

LinkedIn Guide

Stand out online in today's biotech + pharma market

Working with a recruiter is free for you. KOB Solutions is paid exclusively by the hiring company, never by candidates.

LINKEDIN OPTIMIZATION

Recruiters and hiring managers search LinkedIn constantly. Make yourself easy to find and compelling to contact:

☐	Professional photo	Clear headshot, professional background. This is often the first impression.
☐	Headline beyond your title	Boosts searchability, makes a strong first impression, and drives profile clicks. "Protein Engineer CRISPR + directed evolution advancing candidates to IND" beats just your job title.
☐	Searchable keywords	Include terms from job postings you'd want. Example: assay development, GMP, CMC, clinical trials, etc.
☐	"Open to work" setting	Use the private setting for recruiters only (visible to recruiters, not your employer).
☐	Recommendations	Optional to ask 2-3 coworkers for written LinkedIn recommendations.
☐	Publications + media	Add your papers, posters, and any press mentions to your profile.
☐	Active presence	Share relevant industry content. Engage with posts in your field. Visibility matters.

JOB ALERT SETUP

Set up alerts so you never miss the right opportunity:

- **LinkedIn Jobs:** set alerts for your target titles and locations.
- **Indeed:** broad daily digest of postings.
- **BioSpace Careers:** industry-specific job board for life sciences.
- **Company career pages:** bookmark your target companies and check weekly.
- **Google Alerts:** set alerts for target companies and VCs.

KEY TRENDS FOR 2026

- **AI/ML familiarity is increasingly expected:** even for wet-lab roles. Highlight any computational experience.
- **Interdisciplinary collaboration:** experience working across functions (CMC, regulatory, clinical) is highly valued.
- **Science communication:** be able to explain complex work to a non-expert audience.
- **Use AI tools in your search:** Claude, ChatGPT, and others can help with resume polish, cover letter editing, and interview prep. If you're not using them, you're at a disadvantage.

Ready to explore opportunities? Schedule a 10 min call with Kerry!

<https://calendly.com/kerryboehner/discussion>