

Your Digital Edge:

Leveraging LinkedIn in a Competitive Job Market



Speakers



SunMi Kim
Regional Director



Samantha Graham
Director of Permanent
Placement



Stephanie Elliott
Market Director

What We Will Cover Today:

- Current in-house hiring & employment outlook
- The power of LinkedIn
- Tips on making your profile stand out
- How to build and maintain your online network
- How LinkedIn can help – or hurt – your online job search

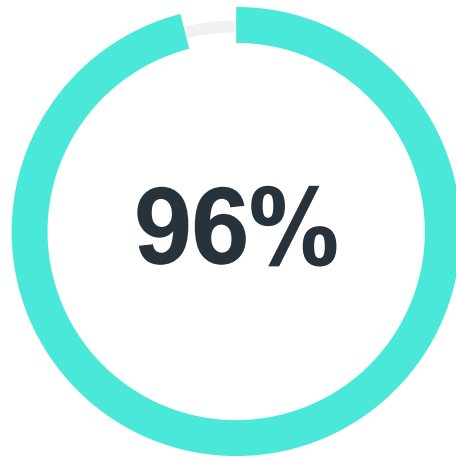
Hiring Trends



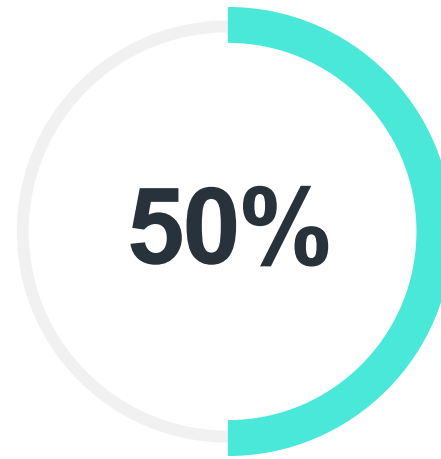
Hiring and Employment Outlook: Legal



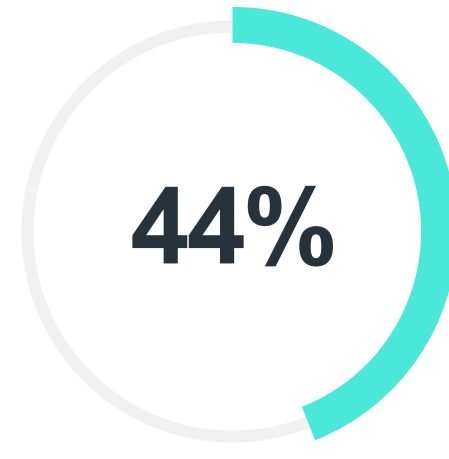
Hiring Plans: Permanent Roles



of legal leaders said
it's challenging to find
skilled talent.



are hiring for new
positions.



are hiring only for
vacated positions.

LinkedIn Basics



World's largest
professional
networking site



Over 1 billion
members
worldwide, 250
million in the U.S.

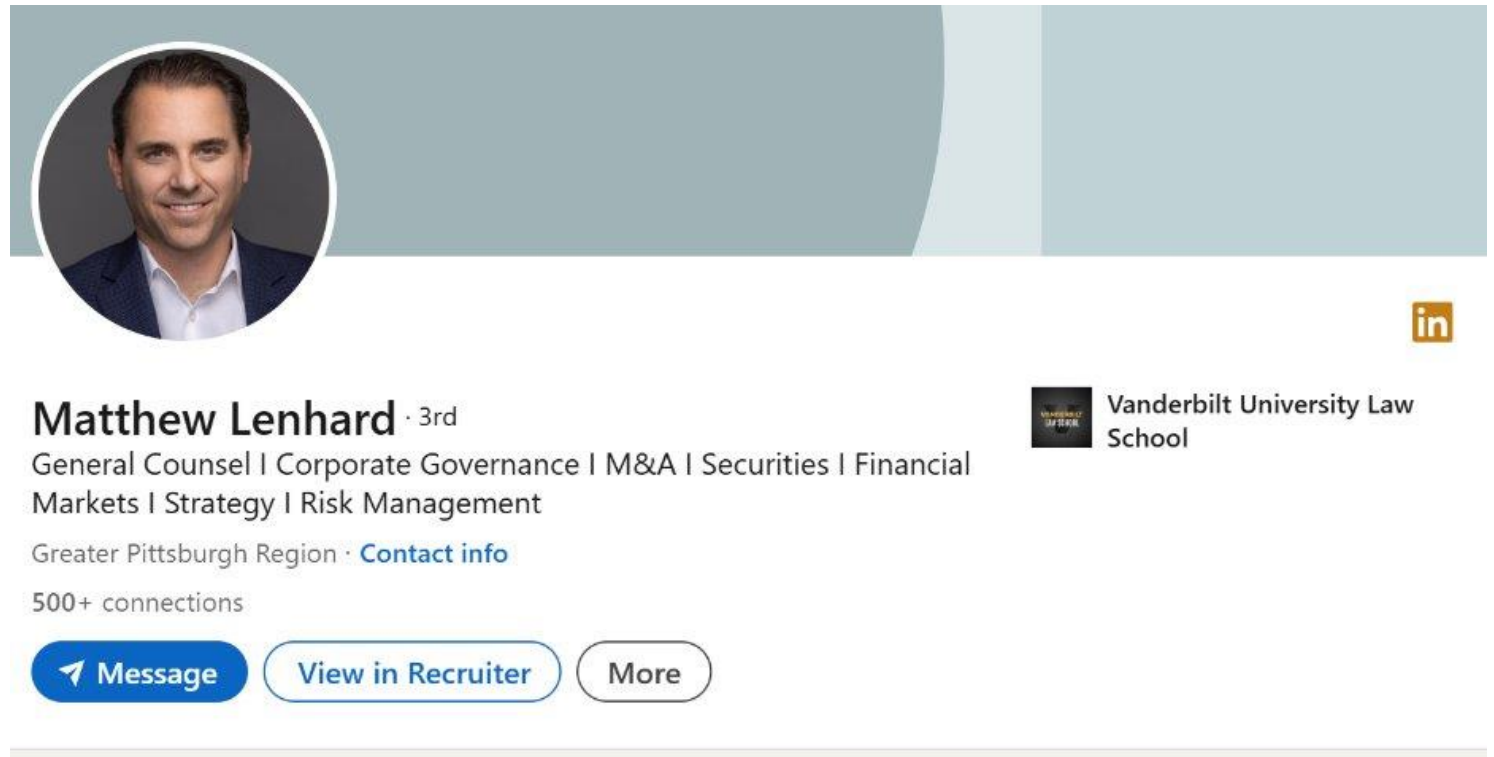


Launched in
2003



LinkedIn : Building Your Profile

- Add a wow factor to your profile
- Use punchy, concise language to tell your story
- Fill out all fields
- Use keywords so people can find you



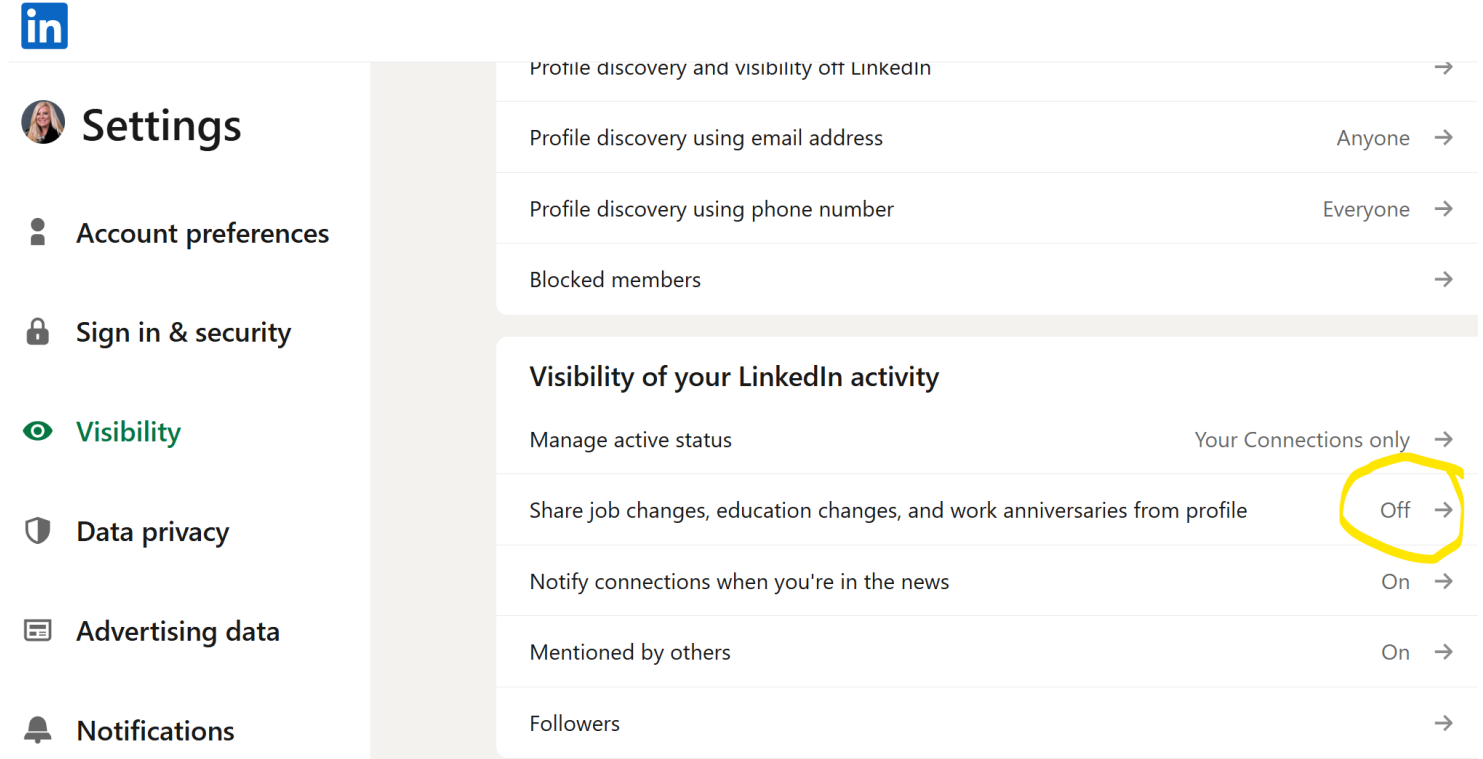
About

Experienced In-House Counsel for public (Fortune 500) and private companies with proven track record of advising executive and senior management on critical issues, operational and strategic matters. Able to develop trusted relationships with executive management and business unit leaders. Skilled in managing internal legal staff and external counsel in domestic and international matters. Broad corporate generalist with the intellect, vision and judgment ...see more

LinkedIn : Building Your Profile

Steps:

- In LinkedIn, click Me
- Select Settings & Privacy
- Select Visibility
- Under Visibility of your LinkedIn activity, Toggle off Share job changes...



LinkedIn : How to Build Your Profile

- Upload a high-quality profile photo



Andrew Shapiro  · 3rd

General Counsel | Chief Legal Officer (CLO) | Head of Legal | Contract Structuring/Negotiation | Corporate Governance & Compliance | Corporate Finance and M&A

New York, New York, United States · [Contact info](#)

500+ connections

 Independent Consultant | Trusted Legal Advisor

 Fordham University School of Law

LinkedIn : How to Build Your Profile

- Complete the Summary section
- 3-5 paragraphs
- Use targeted keywords

About

As a General Counsel, Corporate Secretary, and Compliance Officer, I bring over 20 years of experience advising Boards and C-suites in high-growth, private equity-backed, and complex healthcare organizations.

I deliver pragmatic, business-focused legal and compliance solutions that enable growth, mitigate risk, and protect the company's reputation. My expertise spans corporate governance, M&A, regulatory compliance, litigation management, and physician practice management, with a deep understanding of healthcare statutory and regulatory law.

Recognized as a collaborative and trusted business partner, I build and lead high-performing teams, create scalable legal infrastructure, and drive operational excellence.

Core Competencies:

Corporate Governance & Board Advisory

Healthcare Regulatory & Compliance (Medicare, Medicaid, HIPAA, CMS)

Mergers & Acquisitions / Due Diligence

Litigation & Risk Management

Employment & Labor Law

Contract Negotiation & Vendor Management

Physician Practice Management & PE-backed Growth Strategy

I am a passionate, and driven Healthcare Attorney/In-House Counsel with a deep understanding of the healthcare regulatory landscape. I value collaborating with different stakeholders within a corporate setting in order to come up with solutions that not only make legal sense, but business sense!

I have worked for 15 years solely in the healthcare industry. I began my career as a Research Scientist, then as a Finance/Business Professional in the healthcare prescription industry and now work as a Healthcare Attorney. I hold an MBA in Finance and a JD in Healthcare Law, and am licensed to practice law in the state of Minnesota.

I continue to be excited about the healthcare industry, and the value a well-run healthcare company can bring, in terms of optimizing benefits for members, and keeping healthcare trend manageable for payers.

I bring the unique perspective of how healthcare companies function from a business and financial perspective, in addition to having a deep understanding of the heavy federal and state regulatory landscape that healthcare companies function in. That is a perspective which few Healthcare Attorneys have.

AREAS OF EXPERTISE

Health Care Compliance | Pharmacy Benefit Management (PBM) | Health Care Contract Redlining | Business Associate Agreements | Client and Vendor Agreement Drafting | PPACA | HIPAA | ERISA | Self-Insured versus Fully Insured Regulation | Grandfathered versus Non-Grandfathered Health Plan Regulation | State-Specific Licensing and Compliance | Drug Class Action Lawsuits | Subpoena and HIPAA Compliant Member Data Release | Privacy Officer Duties | CMS, HHS Federal Register Daily Review | Westlaw | National Law Review | Company Wide Memo Creation on Key Regulatory Issues | Cloud Based Contract Database Management | Human Resource Management Issues (Non-Compete)

LinkedIn : How to Build Your Profile

Experience section:

- Ensure dates of employment match resume
- Add keywords
- Include duties, impact, leadership

Deputy General Counsel

Jan 2021 - Apr 2022 · 1 yr 4 mos

Promoted to streamline commercial contracting processes, and mitigate risk for the organization.

- Following Cision's take-private by Platinum Equity in 2020, worked to revamp commercial contracting.
- Established processes, templates (including MSAs, Sows, NDAs, RFPS0, thresholds, and negotiating positions for both customers and vendors.
- Implemented SaaS tools to streamline workflows and reduce friction, leading to a decreased sales cycle. This helped maintain revenue during the pandemic and grow revenue following the pandemic.
- Managed all litigation globally and set case strategy in the best interest of the company.
- Coordinated complex legal entity structure (~92 entities) and provide legal support on corporate governance and regulatory filings.
- Negotiated high-value deals with strategic content providers to incorporate their content and data into Cision's products, including social platforms such as X/Twitter, Reddit, and Facebook.
- Lead Cision's privacy efforts for compliance with GDPR, CCPA, CPRA, and tracked pending legislation.

🔒 General Legal Counsel, Strategic Partnerships and +3 skills

LinkedIn : How to Build Your Profile

- Skills' section is important
- Add licenses & certifications

Skills

Corporate Law



Endorsed by Christine Castellano and 1 other who is highly skilled at this



Endorsed by 14 colleagues at Cleveland-Cliffs



33 endorsements

Mergers & Acquisitions



Endorsed by Christine Castellano who is highly skilled at this



Endorsed by 18 colleagues at Cleveland-Cliffs



35 endorsements

Licenses & certifications



Executive Presence & Influence: Persuasive Leadership

The Wharton School

Issued May 2023

Credential ID 73514599

Show credential



In-House Counsel Certification (ICC)

Association of Corporate Counsel

Issued May 2021

Show all 3 licenses & certifications →

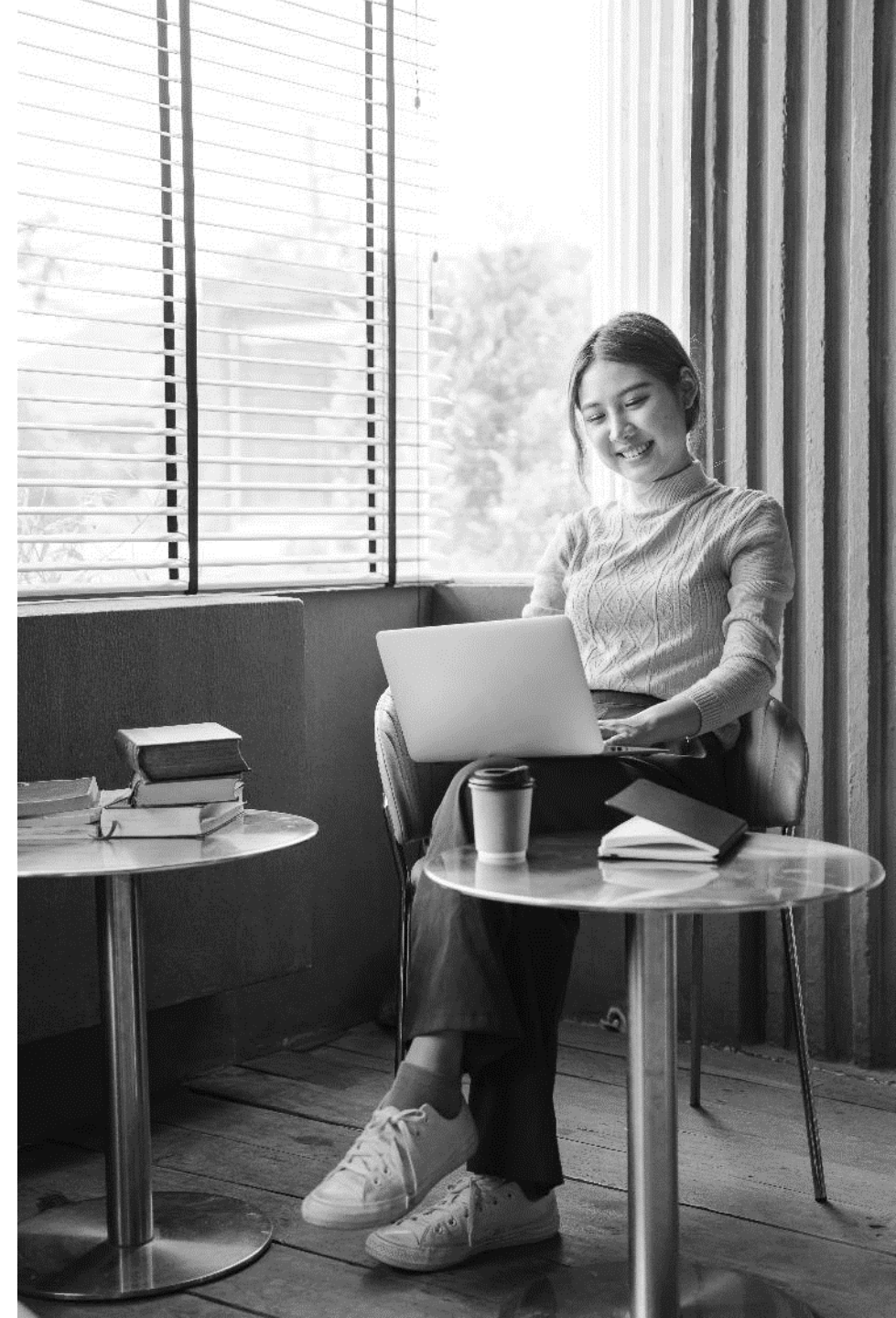
LinkedIn : Mistake to Avoid

- Spelling, grammar and syntax errors
- Not filling out your profile completely
- Careful of what you share in a post or liking others' posts
- Careful what you comment



LinkedIn : Create an Online Network

- Ask for recommendations/endorsements
- Follow organizations
- Act quickly on requests



LinkedIn : Networking Smarts

- Don't send mass broadcasts
- Don't be one-sided
- Don't make online networking your sole networking strategy



Importance of a LinkedIn Presence for Organizations

First Impressions Matters

Signals Credibility and Stability

Showcases Company Culture

Highlights Career Opportunities

Builds Employer Brand



LinkedIn: Managing Your Network



Determine who to let
into your network.



Bigger isn't
always better.



Set guidelines.



LinkedIn : Job Hunting

- Find and apply to jobs on LinkedIn
- Set LinkedIn alerts to learn of matching jobs

The screenshot shows the LinkedIn job search interface. At the top, the search bar contains 'counsel jobs los angeles'. To the right of the search bar, there are icons for home, network, and a highlighted job icon. Below the search bar, there are filters: 'Jobs', 'Date posted', 'Company', 'Easy Apply', 'Under 10 applicants', and 'In my network'. The results section shows '99+ results' for 'Los Angeles, CA (50 mi)'. A list of job postings is displayed, including 'House Counsel Attorney' at Chubb, 'Counsel' at Urban Compass, 'General Counsel' at Anchored Executive Search, and 'Associate Staff Counsel' at Liberty Mutual Insurance. On the right, a detailed view of the 'House Counsel Attorney' job is shown, including salary, location, and application buttons. At the bottom, a blue bar contains the text 'Get job alerts for this search' and a toggle switch set to 'Off', which is highlighted with a yellow circle.

in counsel jobs los angeles

Jobs Date posted Company Easy Apply Under 10 applicants In my network

99+ results Los Angeles, CA (50 mi)

House Counsel Attorney
Chubb
Los Angeles, CA (On-site)
\$131K/yr - \$220K/yr · Medical benefit
27 company alumni work here
2 months ago · Be an early applicant

Counsel
Urban Compass
Beverly Hills, CA
\$178K/yr - \$190K/yr · 401(k), +2 benefits
1 month ago · Be an early applicant

General Counsel
Anchored Executive Search
Los Angeles, CA (On-site)
\$240K/yr - \$275K/yr
3 weeks ago · Easy Apply

Associate Staff Counsel
Liberty Mutual Insurance

House Counsel Attorney
Chubb
Los Angeles, CA · 2 months ago · 2 people clicked apply
Responses managed off LinkedIn
\$131K/yr - \$220K/yr On-site Full-time
Apply Save

Your profile is missing required qualifi
Show match details
BETA · Is this information helpful?

Get personalized tips to stand out to hirers
Find jobs where you're a top applicant and tailor your re

Get job alerts for this search Off

LinkedIn : Job Hunting



Check your digital footprint

Resources



ARTICLE

2025 In-Demand Legal Roles and Hiring Trends

Discover the top legal hiring trends in 2025, from AI integration to evolving workplace expectations. Learn...



ARTICLE

How to Build Your LinkedIn Profile

Looking to jump-start your career? Make sure you're on LinkedIn. Follow these tips from Robert Half's Brandi ...



Questions?

Connect with us!



SunMi Kim



Samantha Graham



Stephanie Elliott

