactions
- Persuasively communicated product details to customers, thus increasing order sizes and participation in promotions



- Don't just list job duties
- Create connection or relevance to your target
- Speak to transferable skills

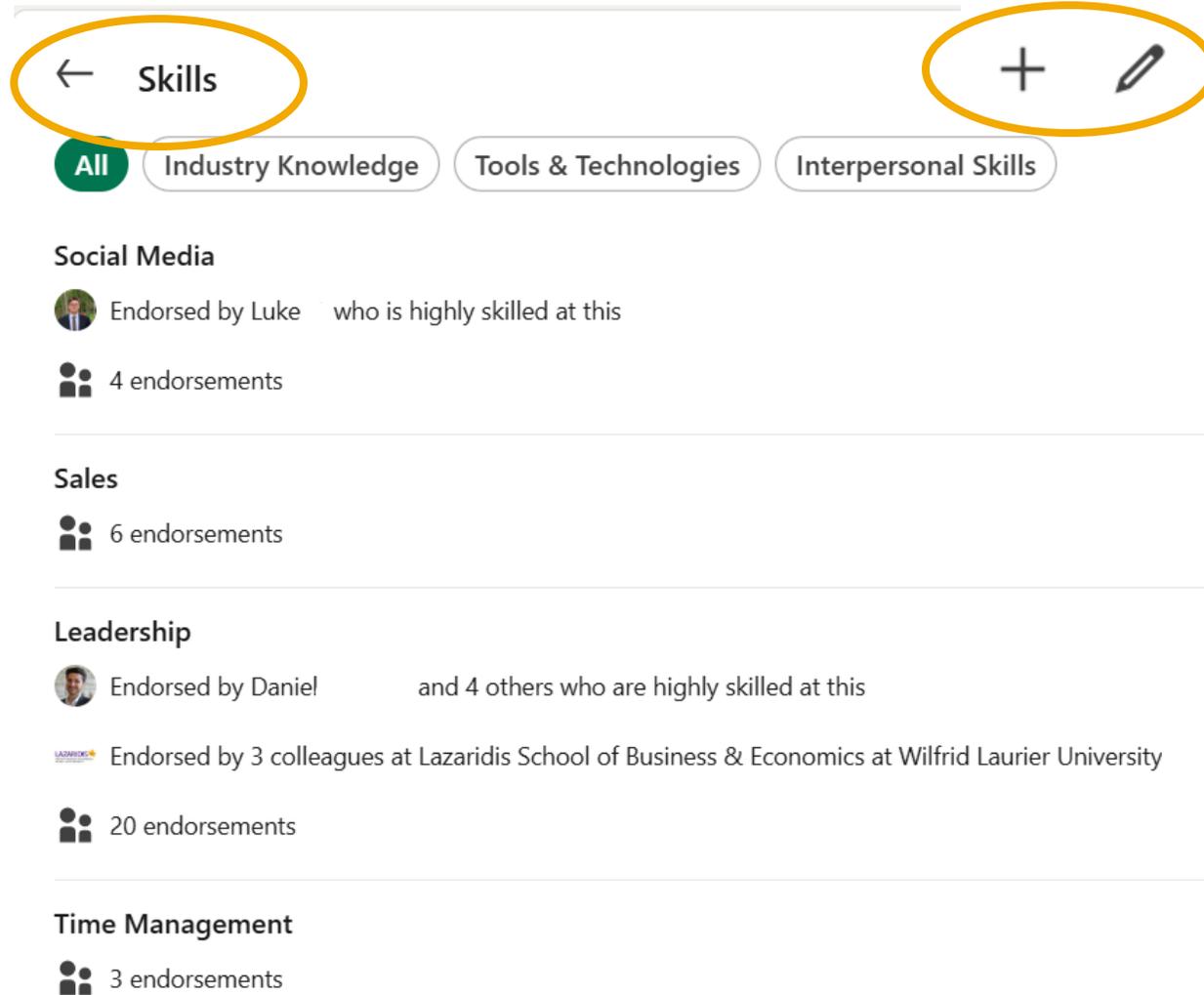
Use accomplishment-based statements with keywords

Adding
Experience



e.g., “Delivered innovative programming activities resulting in positive feedback from colleagues and participants”

Adding Skills



The screenshot shows a mobile interface for managing skills. At the top, a back arrow and the word "Skills" are circled in yellow. To the right, a plus sign and a pencil icon are also circled in yellow. Below the header, there are three tabs: "All" (highlighted in green), "Industry Knowledge", "Tools & Technologies", and "Interpersonal Skills". The main content area lists four skill categories, each with a profile picture, endorsement text, and a count of endorsements:

- Social Media**: Endorsed by Luke who is highly skilled at this. 4 endorsements.
- Sales**: 6 endorsements.
- Leadership**: Endorsed by Daniel and 4 others who are highly skilled at this. Endorsed by 3 colleagues at Lazaridis School of Business & Economics at Wilfrid Laurier University. 20 endorsements.
- Time Management**: 3 endorsements.

- Click the + to add your skills to your profile.
- Members with more than 5 skills are 27 times more likely to be discovered by recruiters.
- Receive and provide endorsements to increase the strength of your profile (turn this on or off).

Adding Skills

Add experience



Unlock AI assistance with 20 words

0/2,000

Profile headline

Appears below your name at the top of the profile

Where did you find this job?

Please select

This information will be used to improve LinkedIn's job search experience.

Skills

We recommend adding your top 5 used in this role. They'll also appear in your Skills section.

+ Add skill

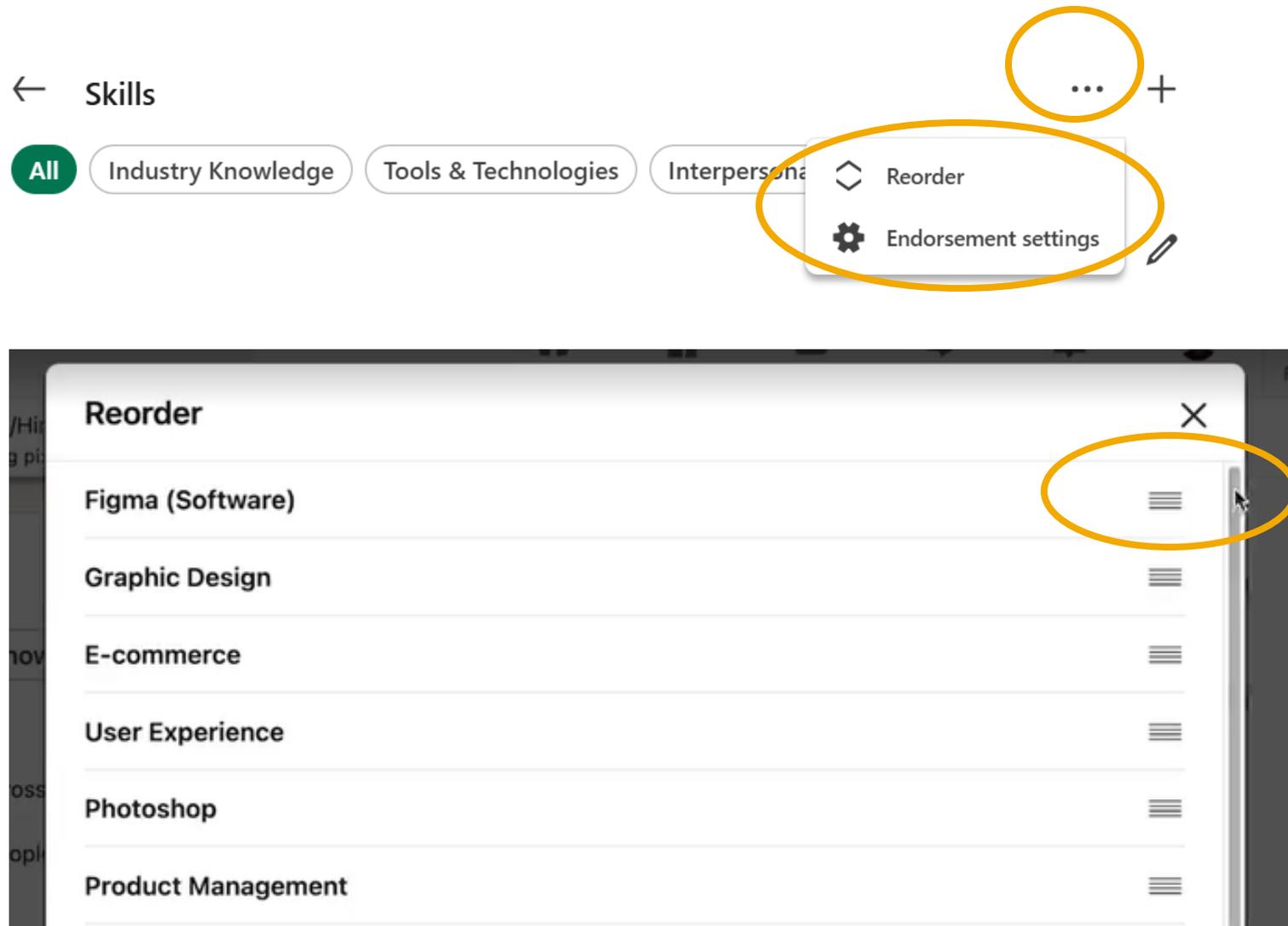
Media

Add media like images, documents, sites or presentations. Learn more about [media file types supported](#)

+ Add media

- When editing your 'Experience' entries, add your relevant skills. These skills will appear in both your 'Experience' entries and your 'Skills' section.
- Add skills relevant to your industry, job search goals, and current job roles.
- Update as your skills develop and as new technologies emerge.

Adding Skills



- Re-order your skills by clicking on the three dots and then 'Re-order'. Move the horizontal lines to rearrange your skills.
- Be strategic on which skills are most important to your goals/industry. Place them at the top of your skills list.

Education

Edit education

School *

 Wilfrid Laurier University

Degree

Honours Bachelor of Arts

Field of study

Psychology

From Year

1996

To Year (or expected)

2000

Grade

Graduated with Distinction

Activities and societies

Laurier Student Alumni Association, Waterbuffaloes, Icebreaker

Ex: Alpha Phi Omega, Marching Band, Volleyball

Description

Honed strong quantitative research skills through completion of honors thesis project
Completed in-depth SPSS and advanced Excel training

- You can add activities and societies, although you may choose to input that in other sections.
- Amplify certain aspects of education/additional training based on your target.

Recommendations

Recommendations

Received (5)

Given (3)



Ask for a recommendation

Recommend Laura



Created the Metamobius Algorithm, the Grammatical Infinity and The Waking Universe

March 16, 2019, Laura worked with [redacted] in the same group

The title Job Developer doesn't even hint at the accomplishments Laura achieved at [redacted], and what I will always think of as the "magic" she brought to her work. I'm an Employment Counselor there working with clients who face a vast spectrum of challenges. I was introduced to Laura's skill and talent ... [See more](#)



Development and Communications Coordinator at [redacted]

October 16, 2017, Laura worked with [redacted] in different groups

Passion, determination and drive are three words I think of when I think of Laura. I had the pleasure of working with Laura at [redacted] for roughly a year. We worked together on various committees and projects, and through this shared work I quickly learned that she has an uncanny ability to come... [See more](#)

- Connect with recent employers to ask for a written recommendation
- Recruiters' attitudes toward recommendations range
- More credence will be given to recommendations that are:
 - Written by previous supervisors or clients rather than lateral colleagues
 - Appear sincere and genuine
 - Current
 - Offer up evidence to a claim (X has this quality/skill, and here's how...)

Additional Sections

Core

- About
- Education
- Experience
- Skills

Recommended

- Licenses and Certifications
- Courses
- Projects
- Recommendations

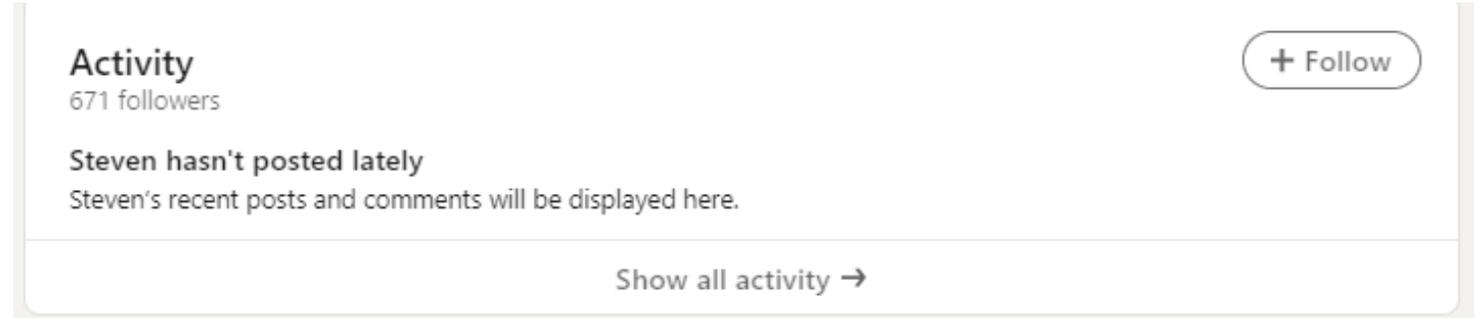
Additional

- Volunteer Experience
- Test Scores
- Publications and Patents
- Languages
- Honours and Awards
- Causes

Profile Activity

Recruiters have reported they go to this section to see how active you are on LinkedIn and to get an idea of what you are interested in and how you communicate.

Use this section **strategically**. Decide how often you post and what you want the messaging to be.



Raising Your Profile

Syed Azam Afzal
Triathlete (In-Training) |
KPMG Citizenship Award |
Founder of Laurier Mentor
Connect

Followers 974

Message

The beginning of my journey to an Ironman 70.3
Syed Azam Afzal on LinkedIn
March 31, 2019
22 · 2 comments

Syed Azam Afzal posted this

CO-OP & CAREER CENTRE
192 KING STREET NORTH

You Can't Do Everything Yourself
Syed Azam Afzal on LinkedIn

- Showcase your learning journey and accomplishments
- Consider posting blogs/articles to LinkedIn to raise your profile
- Helps differentiate you

LinkedIn Influencers

- There are **Influencers** you can follow on virtually all topics of interest
- Interested in learning about personal branding from people who have mastered the art of personal branding and content strategy? Consider following:
 - Austin Belcak
 - Cynthia Pong
 - Jeremy Schifeling
 - Kerri Twigg



Cynthia Pong, JD She/Her · 3rd
Forbes Contributor. Anthem Award, L Author of Don't Stay in Your Lane: The Career Women of Color Centering WOC in the # Actionable Leadership + Career Advice



Jeremy Schifeling · 2nd
► Author of the #1 Best-Selling ChatGPT for Job Search LinkedIn + AI Trainer for 300+ of the World's Top Universities Keynote Speaker for NACE, MBA CSEA, and NCDA



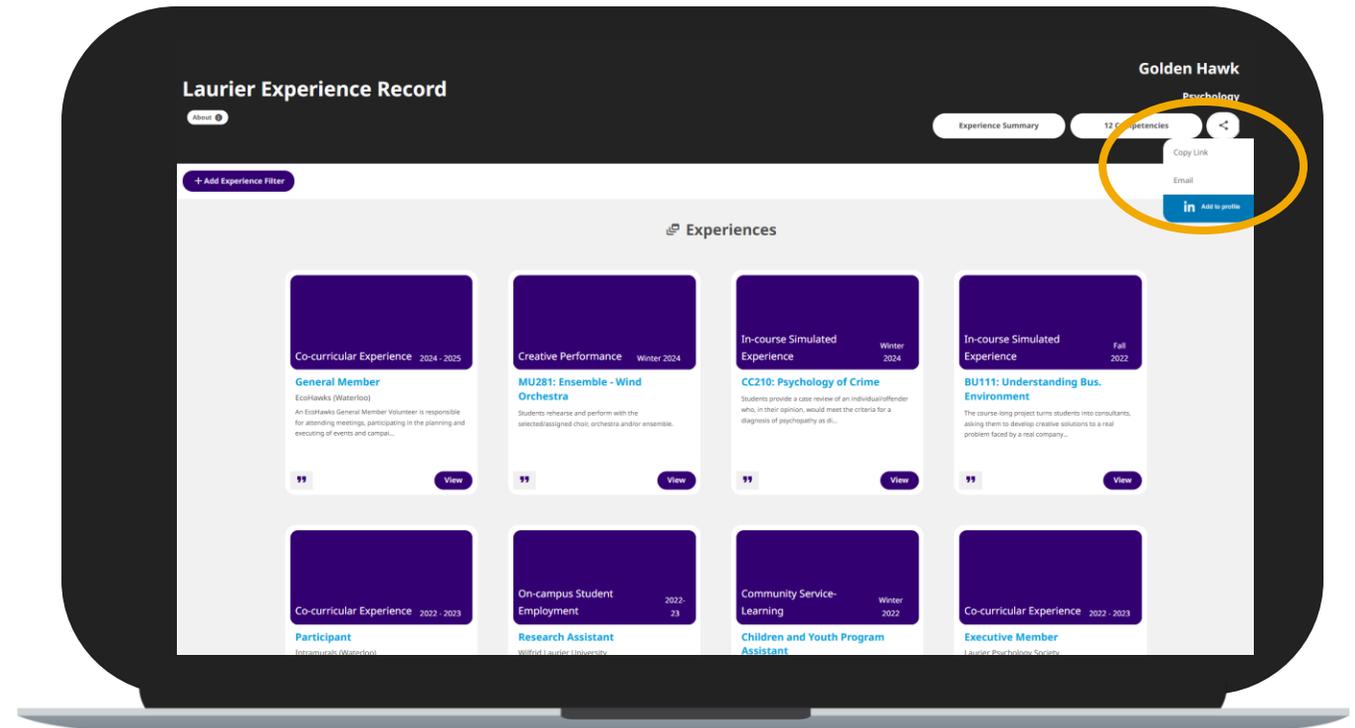
Austin Belcak He/Him · 2nd
I Teach People How To Land Amazing Jobs Without Being Ready To Land A Great Role In Less Time (With A To CultivatedCulture.com/Coaching

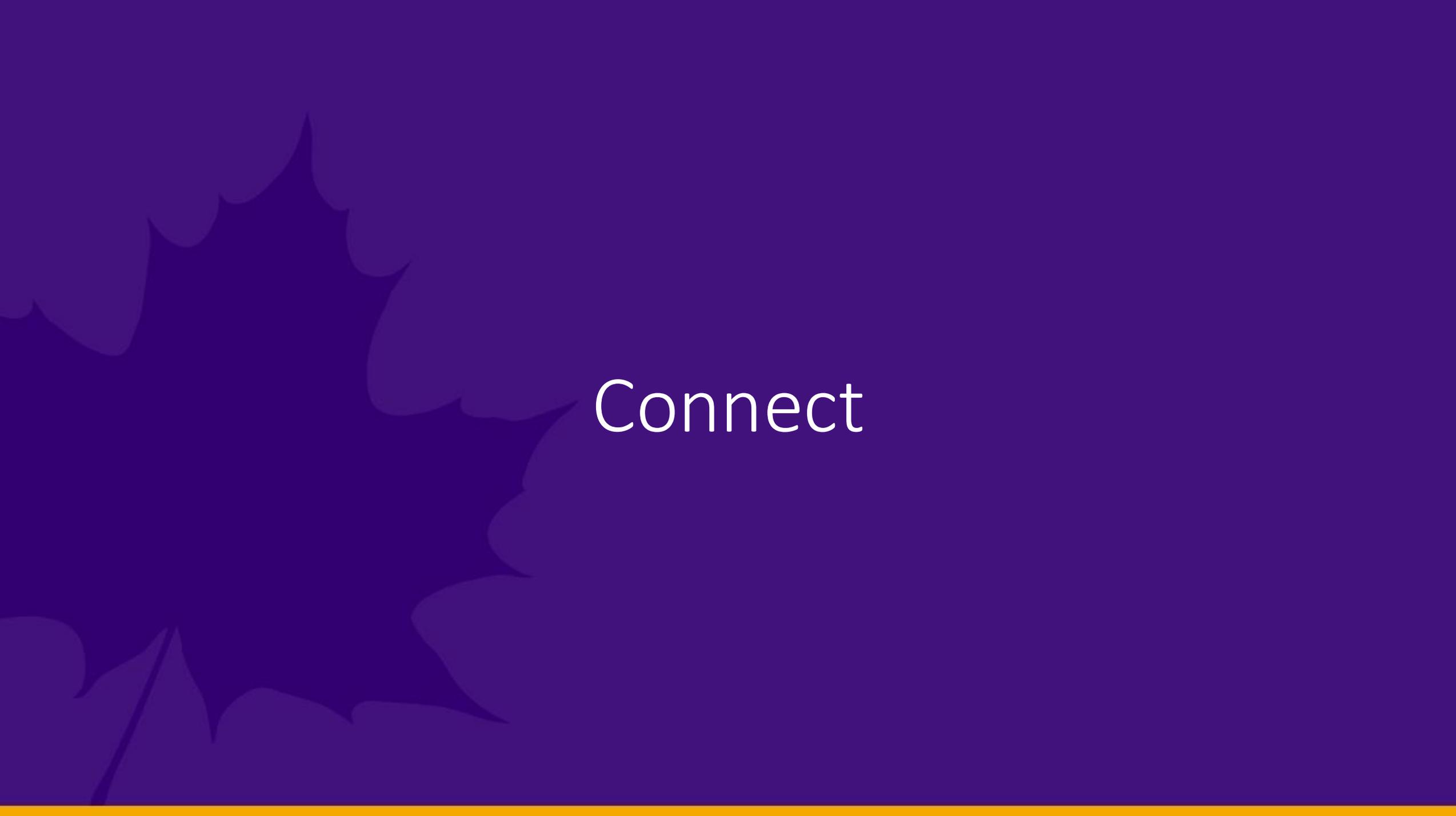


Kerri Twigg She/Her · 2nd
Leadership & Career Development design, strategy, stories, applied theatre, and mindfulness | Author,

Sync your Laurier Experience Record to Your LinkedIn Profile

- From the Navigator Dashboard select the Purple Action Circle / **'Publish Laurier Experience Record'**
- Purple Action Circle / **'View Laurier Experience Record'**
- Once open, click the share icon and then **'Add to Profile'**. The LER will display under your licenses/certifications on LinkedIn
- Sync your LER once and it will automatically update when future positions are added





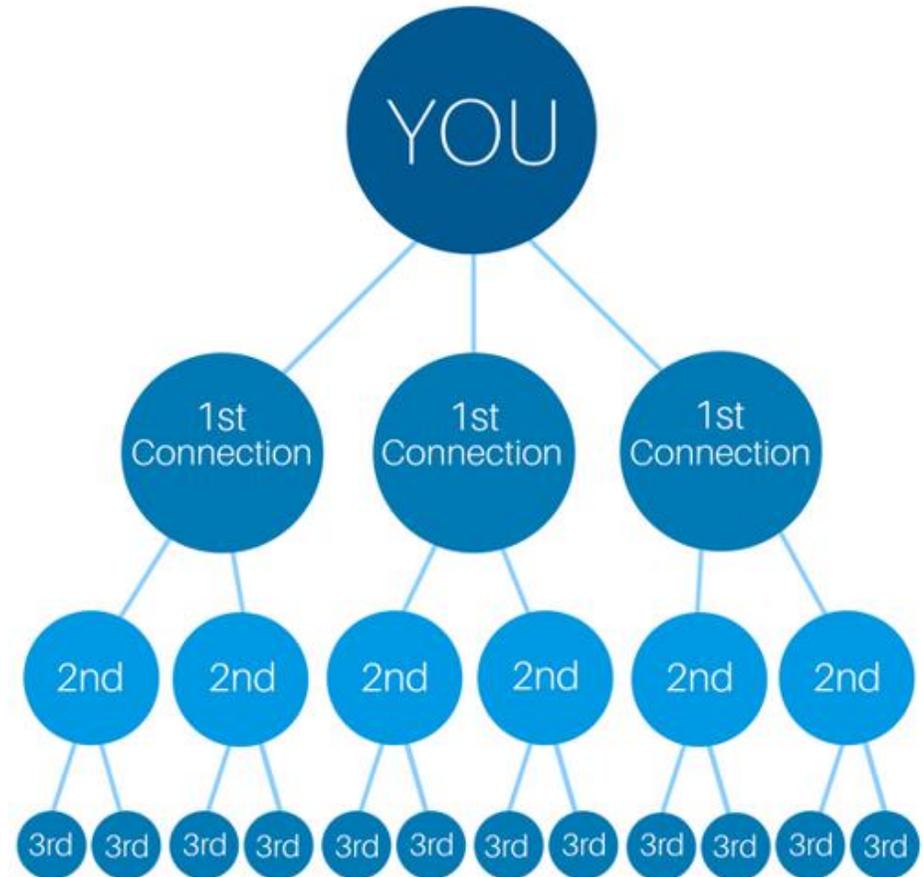
Connect

Establish & Maintain Your Network

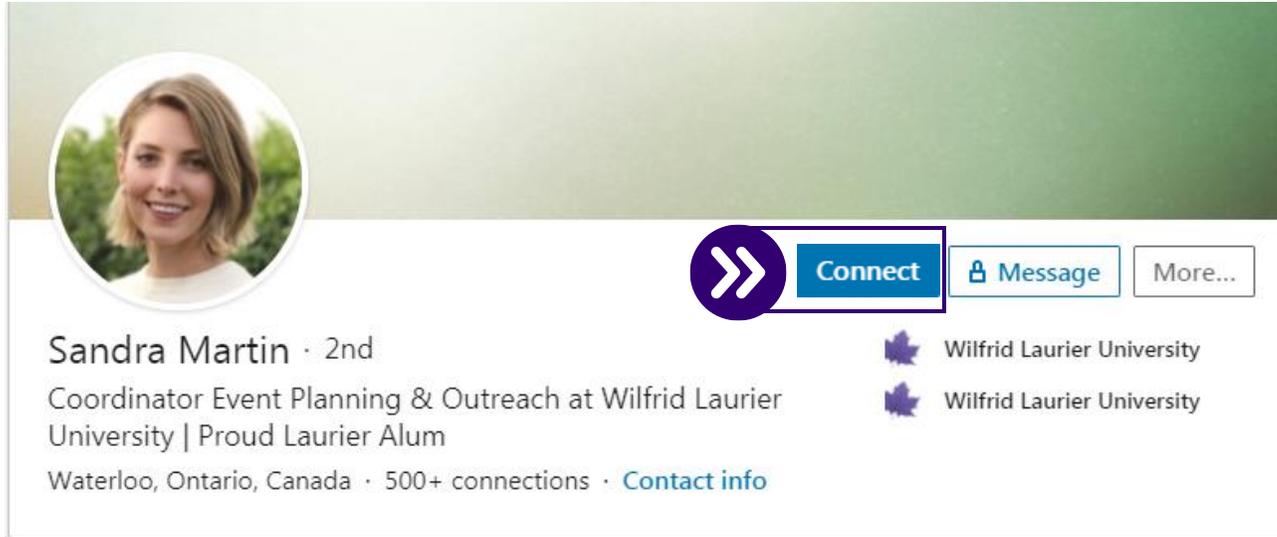


Establish and Maintain Your Network

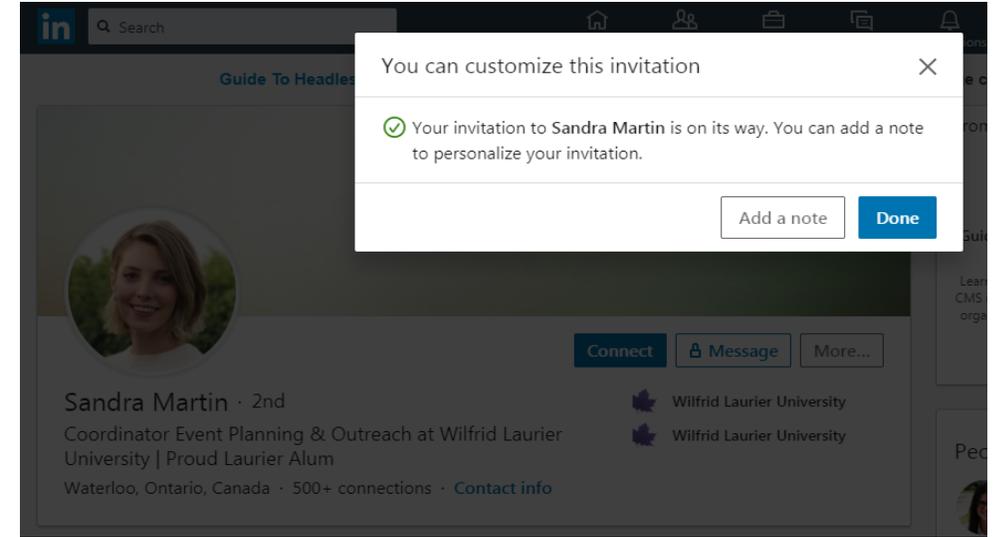
- Start with **whom you know** – but NOT by inviting your address book to connect
- Not a **one-time project**
- **New LinkedIn users** will not have full access to the site's features until they have built their network



Ways to Connect: Personalize Invitations



- Send a customized invitation request
- No need for Premium



- LinkedIn members are more likely to accept invitations that include a personalized note

Ways to Connect: Personalize Invitations

- Adding a note increases the likelihood of your connection request being accepted

Add a note to your invitation ✕

LinkedIn members are more likely to accept invitations that include a personal note.

Hi Denise,
I am a current student at Laurier and I see you graduated from Laurier! I am conducting research on student and academic support positions in post-secondary and I was hoping to connect with you on LinkedIn as part of this research.
Thanks for considering my request!
~Anita Job

PREMIUM 288/300

Cancel Send

LAURIER 
WILFRID LAURIER UNIVERSITY

Connecting on the App

4:09

←



Rebecca Duffy · 2nd
Office Administration Coordinator
Wilfrid Laurier University · Conestoga College
Canada
300 connections
Stacey Campbell, Courtney Bombardier,
and 6 other mutual connections

[Connect](#) [Message](#) [More](#)

Highlights



You both work at Wilfrid Laurier University
Rebecca started at Wilfrid Laurier University 21 years and 11 months after you did

4:10

←



Rebecca Duffy · 2nd
Office Administration Coordinator

- [View in Recruiter](#)
- [Send profile in a message](#)
- [Share via...](#)
- [Contact info](#)
- [Ask Rebecca to verify](#)
- [Follow](#)
- [Personalize invite](#)
- [Report or block](#)
- [About this profile](#)

4:10

× **Personalize invitation**

Ex: We know each other from...



0/300

[Connect](#)

Ways to Connect: Leverage Mutual Connections



Olivia Saunders  (She/Her) · 2nd
Honours Bachelor of Business Administration Student at Wilfrid Laurier University

Waterloo, Ontario, Canada · [Contact info](#)

500+ connections

 Oindrilla Sanyal, Tori Wakeford, and 4 other mutual connections

 [Connect](#)

[View in Recruiter](#)

[More](#)



Sherwin-Williams



Wilfrid Laurier University

Highlights



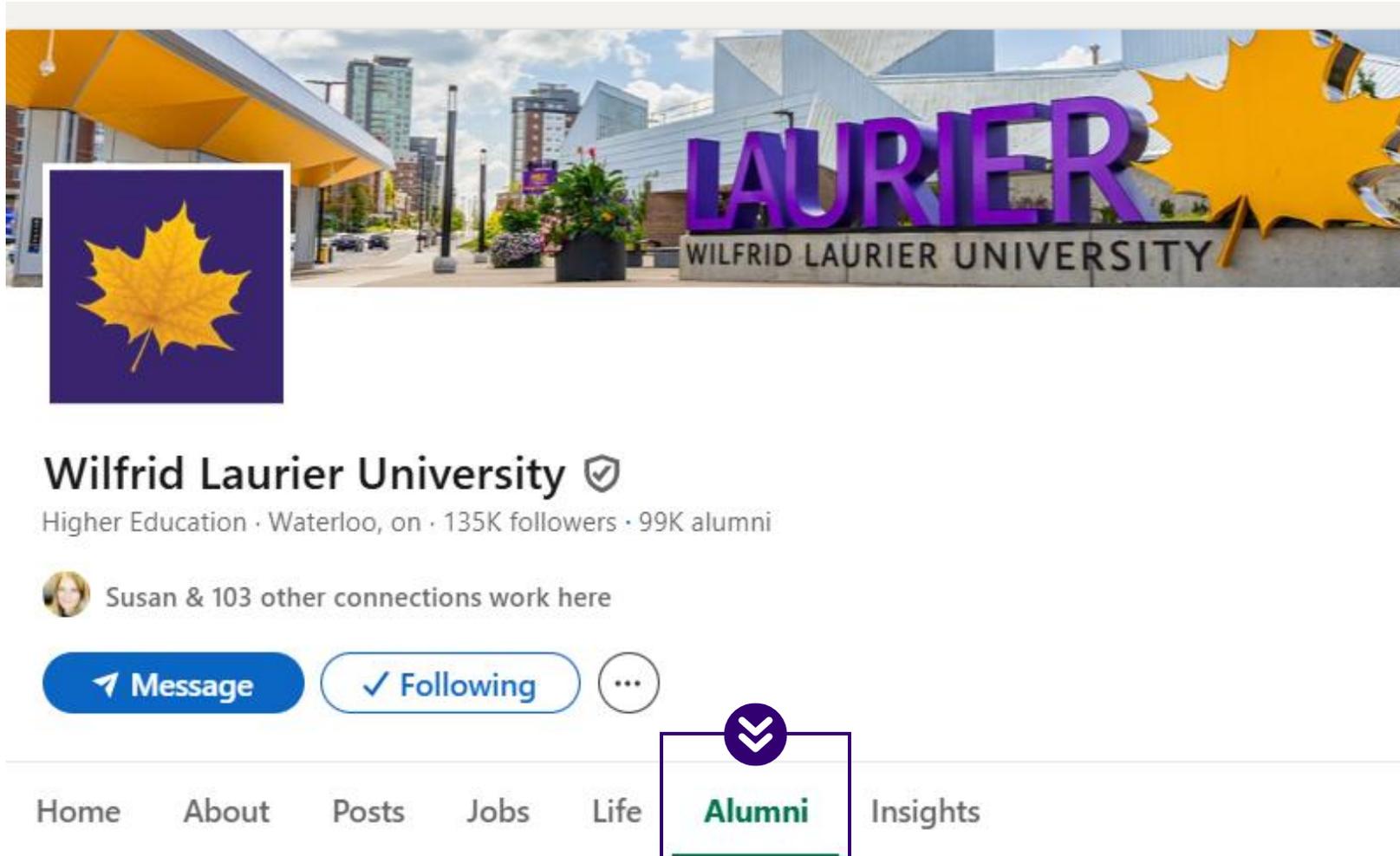
You both studied at Wilfrid Laurier University

Olivia started at Wilfrid Laurier University after you started

 [Message](#)

- Networking rule of thumb: reach out to people with **somebody** in common!
- Ask a quality first-degree connection to introduce you (send them a message)

Ways to Connect: Alumni



- Networking rule of thumb: reach out to people with **something** in common!
- Alumni search tool

Ways to Connect: Alumni

The screenshot shows the LinkedIn profile for Wilfrid Laurier University. The profile includes a cover photo of the university's entrance with a large yellow maple leaf graphic, a profile picture of a yellow maple leaf on a blue background, and the name 'Wilfrid Laurier University' with a verified badge. Below the name, it says 'Higher Education · Waterloo, on · 135K followers · 99K alumni'. There are buttons for 'Message', 'Following', and a menu icon. The navigation tabs include Home, About, Posts, Jobs, Life, Alumni (which is selected), and Insights. The Alumni section shows '98,820 alumni' and a search bar with the placeholder text 'Search alumni by title, keyword or company'. Below the search bar are input fields for 'Start year' (set to 1900) and 'End year' (set to 2025). There are two main data visualization sections: 'Where they work' and 'Where they live', each with a '+ Add' button. The 'Where they work' section shows three bars: Wilfrid Laurier University (1,978), TD (685), and RBC (561). The 'Where they live' section shows three bars: Canada (90,205), Ontario, Canada (80,214), and Greater Toronto Area, Canada (39,968).

The Alumni Search Tool:

- Where they live
- Where they work
- What they do
- What they studied
- What their skills are
- Connection level

Ways to Connect: Alumni

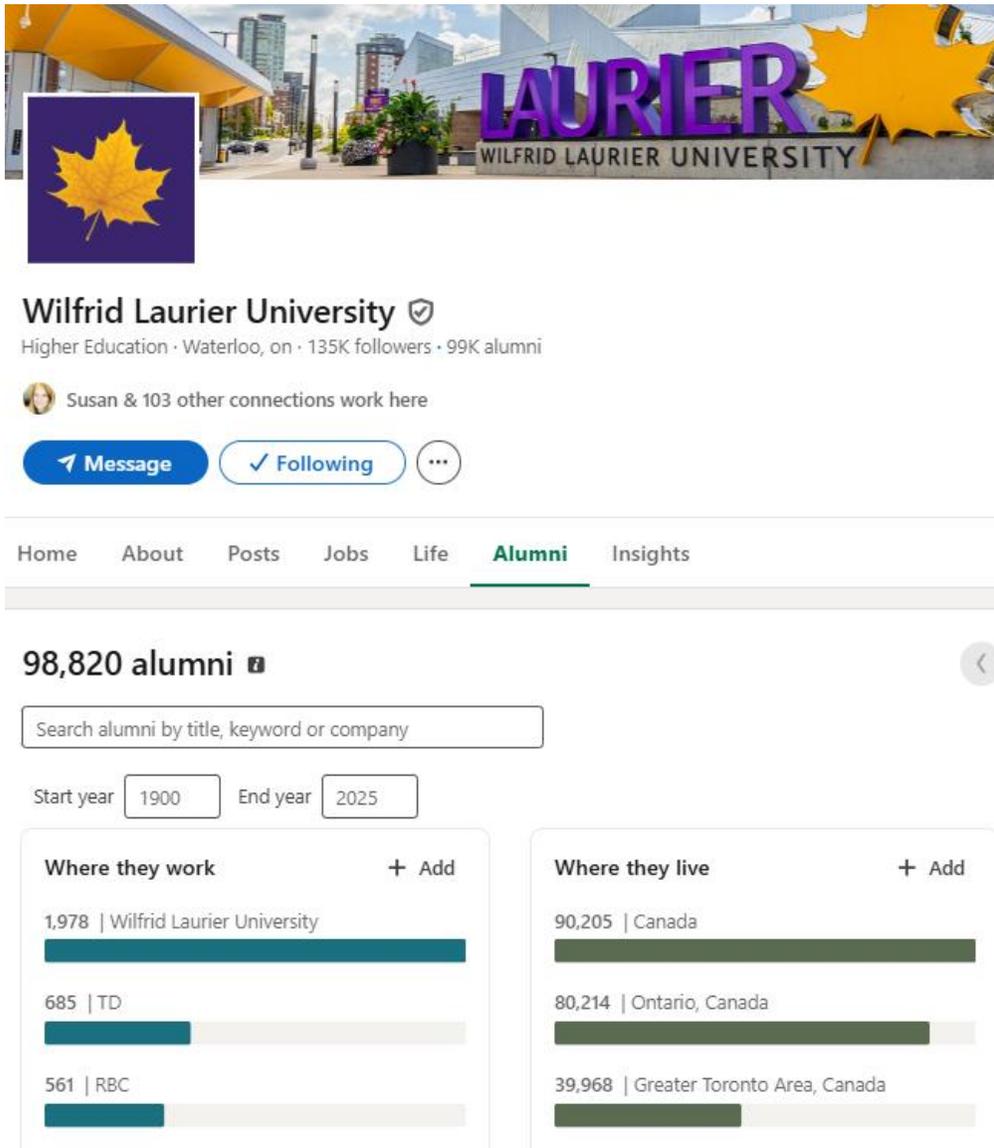
Home My Employer About Posts Jobs **Alumni** Videos

The screenshot displays a grid of six alumni profiles. Each profile includes a circular profile picture, the name, degree year, and current profession. Below each profile is a 'Connect' button and a small icon indicating the number of shared connections.

Name	Year	Profession	Shared Connections
Nirupa Thana	'2nd	Clinical Social Worker	2
Heather Faulkn...	'2nd	Social Worker at WRDSB '17 Social Work	2
Janet Aucoin	'2nd	Social Worker at Alberta Health ... '11 Social Work	1
Sierra Israel-Sc...	'2nd	Social Worker at St. Joseph's He... '20 Social Work	2
Olivia Coughlin	'2nd	Social Worker at Humber River ... '15 Community Engagement Op...	3
Nicole Wemigw...	'2nd	Indigenous Social Worker '15 Social Work	2

Explore the profiles of people who match your search parameters

Ways to Connect: Alumni



The screenshot shows the LinkedIn profile for Wilfrid Laurier University. The profile header includes the university's name, location (Waterloo, ON), and follower counts (135K followers, 99K alumni). Below the header, there are navigation tabs for Home, About, Posts, Jobs, Life, Alumni (selected), and Insights. The Alumni section displays 98,820 alumni and provides search filters for title, keyword, company, start year (1900), and end year (2025). Two bar charts show where alumni work and live.

Where they work

Company	Count
Wilfrid Laurier University	1,978
TD	685
RBC	561

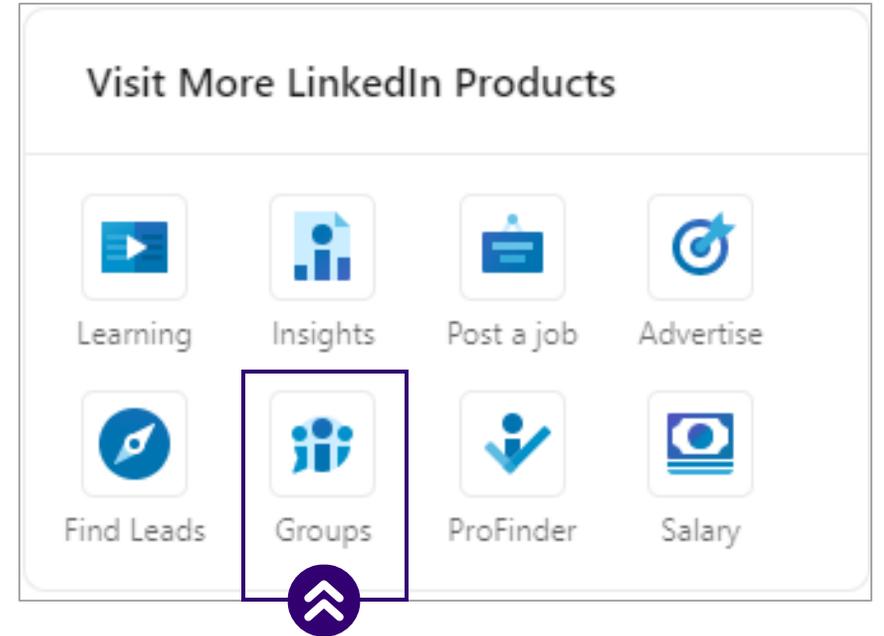
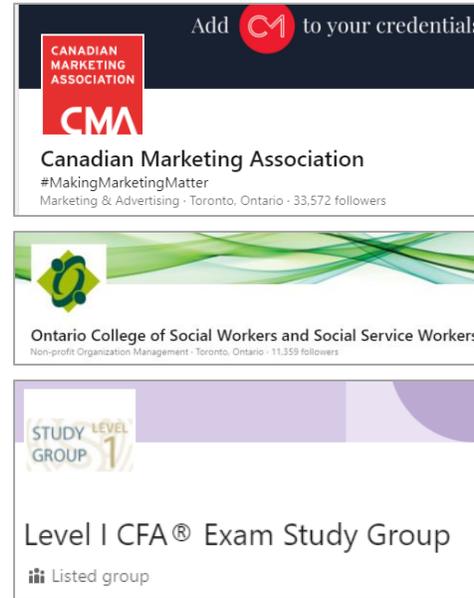
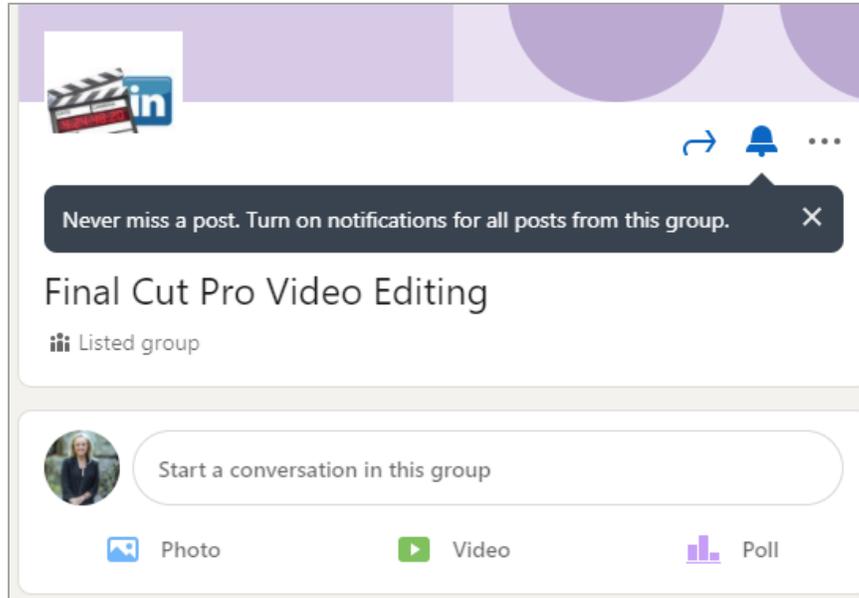
Where they live

Location	Count
Canada	90,205
Ontario, Canada	80,214
Greater Toronto Area, Canada	39,968

How is the Alumni Tool useful?

- Explore career paths of graduates from your program
- Identify alumni working in your dream job or organization (informational interview leads)
- Further education research

Ways to Connect: Groups



- Join relevant groups (search under Groups button)
- Research the profiles of people in careers of interest to you and join their groups

Ways to Connect: Groups

The screenshot shows a LinkedIn group page for the CERIC Career Developer Network. On the left, a sidebar lists recent groups, followed by sections for Groups, Events, and Followed Hashtags. The main content area features the group's profile picture, name, and description. A post by Anne-Marie Rolfe is visible, along with a post by John Conrad. On the right, there are sections for group statistics (3,295 members), an 'Invite connections' button, a 'See all' link, an 'About this group' section, and an 'Admins' list.

Stacey Campbell
Joined group: Jun 2016

CERIC Career Developer Network
Listed group

3,295 members
Including Kerri Zold and 42 other connections

Invite connections

See all

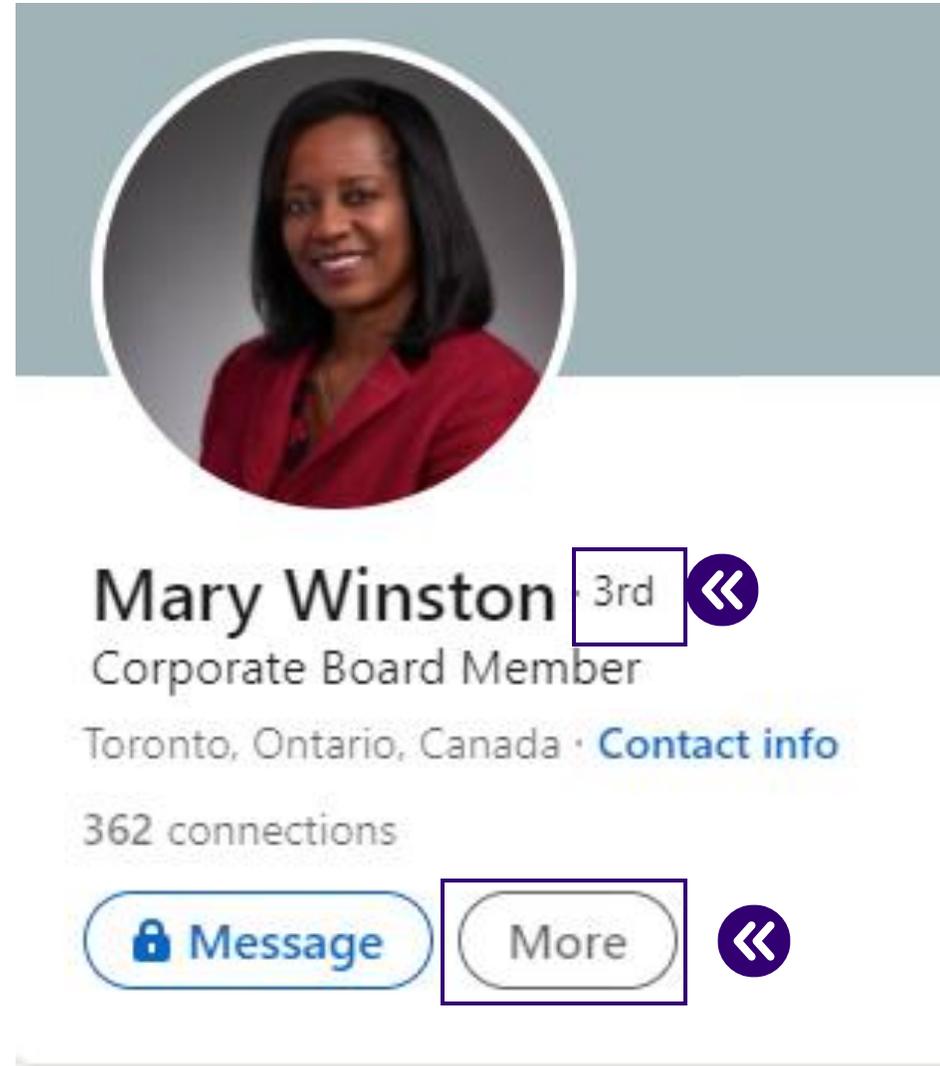
About this group
CERIC is a charitable organization that advances education and research in career counselling and career development. We support the creation of career counselling-related research and professional development for a cross-sectoral communit...

Admins

- Norman V.** · 2nd **Owner**
Digital Strategy Manager | Digital Transformation Strategist | Digital Media & Communications
- Lindsay Purchase** · 2nd **Manager**
Editor and Communications Specialist | Food Security Student | Helping non-profits build stronger communities through storytelling

- Interact with the group message board
- Privately message group members

Ways to Connect: 3rd Degrees



A screenshot of a LinkedIn profile card for Mary Winston. The profile picture is a circular portrait of a woman with dark hair wearing a red blazer. Below the picture, the name "Mary Winston" is displayed in a large font, with "3rd" in a small box to its right and a double-left arrow icon. Underneath the name is the title "Corporate Board Member" and the location "Toronto, Ontario, Canada" followed by a "Contact info" link. Below this, it says "362 connections". At the bottom of the card are two buttons: "Message" with a lock icon and "More" with a double-left arrow icon. The "3rd" box and the "More" button are highlighted with a purple border.

- Can still connect with 3rd degree connections
- Connect button disappears (it is in the More drop-down menu)

Ways to Connect: Company Pages



Bruce Power
Innovation at Work.
Utilities · Tiverton, Ontario · 44,308 followers

Karen works here · 3,261 employees

+ Follow Visit website More

Home About Posts Jobs Life **People** Videos

About

Bruce Power is Canada's first private nuclear generator. Bruce Power's 2,300-acre site on the shores of Lake Huron houses the Bruce A and B generating stations, which each hold four CANDU reactors. Over the past decade, Bruce Power has refurbished all four units at its Bruce A station, returning 3,000 megawatts of clean, low-cost electricity to...
see more

- Follow organizations of interest to you
- Interact (like/comment) professionally with the page to raise your profile
- Can identify people who work there and connect

Job Search

LinkedIn Jobs

LinkedIn Jobs interface showing navigation options (Home, My Network, Jobs, Messaging, Notifications, Me, Work) and a search bar for finding jobs. The search bar includes fields for "Search by title, skill, or company" and "City, state, or zip code", along with a "Search" button. Below the search bar, there are sections for "Job searches" and "Remote opportunities".

Job searches:

- career consultant (Alert on - Waterloo, Ontario, Canada - Full-time)
- career services (15 new) (Alert on - Kitchener, Ontario, Canada)

Remote opportunities: Because you expressed interest in remote work

- Talent Acquisition Lead** (Lunchbox, Toronto, ON) - Actively recruiting (6 days ago)
- Online Holistic Wellness Coach** (Canada) - Actively recruiting (1 day ago)
- Online Coaching** (Creating Abundance, Greater Winnipeg Metropolitan) - Actively recruiting (4 days ago)
- Work from home | Internet Analyst in Canada** (Appen, Cambridge, ON) - Actively recruiting (4 days ago)

[See more jobs](#)

- Start with a keyword search and location
- Activate job recommendations (based on your job searches, profile and activity on LinkedIn)

LinkedIn Jobs

Jobs | Date Posted | Experience Level | Company | Job Type | Remote | Easy Apply | All filters

Marketing coordinator in Canada Job Alert Off 2,574 results

 **Brand Marketing Coordinator**
NAAN KABOB
Greater Toronto Area, Canada
 Your profile matches this job
Promoted ·  Easy Apply

 **CUSTOMER MARKETING MANAGER**
McCormick & Company
London, ON
 22 alumni work here
Promoted · **15 applicants**

 **Salesforce Marketing Cloud**
Cognizant
Kitchener, ON
 4 company alumni work here
Promoted · **7 applicants**

 **Marketing Coordinator**
Timberland Group
Woodstock, ON
1 week ago · **6 applicants** ·  Easy Apply

 **Marketing / Administrative Coordinator**
Robert Half
Mississauga, ON
 1 connection works here
6 days ago · **9 applicants**

 **Marketing Coordinator**

 **Salesforce Marketing Cloud** → ...
Cognizant · Kitchener, ON
Posted 2 days ago · 56 views
Apply **Save**
See how you compare to 7 applicants
 **Retry Premium Free**

Job	Company	Connections
<ul style="list-style-type: none">7 applicantsEntry level	<ul style="list-style-type: none">10001+ employeesInformation Technology ...	<ul style="list-style-type: none"> 4 company alumni 5 alumni

Salesforce Marketing Cloud

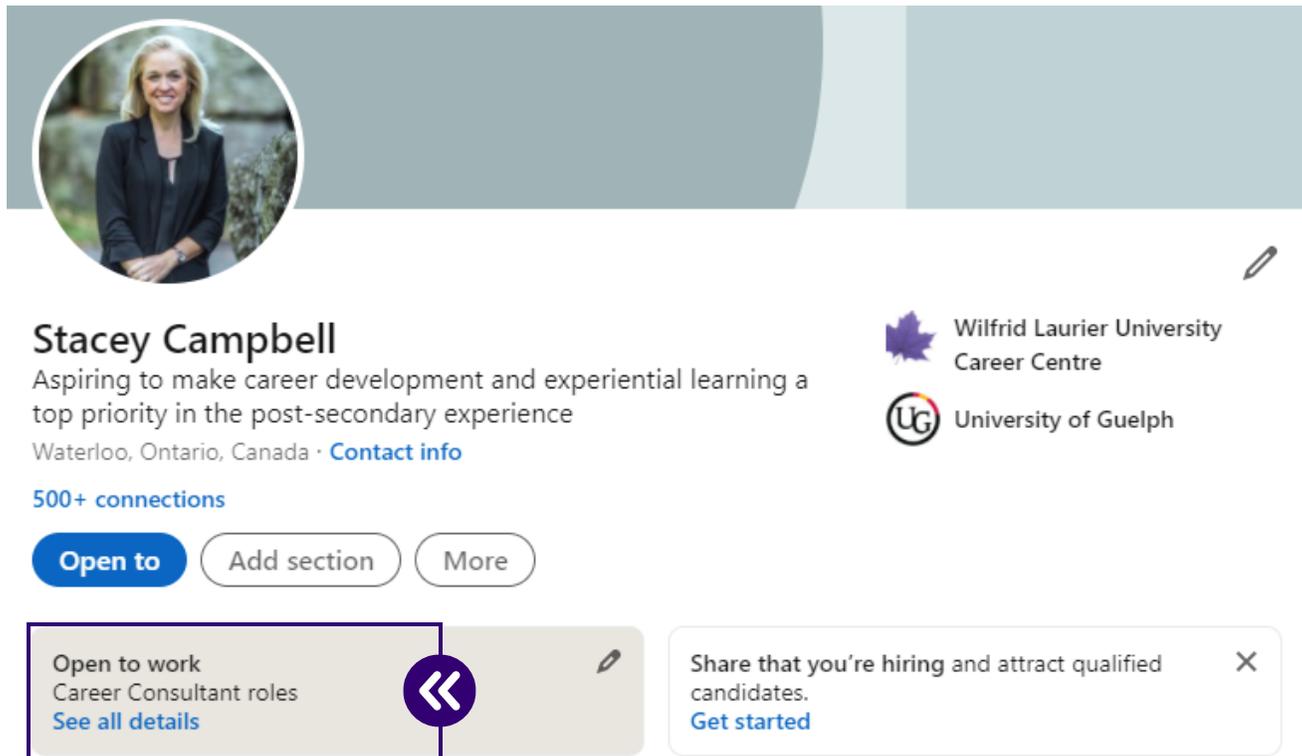
We continuously seek exceptional associates when recruiting new employees. We pride ourselves on having extensive experience working with clients in all major markets. Cognizant's delivery model is infused with a distinct culture of high customer happiness. We consistently deliver positive relationships, cost reductions and business results. Are you ready to be a change-maker? At Cognizant, we believe those who challenge the way they work today will own the way tomorrow. When was the last time you felt proud about your work?

Requirements

- The Salesforce Marketing Cloud SFMC Subject Matter Expert will Develop and implement marketing automation in Salesforce Marketing Cloud.
- This role focuses primarily on the development of email communications leveraging Content Builders tool HTML and CSS where necessary in partnership with our Salesforce CRM.
- Proficiency with SFMC Content Builder tool Develop HTML emails using SFMC

Open to Work

If you're actively searching for a job, there are **2 ways** to signify this:



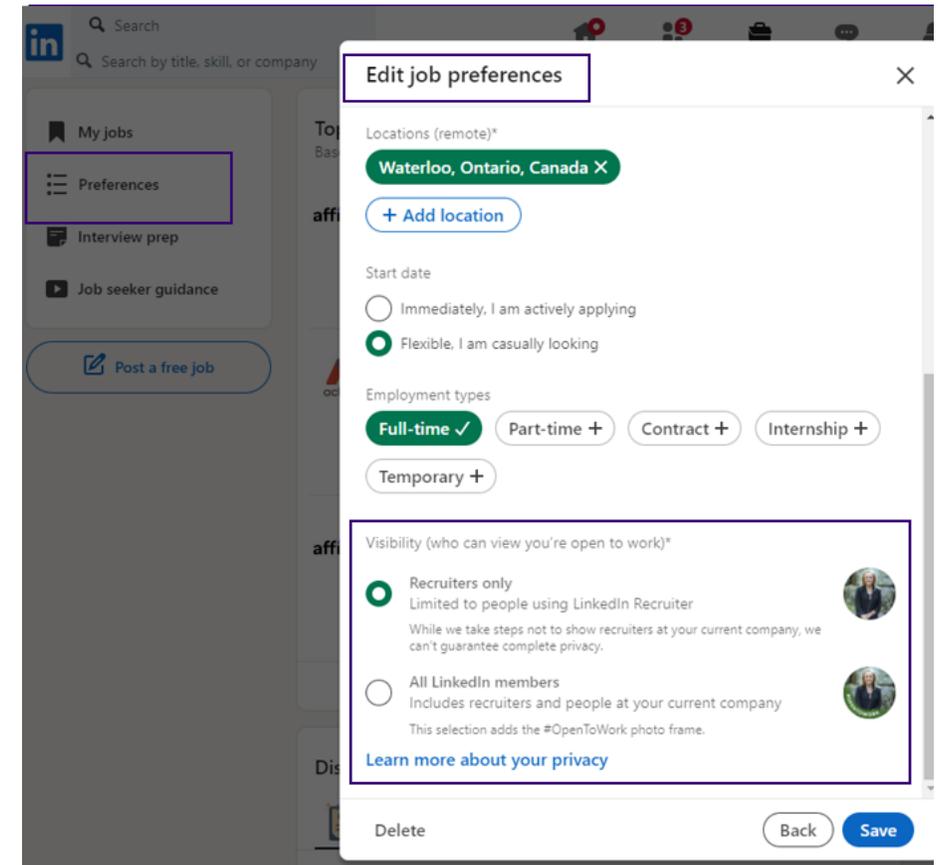
Stacey Campbell
Aspiring to make career development and experiential learning a top priority in the post-secondary experience
Waterloo, Ontario, Canada · [Contact info](#)
500+ connections

[Open to](#) [Add section](#) [More](#)

Open to work
Career Consultant roles
[See all details](#)

[Share that you're hiring and attract qualified candidates.](#)
[Get started](#)

Wilfrid Laurier University Career Centre
University of Guelph



Edit job preferences

Locations (remote)*
Waterloo, Ontario, Canada X
[+ Add location](#)

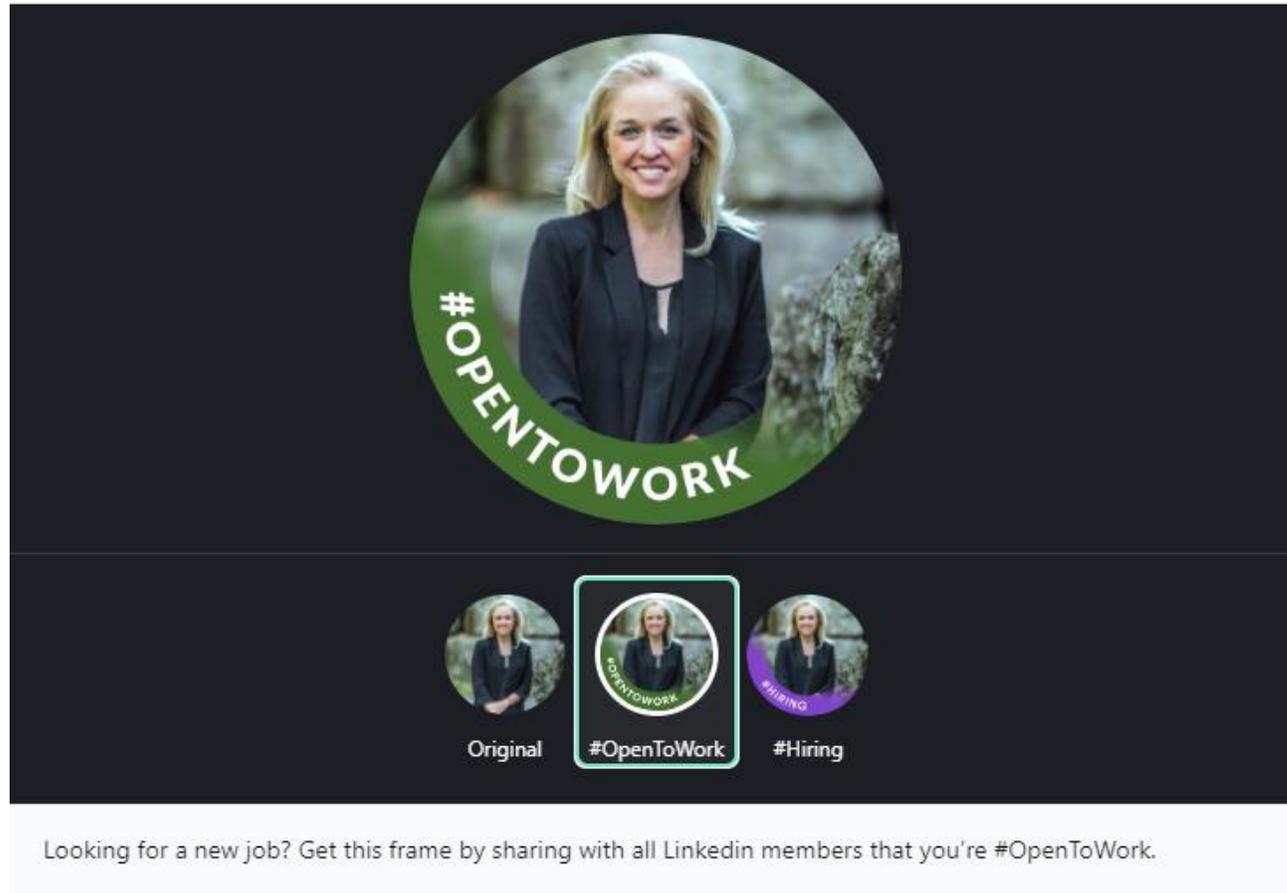
Start date
 Immediately, I am actively applying
 Flexible, I am casually looking

Employment types
Full-time ✓ [Part-time](#) + [Contract](#) + [Internship](#) +
[Temporary](#) +

Visibility (who can view you're open to work)*
 Recruiters only
Limited to people using LinkedIn Recruiter
While we take steps not to show recruiters at your current company, we can't guarantee complete privacy.
 All LinkedIn members
Includes recruiters and people at your current company
This selection adds the #OpenToWork photo frame.
[Learn more about your privacy](#)

Delete [Back](#) [Save](#)

Open to Work



Looking for a new job? Get this frame by sharing with all LinkedIn members that you're #OpenToWork.

👁 Frame visible to all LinkedIn members

Apply

- Recruiters/experts differ in their opinions as to the value
- Branding yourself seeking or 'unemployed' maybe be seen as a red flag
- LinkedIn has reported that users who activate #OpentoWork frame have higher likelihood of receiving messages from recruiters/wider LI community

Settings & Privacy

Settings and Privacy

The image shows a LinkedIn profile page for Korrie Belanger. The top navigation bar includes Home, My Network, Jobs, Messaging, Notifications, and Me. The 'Me' dropdown menu is open, showing options like View Profile, ACCOUNT, Settings & Privacy (highlighted with a purple box and a double arrow icon), Help, Language, MANAGE, Posts & Activity, My Posted Jobs, and Sign Out. The profile card on the left shows the user's name, title, and statistics. The main content area features a 'Start a post' button and a feed of posts from other users.

Navigation Bar: Home, My Network, Jobs, Messaging, Notifications, Me

Profile Card:
Korrie Belanger
Career Consultant | Part-Time Faculty
Who viewed your profile: 84
Views of your post: 31
Access exclusive tools & insights
Try Premium Free for 1 Month
Saved items

Start a post options: Photo, Video, Write article

Me Dropdown Menu:
View Profile
ACCOUNT
Settings & Privacy
Help
Language
MANAGE
Posts & Activity
My Posted Jobs
Sign Out

Feed:
Zora Radovanovic • 1st
Career Work Coach at Conestoga College Institute of Technology and Art
13h •
#skilledtrades
Darin Tucci • 1st
Connecting Skilled Trades People/Labourers with Employers - Apprenticeship
1d •

Visibility of Your Profile & Network

Profile Viewing Options (When Viewing Others' Profiles)

- Select what others can see
- Be strategic



Settings

Account preferences

Sign in & security

Visibility

Data privacy

Advertising data

Notifications



← Back

Profile viewing

Select what others see when you've viewed their profile

Your name and headline

Private profile characteristics

Private mode

This is what others will see:



Stacey Campbell · 1st

Aspiring to make career development and experiential learning a top priority in the post-secondary experience

Visibility of Your Profile & Network

Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



Korrie Belanger
Kitchener, Canada Area | Higher Education
453 connections
Current Wilfrid Laurier University

Experience

Career Consultant: Diversity Programs
Wilfrid Laurier University
July 2015 – Present (3 years 1 month) | Waterloo, Ontario

Edit URL

Personalize the URL for your profile.

www.linkedin.com/in/korriebelanger

Edit Content

This is your public profile. To edit its sections, update your profile.

[Edit contents](#)

Edit Visibility

You control your profile's appearance for viewers who are not logged-in members. Limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

[Learn more](#)

Your profile's public visibility On

Basic (required)

- Name, number of connections, industry, and region

Profile Photo

- Your connections
Only LinkedIn members directly connected to you.
- Your network
Only LinkedIn members connected up to three degrees away from you.
- All LinkedIn Members
- Public
All LinkedIn members, and others who find you via search engines and other services

Edit Your Public Profile:

- Personalize your URL
- Select what level of information the public can see (for people not signed into LinkedIn – Google searches)

Visibility of Your LinkedIn Activity

Share Profile Updates with Your Network:

- Do you want your profile updates broadcast?
- Strategically turn on or off



- Settings
- Account preferences
- Sign in & security
- Visibility**
- Data privacy
- Advertising data
- Notifications

← Back

Sharing profile edits

Should we notify your network of key profile changes (such as new job, education, certificate, profile video) and work anniversaries?

Share key profile updates



[Learn more](#) about sharing profile updates.

New Feature: Record and Display Your Name Pronunciation on Your Profile

You can record your name **pronunciation** and display it on your LinkedIn profile for others to listen to. This will help LinkedIn members to correctly address you.

To do this:

- **This can only be added using a mobile app.**
- Tap on your profile photo, then View Profile.
- Tap the Edit icon from your introduction.
- Tap + Record name pronunciation.

Tips:

- Make sure that the total recording time is within 10 seconds.
- Limit background noise.
- Speak slowly and pronounce each syllable clearly.
- Hold the phone four inches from your mouth.



Dorota Rams Skazinski 

Career Consultant, M.Ed., CHRL

Kitchener, Ontario, Canada · [Contact info](#)

500+ connections

Open to

Add profile section

More

Earn the Career Development Certificate



Workshops

- Career Planning
- Resumé Writing
- Cover Letter Writing
- Job Search Strategies
- Interview Success
- LinkedIn



**Two reflection questions
in Navigator**

The Navigator logo, featuring a stylized 'N' with a yellow and orange gradient on the left side, followed by the word "Navigator" in a bold, dark blue sans-serif font.

Navigator

Career Centre



Co-op



Co-curricular
Experiences



CERTIFICATE PROGRAMS



A great addition to your
Laurier Experience Record!

Enroll and view your certificate
progress in Navigator.



Learning Objectives Questionnaire

Step 1: Use your device to fill out the first portion of the questionnaire before we begin the session.

Step 2: Keep your browser open to this questionnaire. Complete the second half of the questionnaire after the session.

URL: bit.ly/cdcworkshops



Connect with us

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navigator.wlu.ca | students.wlu.ca/career

Waterloo Career Centre 192 King Street North, Waterloo

Brantford Career Centre One Market, OM-206-40, Brantford

Instagram [@lauriercareercentre](#)

LinkedIn [Laurier Experiential Learning & Career Development](#)



Career Development Centre
students.wlu.ca/career