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COLLEGE

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Westminster  
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# Revive Your LinkedIn for Work in Film and TV (Creative Skills Academy)

Are you tired of your LinkedIn profile not getting the attention it deserves?

Do you feel like you're missing out on valuable career opportunities because your LinkedIn presence isn't as strong as it could be?

This workshop, run by Georgina Bobb, who has over 15 years of experience in the television industry and a successful career coaching background, will guide you through optimising your LinkedIn profile for maximum impact.

## WHAT WILL I STUDY?

The workshop will cover:

- **Optimization Techniques:** Learn insider tips and tricks for optimizing every section of your profile, from the headline to the summary, ensuring that your profile stands out in your industry
- **Professional Headshot Guidance:** Discover the secrets of a compelling LinkedIn profile picture and get guidance on capturing the perfect professional image that will make a lasting impression
- **Strategic Network Building:** Understand the art of strategic networking on LinkedIn – connect with industry professionals, join relevant groups, and expand your network to open doors to new career possibilities
- **Content Creation Strategies:** Learn how to create and share engaging content that showcases your expertise and positions you as an authority in your field, attracting the attention of recruiters and potential collaborators
- **Job Search Optimisation:** Gain insights into utilising LinkedIn effectively for job searches, including utilising keywords, engaging with job postings, and leveraging your network for job referrals

## WHAT WILL I NEED?

You will need to be eligible to study in the UK. Upon enrolment, you will be asked to upload residency and income documents for college funding purposes.

## WHAT CAN I DO AFTER?

Start Date: 11 July 2024

Day: Thursday

Time: 18:00 - 20:00

Duration: 2 hours

Venue: Online



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You will be able to optimise your LinkedIn profile to apply for careers in the Film and TV industry. You may also progress onto further study in this field.

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