



# Zaposlite se preko LinkedIn-a

## Kako koristiti društvene mreže za nalaženje posla?



**Stefan Karadzic**

Passionate about Social Media recruitment and developing Employer Branding at Ericsson

Serbia | Telecommunications

# Sadržaj

- Uvod: Karijera
  - O meni
  - Networked Society
  - Motivation/self-motivation
  - Networking
- LinkedIn : Osnove
  - Kako napraviti profil?
  - Osnovne funkcionalnosti
  - Napredne funkcionalnosti
- LinkedIn: Traženje posla
  - Kako optimizovati profil i povećati vidljivost?
  - Kako poslodavci pretražuju kandidate?
  - Dodatni korisni saveti



# O meni



**Stefan Karadzic**

Passionate about Social Media recruitment and  
developing Employer Branding at Ericsson  
Serbia | Telecommunications

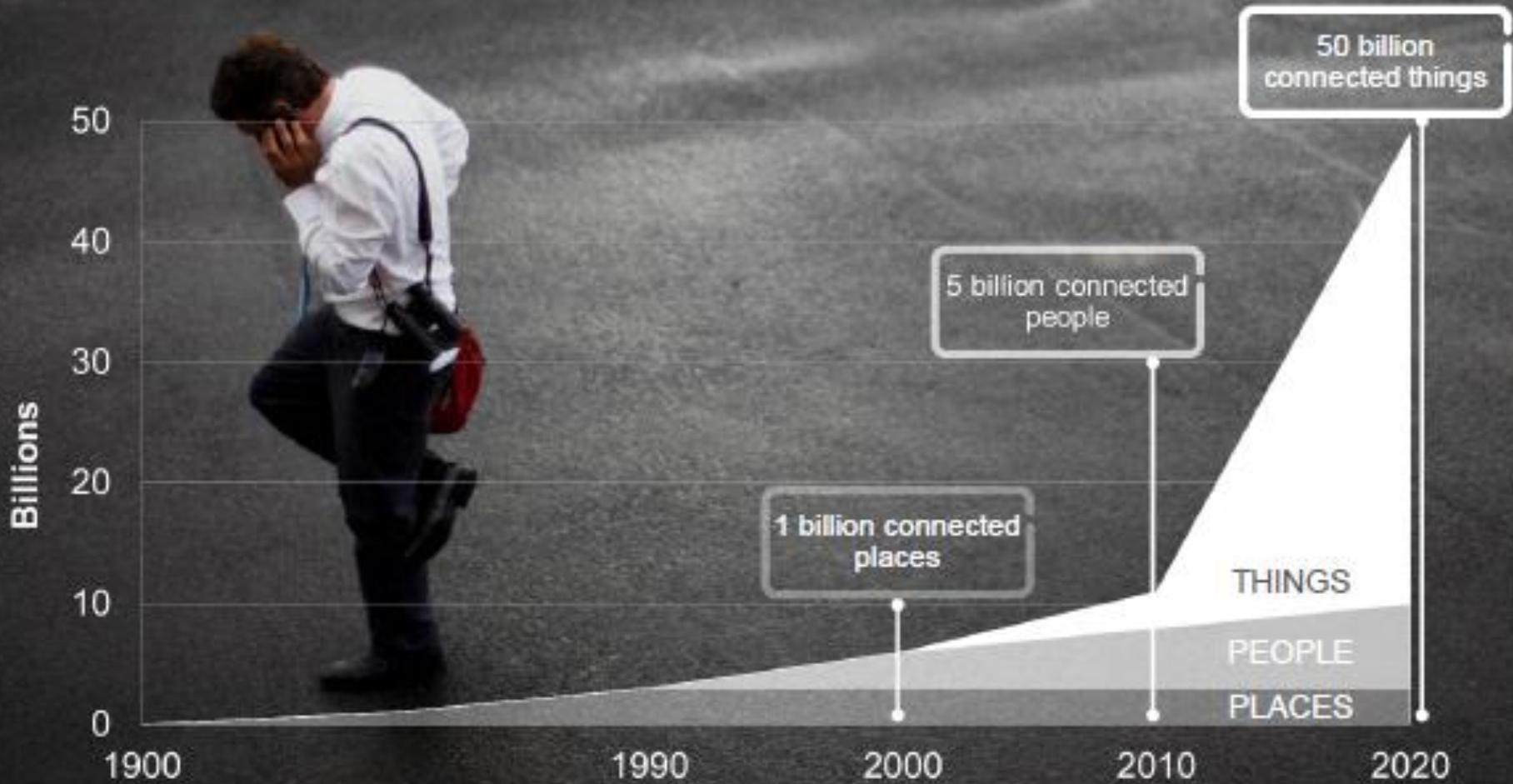
- Zaposlen u kompaniji Ericsson i radi u globalnom timu za akviziciju talenata
- Diplomirao na Elektrotehničkom fakultetu u Beogradu
- Tokom studija aktivno se bavio volontiranjem i studentskim organizovanjem
  - Predsednik organizacije BEST Beograd 2010/2011
  - Glavni organizator sajma poslova „JobFair10 - Kreiraj svoju budućnost!“



# ERICSSON

- Kompanija osnovana 1876. godine u Stokholmu, Švedska
- Danas sa preko 100 000 zaposlenih je 5. najveća softverska kompanija na svetu. Ericsson ima klijente i predstavništvo u 180 zemalja sveta.
- Kada za razgovor ili surfovanje internetom koristite mobilni telefon, tablet ili laptop najverovatnije koristite jedno od rešenja Ericsson-a. 40% mobilnog saobraćaja u svetu prolazi kroz Ericsson mrežu.

# PACE OF CHANGE

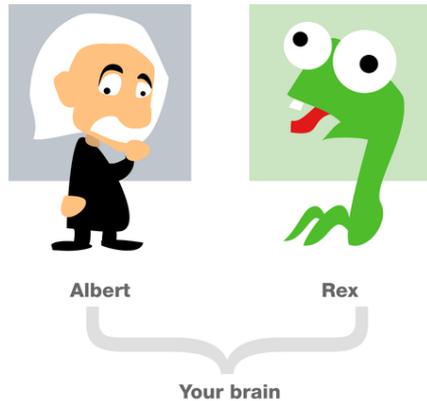


[The Networked Society](#)

[Now I get the Networked Society](#)

# Motivacija : Pobedite prokrastinaciju

1



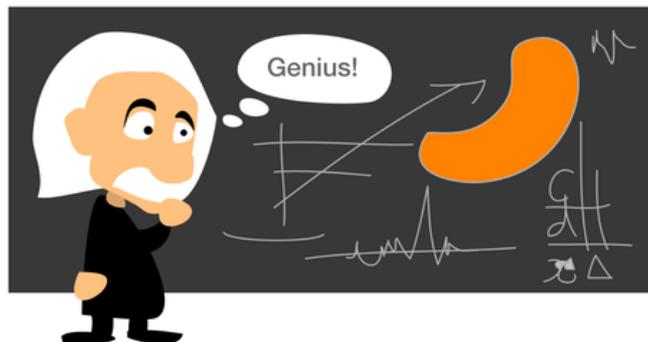
- Rex je naš instikt, impuls, želja da budemo voljeni ili naš strah.
- Albert je svesni deo nas. Verbalni i razumni deo nas.

2



- Naš mozak je u stalnoj borbi između Rexa i Alberta.
- Rex sluša Alberta, kao što malo dete sluša odraslog čoveka

3



- Svakako vremenom smo razvili načine da obuzdamo Rexa.
- Sve to obuzda Rexa dovoljno dugo, da Albert može da se bavi velikim stvarima kao što su 4G tehnologija ili ...novi ukus za omiljeni čips. 😊

# Motivacija : Pobedite prokrastinaciju



- **Zaboravimo logiku.** Kada se odlučimo na nešto, izvršenje zavisi od Rex-a, a on ne govori nijednim jezikom i nemoguće ga je urazumiti.
- **Udobnost je bitna.** Ako smo gladni, umorni ili depresivni naš unutrašnji reptil će se buniti. Ako se ne pobrinemo oko ovih osnovnih stvari, neće poslušati ni jednu stvar koju mu kažemo.
- **Negujte disciplinu.** Napravite sistem pozitivnog i negativnog podstreka. Nagradite sebe za uspeh, smislite kazne za neuspeh. Ako radite u timu, lakše ćete postići cilj.
- **Inicirajte emocije.** Naš reptil reaguje na emocije, to je jezik kojim priča. Motivišite se slušajući govore, čitajući članke, za neko vreme. Slušajte motivacionu muziku. Zamislite da će se nešto strašno desiti ako ne uspete.
- **Forsirajte početak.** Najbitnija stvar koju možete da uradite je da počnete. Rexovi instikti izbegavaju promenu, a vremenom možete da ga naterate da radi u vašu korist.
- **Adaptirajte svoje okruženje.** Rex je kratkovid i ne previše bistar. Ako vidi Facebook ikonu, kliknuće na nju. Kada vam je potrebna koncentracija: izlogujte se sa messenger-a, isključite email i notifikacije.

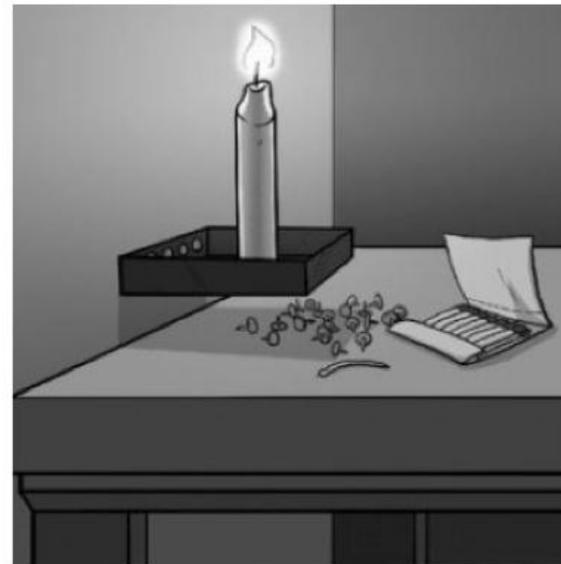
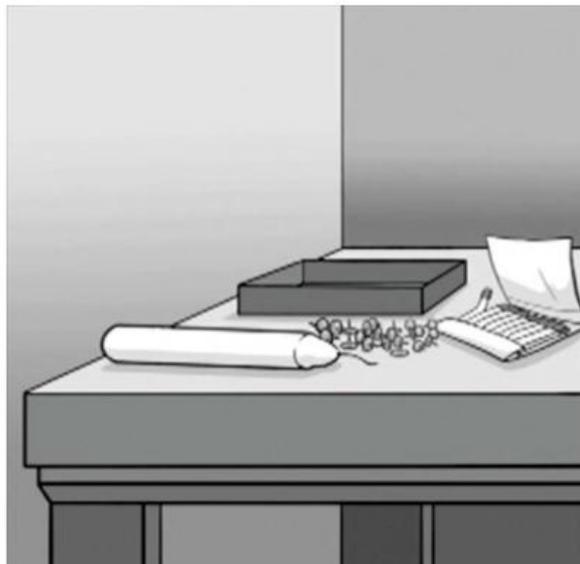
# Motivacija: Candle Problem



[Dan Pink, amazing science of motivation](#)

# Motivacija: Candle Problem

- Geštalt psiholog, Karl Duncker, postavio problem 1945.
- Test za kognitivne performanse, meri uticaj funkcionalne fiksiranosti na rešavanje problema
- Sam Glucksberg, profesor psihologije na Univerzitetu Princeton, je problem povezao sa novčanom nagradom



A photograph of three young adults laughing together. On the left, a man with dark, wavy hair is seen from the back, wearing a light blue shirt. In the center, a woman with long dark hair is laughing heartily, wearing a white top with a floral pattern. On the right, a man with dark hair is laughing, wearing a grey t-shirt. The background is a warm, reddish-orange color.

**NAJBOLJI NAČIN DA UPOZNATE NOVE  
LJUDE JE PREKO LJUDI KOJE VEĆ  
POZNAJETE**

VAŠA POSTOJEĆA MREŽA  
KONTAKATA JE  
**MNOGO VEĆA**  
NEGO ŠTO MISLITE





# Razbijanje mitova

## Tradicionalni načini zapošljavanja više ne važe

- **70%** poslova se zatvori kroz networking
- Prepoznajte znakove nezadovoljstva trenutnim poslom
- Dozvolite sebi da sanjate
- Traženje posla je posao
- Društvene mreže postaju transparentan, brz i efikasan kanal za zapošljavanje

# Razlike u društvenim mrežama?

## SOCIAL MEOWDIA EXPLAINED



I LIKE MY CAT



I'M PLAYING WITH MY CAT



WATCH THIS VIDEO OF MY CAT



I'M VERY SKILLED AT TRAINING CATS



HERE'S A HIPSTER PICTURE OF MY CAT



HERE IS HOW TO TRAIN YOUR CAT TO DANCE



I FREAKIN' HATE THIS CAT FOOD



I WORK FOR GOOGLE AND I HAVE A CAT



I AM LISTENING TO THE SONG "SOFT KITTY"

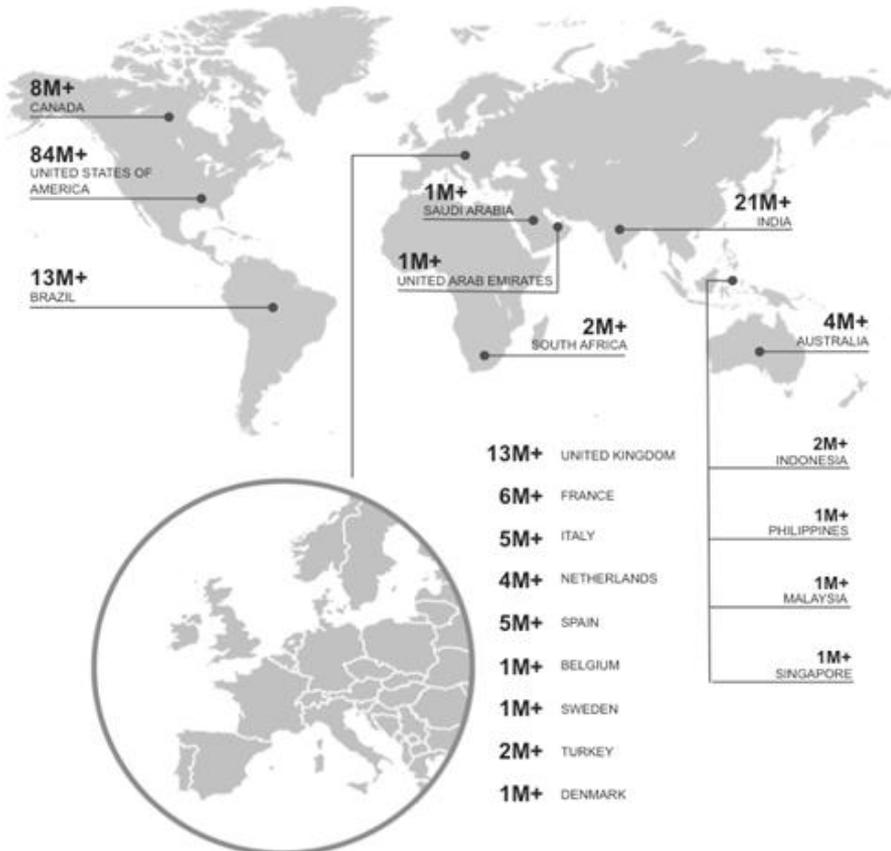


THIS IS WHERE I GOT MY CAT HOODIE





**238,000,000+**  
REGISTERED MEMBERS

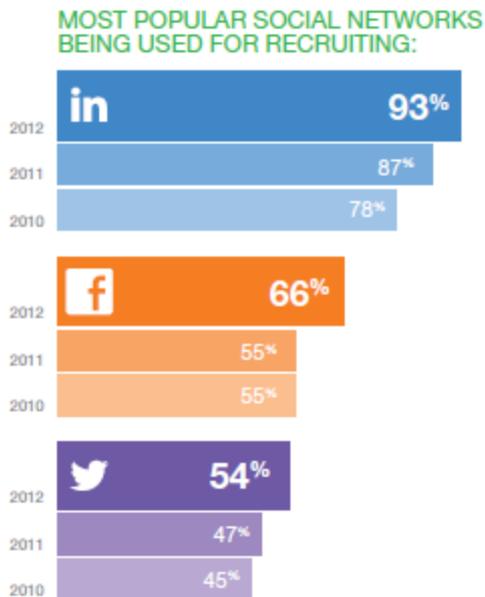


- 3 miliona profila kompanija
- Direktori svih Fortune500 kompanija
- 64% članova je van Amerike
- Članovi iz 200+ zemalja

# Šta poslodavci kažu za LinkedIn?

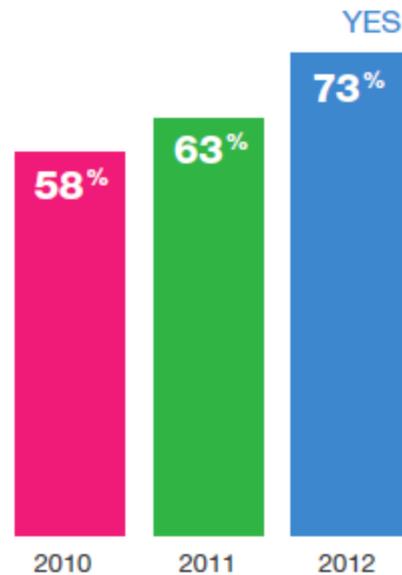
**Q.**

Which of the following social networks or social media do you or your company use, or plan to use, for recruiting?



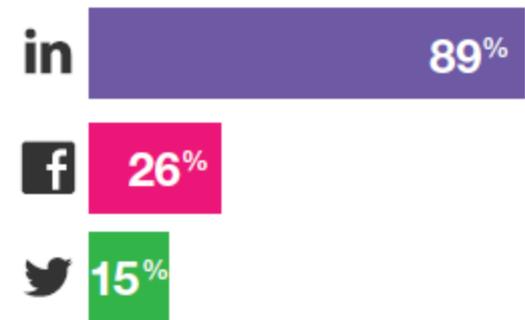
**Q.**

Have you or your company successfully hired a candidate who was identified or introduced through a social network or social media?



**Q.**

Through which of these networks have you hired?



A close-up photograph of a person's hand clicking a computer mouse. The hand is positioned in the center-right of the frame, with the index finger resting on the left mouse button. To the left of the hand is a white ceramic coffee cup on a matching saucer. The background is softly blurred, showing a person's arm in a light-colored, long-sleeved shirt. The overall scene suggests a professional or office environment. A semi-transparent white banner is overlaid across the middle of the image, containing the word 'DEMONSTRACIJA' in bold, black, uppercase letters.

**DEMONSTRACIJA**

# LinkedIn osnove

## Otvaranje naloga

LinkedIn

[What is LinkedIn?](#) [Join Today](#) [Sign In](#)

Over 225 million professionals use LinkedIn to exchange information, ideas and opportunities



Stay informed about your contacts and industry



Find the people & knowledge you need to achieve your goals



Control your professional identity online

### Join LinkedIn Today

First Name:

Last Name:

Email:

Password:

6 or more characters

[Join Now](#) \*

Already on LinkedIn? [Sign in.](#)

Search for someone by name:

LinkedIn member directory: [a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#) [q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#) [more](#)

[Browse members by country](#)

# LinkedIn osnove

## Profilna fotografija

- Odgovarajuća fotografija na vašem profilu



### Experience

**LearnVester**  
**LearnVest, Inc.**  
Privately held, 11-50 employees; Online Media industry  
Currently holds this position



7x veće šanse da vaš profil bude pregledan ukoliko imate fotografiju

### NE:

- Fotografija kućnog ljubimca
- Zajednička fotografija
- Fotografija vaše dece/rođaka
- Pokazujete svoju profesionalnu, a ne ličnu/privatnu stranu

# LinkedIn osnove

## Summary

- Summary sekcija treba da iskaže vaše aspiracije
- Govorite u prvom licu

### Background



#### Summary

Strong engineering and problem solving background. Passionate about emerging technologies and social media for good. Successful at making ideas happen and evolve. Acquired skills in business, communication and project management by being a leader in various projects and assignments. Have a proven track record of delivering results in complex projects involving many stakeholders and cross-functional teams.

I am steering my career and already have significant experience in the field of human resources, social media and branding in global and international roles.

Very importantly, I am a pleasant person to work with, either as your wing-man or your leader.

#### Specialties:

- ✓ Highly developed organisational and communication skills
- ✓ Analytic and strategic thinking
- ✓ Public speaking
- ✓ Strong leadership skills
- ✓ Social media recruitment

# LinkedIn osnove

## Experience



Experience

### Global Talent Acquisition Trainee

Ericsson

June 2012 – Present (1 year 4 months)

- Project driver for a implementation of global recruitment social media platform (LinkedIn) across all regions of the company. Delivered training and support to worldwide team of recruiters on social media recruitment. Established complex reporting routes on key KPIs of social media investment.

- Accomplished and currently driving global projects in Employer Branding and Talent Acquisition worldwide.

↳ 5 recommendations, including:



**Simon Paterson**

Dedicated to client engagement and con...

As my primary point of contact within Ericsson, Stefan has proven to be a pragmatic, diligent and sharp partner where... [View ↓](#)

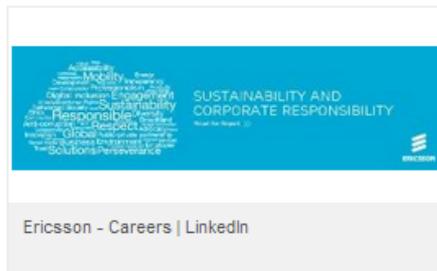


**Ruth Neligan**

Account Manager, Recruitment Media at...

I worked with Stefan on implementing and developing Ericsson's Talent Acquisition strategy on LinkedIn. Stefan is extremely... [View ↓](#)

[3 more recommendations ↓](#)



- Istaknite svoju trenutnu poziciju:
  - Koji su vam ciljevi?
  - Kako se uklapate u organizaciju?
  - Na kojim projektima ste radili?
  - Šta ste postigli?

- Istaknite dodatno vaše iskustvo:
  - Attachments
  - Video linkovi
  - Slideshare

# LinkedIn Osnove

## Skills and Expertise

Dodajte veštine,  
ali koristite samo  
one koje su  
predifinisane



### Skills & Expertise

Most endorsed for...

48 Public Relations

48 Leadership

36 Team Leadership

35 Teamwork

30 Project Management

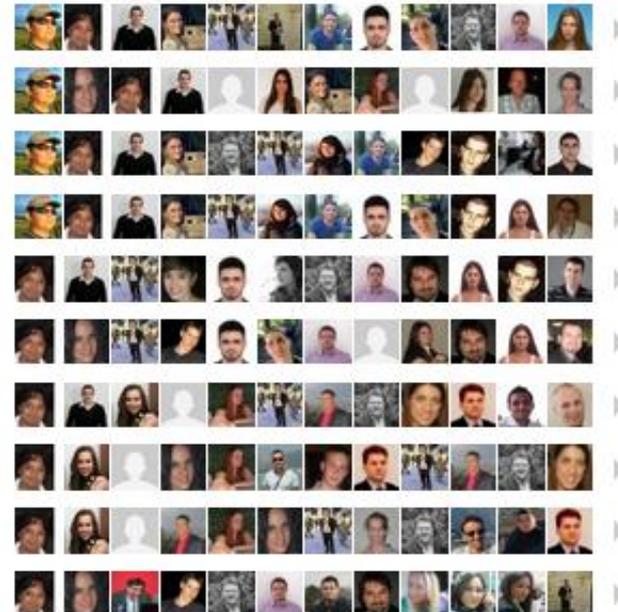
26 Public Speaking

19 Recruiting

16 Strategy

16 Training

15 Strategic Planning



Endorsedments

# LinkedIn Osnove

## Preporuke

### Global Talent Acquisition Trainee

Ericsson



#### Simon Paterson

Dedicated to client engagement and consultancy of LinkedIn talent solutions

“ As my primary point of contact within Ericsson, Stefan has proven to be a pragmatic, diligent and sharp partner where driving our LinkedIn solutions are concerned. Stefan is open to new ideas and keen to drive and contribute to the ongoing innovation and success of the Ericsson Recruitment and Branding strategy. In the time since Ericsson joined our client list, both he... [more](#)

May 29, 2013, Simon was a consultant or contractor to Stefan at Ericsson



#### Ruth Neligan

Account Manager, Recruitment Media at LinkedIn

“ I worked with Stefan on implementing and developing Ericsson's Talent Acquisition strategy on LinkedIn. Stefan is extremely dedicated to his role. He showed an instant understanding of the numerous dynamics which lead to successful pipelining and direct sourcing on LinkedIn. Stefan has strong analytical skills which he applied to measuring the performance of Ericsson's... [more](#)

May 24, 2013, Ruth was with another company when working with Stefan at Ericsson



#### Chris Haddow

I provide data insights to deliver best in class talent solutions

“ I worked with Stefan to agree a global talent attraction and acquisition solution for Ericsson, leveraging the LinkedIn network to best represent Ericsson to target hiring markets. Stefan was a real pleasure to work with. Organized and efficient, but more importantly passionate about delivering results for Ericsson and capitalizing on the opportunities available.

May 14, 2013, Chris was a consultant or contractor to Stefan at Ericsson



#### Caroline Berns

Head of Talent Acquisition sub-Saharan Africa at Ericsson

“ Stefan is one of the colleagues I would hire immediately into my own team. We have worked together on several projects in the past 7 months and he is extremely professional, very knowledgeable and hard working and has a great sense of humour. Due to his knowledge and experience he quickly became my first point of contact for any social media and social recruiting related... [more](#)

April 24, 2013, Caroline worked directly with Stefan at Ericsson

# ALL STAR PROFIL

## 100% popunjen profil

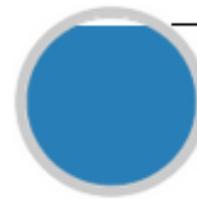
Recommended for you

- PROJECTS +
- LANGUAGES +
- PUBLICATIONS +
- TEST SCORES +

You can also add...

- COURSES +
- PATENTS +
- CERTIFICATIONS +

Profile Strength



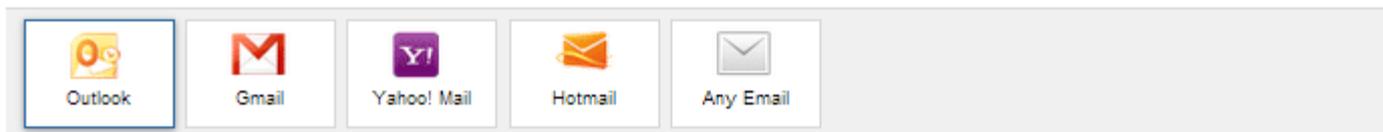
All-Star

[Share your profile](#)

# Kako optimizovati LinkedIn profil?

## Konekcije

### See Who You Already Know on LinkedIn



Get started by adding your email address.

**stefan.karadzic@ericsson.com** [Change](#)

Work username for login

e.g. [skaradzic](#) or [stefank](#)

Outlook email password

[Continue](#)



**Your contacts are safe with us!**

We'll import your address book to suggest connections and help you manage your contacts. And we won't store your password or email anyone without your permission. [Learn More](#)

# LinkedIn Year in Review

2013

2012

2011

Stefan, 227 of your connections started something new in 2013.



Map of

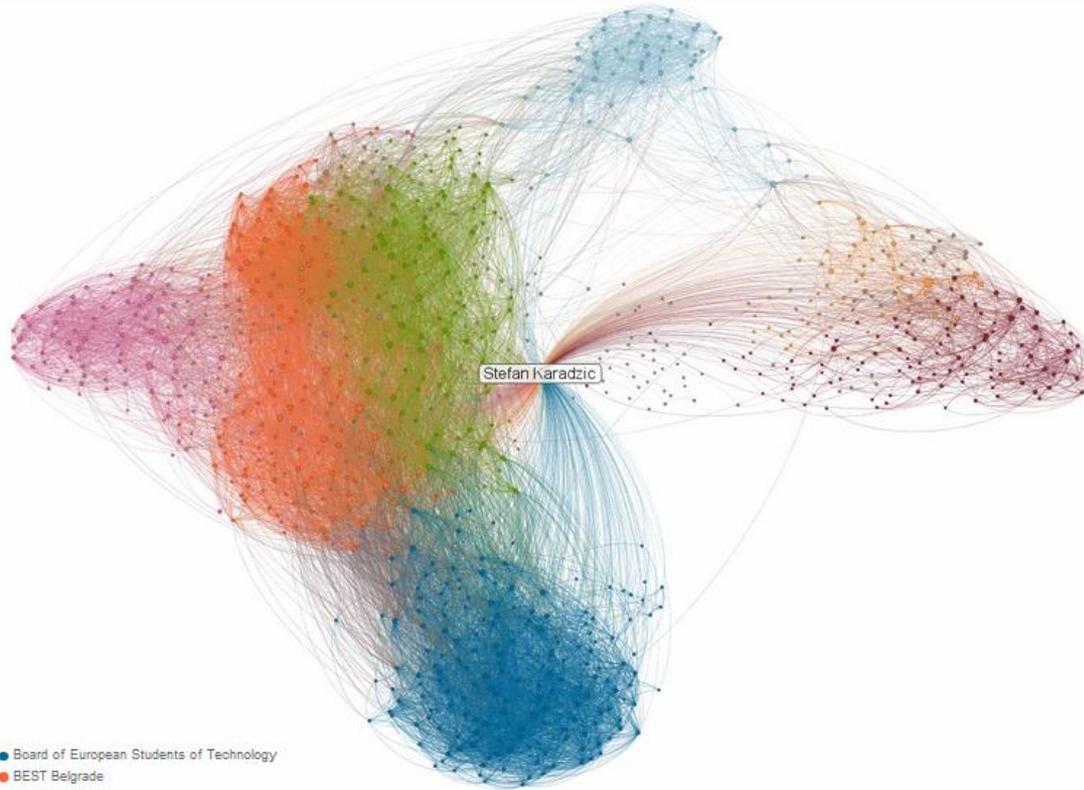
# Stefan Karadzic

Passionate about Social Media recruitment and deve

[in Share](#) [f share](#) [T Tweet](#) [O](#)

Get yours now

**LinkedIn** Maps **Stefan Karadzic's Professional Network**  
as of September 6, 2013



- Board of European Students of Technology
- BEST Belgrade
- Ericsson Global
- Ericsson Serbia

# Objavljanje statusa

## Povećavate šansu da vam profil bude primećen



[Stefan Karadzic](#)

Delete

As video dominates mobile data, it's time to play. Check out our new video from #ericsson : <http://lnkd.in/hNJ2Np>



### Time to Play

youtube.com · <http://www.ericsson.com/timetoplay/> In Ericsson's vision of the Networked Society, it is predicted by 2020 there will be 50 billion connected devices, of these, more than 15 billion are expected to be video enabled. This global...

Like (2) · Comment · Share · 6d ago

Lourdes Pantaleon and Xiaoguang Sun



Stefan Karadzic Ericsson has reached an important milestone, 400.000 followers on LinkedIn. Thank you all and see you soon at half a million.



Like (7) · Comment · Share · 10 days ago

Fernando Ragozzini, Rodrigo Varanda, and 5 others

Add a comment...

WHO'S VIEWED YOUR UPDATES < 3/4 >

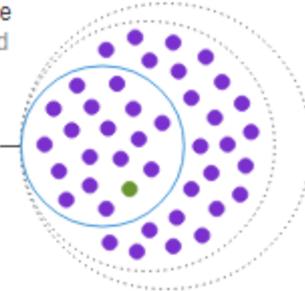
382

views

2

likes

“As video dominates mobile data, it's time... 6d ago



Share something new ▶

# Pronađite pravu grupu za vas

SEARCH 39 results

Advanced >

All Groups

Relationship

- All
- 1st Connections (26)
- 2nd Connections (34)
- 3rd + Everyone Else (1)

Categories

- All
- Your groups (0)
- Open groups (14)
- Members only (2)

Languages

- All
- English (37)
- Serbian (2)
- Add

Groups you may like

- Hands-On Employer Branding**  
We believe employer branding is an every day art. The art of moulding experiences for your employees. This is a forum to...  
8 discussions this month · 365 members  
48 in your network · Similar [Join](#)
- Employer Branding Today - Universum**  
A UNIVERSUM initiative to share relevant, compelling and actionable employer branding news.  
Very Active: 67 discussions this month · 1,914 members  
208 in your network · Similar [View](#)
- Employer Branding Best Practice Exchange**  
I'm starting this group to facilitate an ongoing exchange of ideas and best practices in the Employer Branding space.  
Active: 35 discussions this month · 1,050 members  
141 in your network · Similar [Join](#)
- EBI Employer Branding Global Community**  
The Employer Brand International (EBI) Employer Branding Global Community was established to provide a forum for EBI to...  
7 discussions this month · 3,097 members  
415 in your network · Similar [Join](#)
- Talent, Brand and Communications**  
Join Marketing and Advertising and Human Resources professionals from across industries and around the world discussing...  
Active: 27 discussions this month · 1,113 members  
132 in your network · Similar [View](#)

Social Media News

## GROUPS YOU MAY LIKE



**Employer Branding Today - Universum**

[Join](#) - Corporate Group



**Talent, Brand and Communications**

[Join](#) - Networking Group



**Social Media News**

[Join](#) - Networking Group

[Feedback](#) | [See more »](#)

 <b>Ericsson</b> 4 Discussions	 <b>Ericsson Contracts with Rize Recruitment</b>	 <b>Ericsson Former/Current Employees Networking Group (10K+ members)</b> 1 Discussion
 <b>ERICSSON WORLDWIDE</b>	 <b>HR Change &amp; Transformation</b>	 <b>HR Topics and HR Jobs in Europe</b>
 <b>HRZone.com</b> 6 Discussions	 <b>Job Openings, Job Leads and Job Connections!</b> 293 Discussions 188 Jobs	 <b>JobFair - Kreiraj svoju budućnost!</b>
 <b>LinkedIn:HR (#1 Human Resources Group)</b> 1 Discussion 3 Jobs	 <b>LinkedIn Talent Solutions – Corporate Customers</b> OFFICIAL 3 Discussions 1 Job	 <b>Marketing Innovation with LinkedIn</b> 2 Discussions
 <b>Millennials in innovation</b>	 <b>School of Electrical Engineering (ETF) Alumni</b>	 <b>Serbian HR Association</b>

### Groups you may be interested in



**European BEST Engineering Competition**  
+ Join



**Social Media in South-East Europe**  
+ Join



**Linking Serbia**  
+ Join

# Povežite se sa kolegama i alumni grupama

Univerzitet u Beogradu

Share: [in](#) [t](#) [f](#)

Attended  2011 to 2012  Include people with no dates

Change school

## Where they live

Serbia	5438
Serbia and Montenegro	431
Bosnia and Herzegovina	61
United States	61
Montenegro	34

See more |

## Where they work

AIESEC Serbia	30
University of Belgrade	27
Faculty of organizational sciences	22
Nordeus	19
NIS Gazprom Neft	18

See more |

## What they do

Engineering	315
Education	208
Media and Communication	199
Information Technology	199
Research	199

See more

6,320 students & alumni found



**James A Gunn** (2nd)

Corporate Affairs & Issues Management Advisor  
Serbia

14

[Connect](#)

11 shared connections



**Abbas Aska**

Astrophysicist  
Pakistan

6 results for Univerzitet u Beogradu



**MATF.PLUS - Alumni Matematičkog fakulteta, Univerzitet u Beogradu; Faculty of Mathematics**

MATF.PLUS je neprofitno udruženje diplomiranih studenata, prijatelja i saradnika Matematičkog fakulteta u Beogradu. ...

14 discussions · 314 members

[169 in your network](#) · [Similar](#)

[Join](#)



**UNIVERZITET UMETNOSTI U BEOGRADU**

ALUMNI GROUP UNIVERSITY OF ARTS in Belgrade ALUMNI GRUPA UNIVERZITETA UMETNOSTI U BEOGRADU Purpose of this group is ...

1 discussion this month · 220 members

[88 in your network](#) · [Similar](#)

[Join](#)



**Centar za razvoj karijere i savetovanje studenata, Univerzitet u Beogradu**

Centar za razvoj karijere i savetovanje studenata osnovan je kao organizaciona jedinica Univerziteta u ...

39 discussions · 193 members

[141 in your network](#) · [Similar](#)

[View](#)



**University of Belgrade Alumni** (Member)

Purpose of this group is to connect friends and all current and former students of University of Belgrade, Serbia (...)

Active: 21 discussions this month · 4,274 members

[2,117 in your network](#) · [Similar](#)

[Post](#)



**Belgrade Faculty of Law ALUMNI**

...of Belgrade Faculty of Law, Serbia (Univerzitet u Beogradu Pravni fakultet, Srbija).

5 discussions this month · 447 members

[218 in your network](#) · [Similar](#)

[View](#)

# Kako do poslova na LinkedIn-u?

## Home page

### JOBS YOU MAY BE INTERESTED IN

 **Recruiter** ×  
Nordeus - Belgrade

 **HR Manager** ×  
Futurestep, A Korn/Ferry C...

 **Market Team Leader** ×  
Regus - Serbia

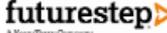
[Feedback](#) | [See more »](#)

 Get hired faster with [Job Seeker Premium](#)

### Jobs you may be interested in

 Get email alerts |  Your job activity is private.

 **Recruiter**  
Belgrade

 **HR Manager**  
Serbia

 **Senior Sales & Product Manager – Enterprise Messaging**  
Serbia

 **Market Team Leader**  
Serbia



[See all ▶](#)

 **Jobs you may be interested in** ×

	<b>Recruiter</b> Nordeus Belgrade · Sep 5, 2013 ▶ 91 people in your network · Similar	<a href="#">Save Job</a> ▼
	<b>HR Manager</b> Futurestep, A Korn/Ferry Company Serbia · Aug 15, 2013 ▶ 85 people in your network · Similar	<a href="#">Save Job</a> ▼
	<b>Market Team Leader</b> Regus Serbia · Sep 4, 2013 ▶ 17 people in your network · Similar	<a href="#">Save Job</a> ▼
	<b>Senior Sales &amp; Product Manager – Enterprise Messaging</b> CS Networks Serbia · Sep 4, 2013 ▶ 3 connections to the poster · Similar	<a href="#">Save Job</a> ▼

# Kako do poslova na LinkedIn-u?

## Search

**SEARCH** 33 results Sort by **Relevance** ▾

Advanced >

All  
**Jobs**  
More...

**Keywords**

**Company**

**Title**

**Location**  
Located in or near: ▾

**Country**  
Serbia ▾

**Search** Reset

**Relationship** ▲  
 All  
 1st Connections (9)  
 2nd Connections (31)  
 3rd + Everyone Else (2)

**Company** ▲

---

**Balfour Beatty Construction** **CONTRACT AND EMPLOYMENT IN CONSTRUCTION COMPANY U.K** Save Job ▾  
Balfour Beatty Construction  
Serbia · Sep 5, 2013  
▶ 1 person in your network · Similar

---

**AVAILABLE POSITIONS JOB VACANCY POST:** Save Job ▾  
vinci construction plc  
Serbia · Sep 5, 2013  
Similar

---

**NORDEUS** **Recruiter** Save Job ▾  
Nordeus  
Belgrade · Sep 5, 2013  
▶ 91 people in your network · Similar

---

**NORDEUS** **Lead Game Designer** Save Job ▾  
Nordeus  
Serbia · Sep 5, 2013  
▶ 2 connections to the poster · Similar

---

**CS Networks** **Senior Sales & Product Manager – Enterprise Messaging** Save Job ▾  
CS Networks  
Serbia · Sep 4, 2013  
▶ 3 connections to the poster · Similar

---

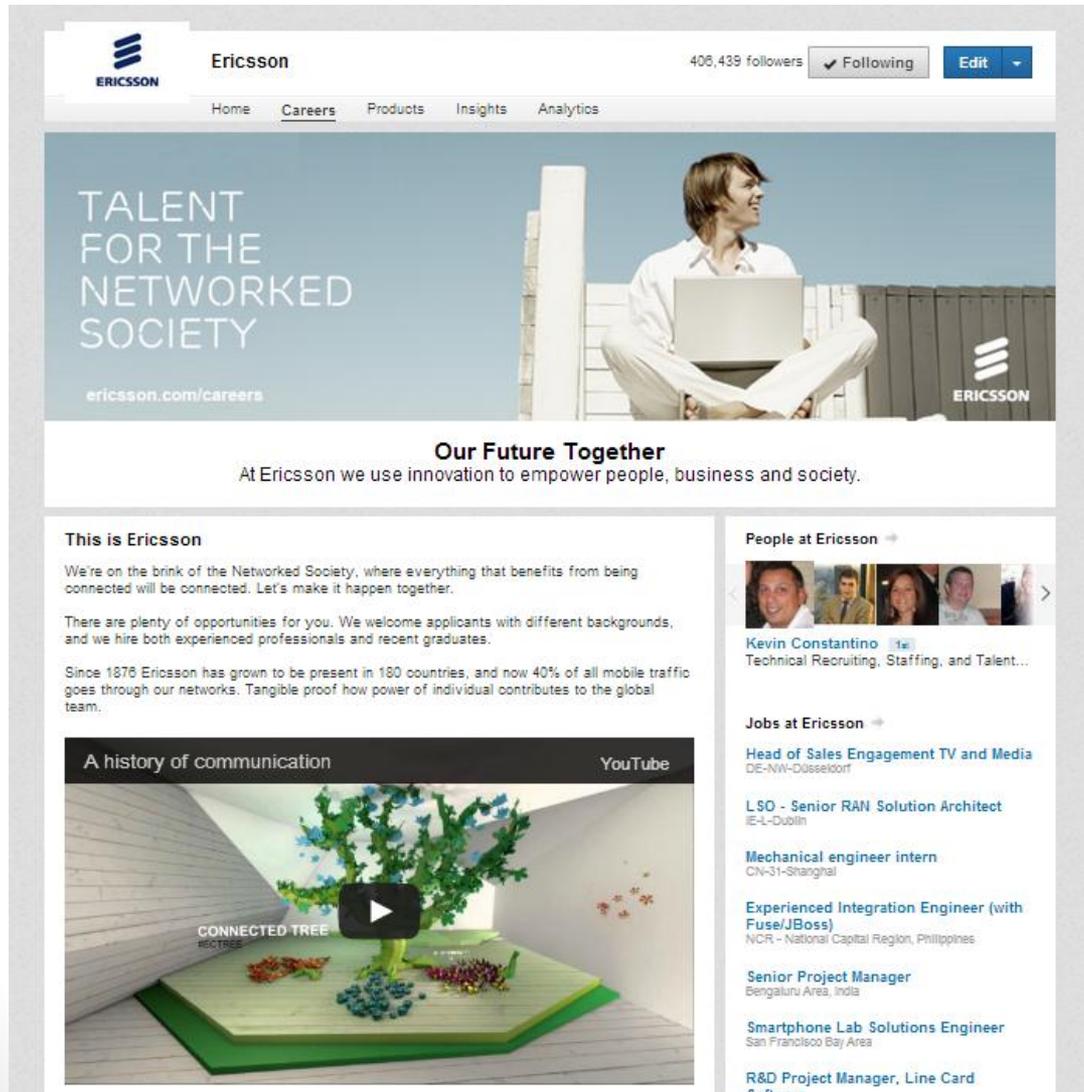
**NCR** **Logistics Associate** Save Job ▾  
NCR Corporation  
Belgrade · Sep 4, 2013  
▶ 30 connections to the poster · Similar

---

**Michael Page** **PLANT MANAGER** Save Job ▾  
Michael Page  
Vojvodina · Sep 4, 2013  
▶ 133 people in your network · Similar

# Kako do poslova na LinkedIn-u?

Da li pratite kompanije u kojima želite da radite?



**Ericsson** 406,439 followers [Following](#) [Edit](#)

[Home](#) [Careers](#) [Products](#) [Insights](#) [Analytics](#)

**TALENT FOR THE NETWORKED SOCIETY**  
ericsson.com/careers

**Our Future Together**  
At Ericsson we use innovation to empower people, business and society.

**This is Ericsson**  
We're on the brink of the Networked Society, where everything that benefits from being connected will be connected. Let's make it happen together.  
There are plenty of opportunities for you. We welcome applicants with different backgrounds, and we hire both experienced professionals and recent graduates.  
Since 1876 Ericsson has grown to be present in 180 countries, and now 40% of all mobile traffic goes through our networks. Tangible proof how power of individual contributes to the global team.

**People at Ericsson**

**Jobs at Ericsson**

- Head of Sales Engagement TV and Media**  
DE-NW-Düsseldorf
- LSO - Senior RAN Solution Architect**  
IE-L-Dublin
- Mechanical engineer intern**  
CN-31-Shanghai
- Experienced Integration Engineer (with Fuse/JBoss)**  
NCR - National Capital Region, Philippines
- Senior Project Manager**  
Bengaluru Area, India
- Smartphone Lab Solutions Engineer**  
San Francisco Bay Area
- R&D Project Manager, Line Card Software**

**A history of communication** YouTube  
**CONNECTED TREE**

# Kako do poslova na LinkedIn-u?

Da li pratite kompanije u kojima želite da radite?

**Ericsson** Ericsson to build three global ICT centers, which will help more than 24,000 Ericsson R&D engineers from around the world collaborate to bring innovation to market faster. [Delete](#)



## Ericsson Global ICT Centers

[youtu.be](https://youtu.be/...) • Ericsson is planning to invest approximately SEK 7 billion in the coming five years to build three global ICT Centers. Two will be located in Sweden, in Stockholm and Linköping, while the third one, in North America, will be located in Canada, in...

**Organic** ?

Targeted to: All Followers

**201,196**  
impressions

**1,373**  
clicks

**254**  
interactions

**0.81%**  
engagement

Sponsor update

Like (218) • Comment (8) • Pin to top • 3 days ago

 [Akram Asaad, Tobias Johansson](#) +216

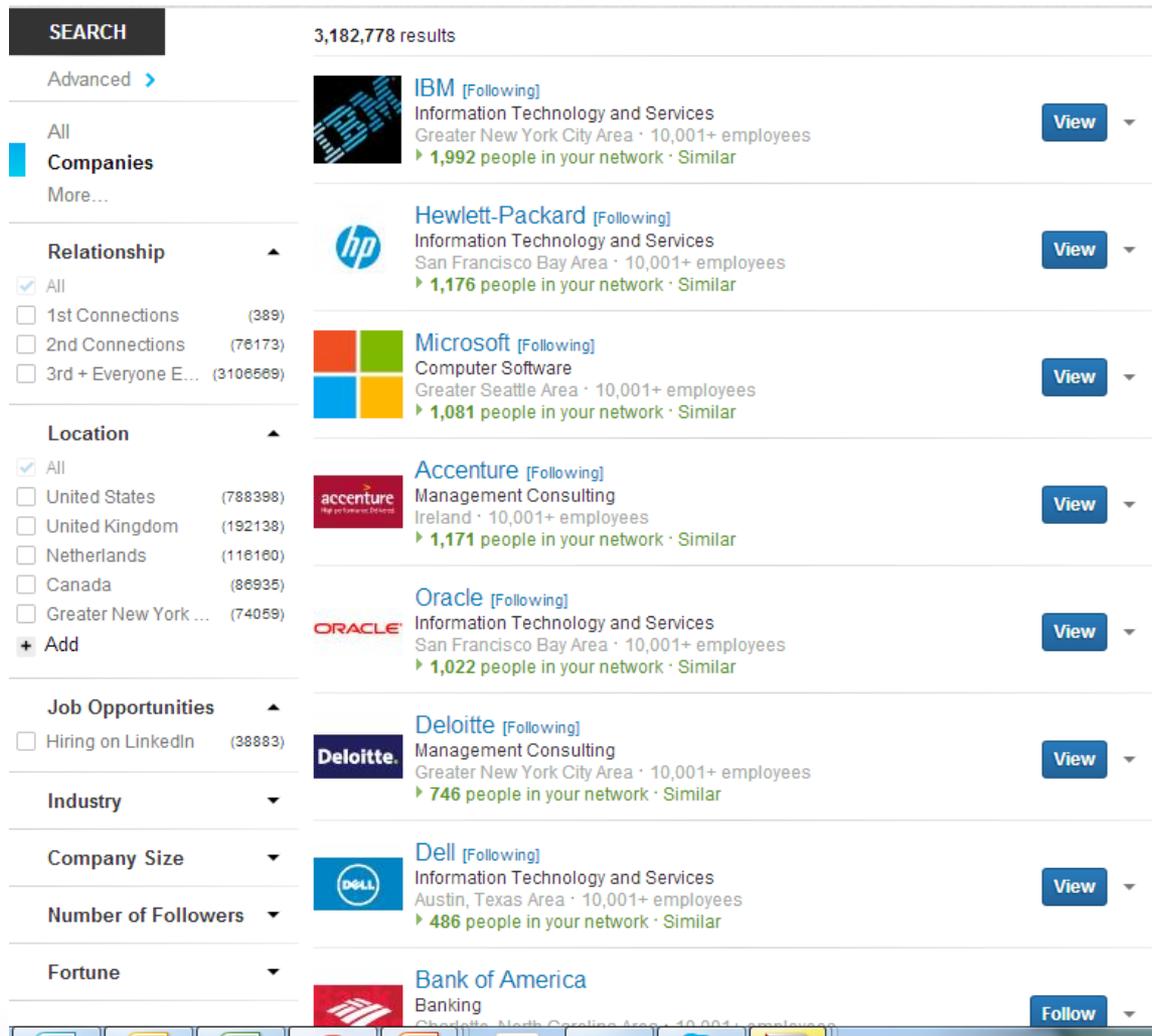
 See previous comments



**Ericsson** Thanks for positive comments! @Franjo the reason is that we believe in placing these centers close to some of our main research facilities. @nazi the centers will recruit along ordinary recruitment routines. When it comes to testing software etc, the... more  
1 day ago

# Kako do poslova na LinkedIn-u?

Da li pratite kompanije u kojima želite da radite?



The screenshot shows a LinkedIn search interface with the following components:

- SEARCH** header with 3,182,778 results.
- Filters:**
  - Advanced** (dropdown)
  - All Companies** (selected)
  - Relationship:** All (checked), 1st Connections (389), 2nd Connections (76173), 3rd + Everyone Else (3106669)
  - Location:** All (checked), United States (788398), United Kingdom (192138), Netherlands (116160), Canada (86935), Greater New York ... (74059), Add
  - Job Opportunities:** Hiring on LinkedIn (38883)
  - Industry** (dropdown)
  - Company Size** (dropdown)
  - Number of Followers** (dropdown)
  - Fortune** (dropdown)
- Search Results:**
  - IBM [Following]**: Information Technology and Services, Greater New York City Area · 10,001+ employees, 1,992 people in your network · Similar, View
  - Hewlett-Packard [Following]**: Information Technology and Services, San Francisco Bay Area · 10,001+ employees, 1,176 people in your network · Similar, View
  - Microsoft [Following]**: Computer Software, Greater Seattle Area · 10,001+ employees, 1,081 people in your network · Similar, View
  - Accenture [Following]**: Management Consulting, Ireland · 10,001+ employees, 1,171 people in your network · Similar, View
  - Oracle [Following]**: Information Technology and Services, San Francisco Bay Area · 10,001+ employees, 1,022 people in your network · Similar, View
  - Deloitte [Following]**: Management Consulting, Greater New York City Area · 10,001+ employees, 746 people in your network · Similar, View
  - Dell [Following]**: Information Technology and Services, Austin, Texas Area · 10,001+ employees, 486 people in your network · Similar, View
  - Bank of America**: Banking, Charlotte, North Carolina Area · 10,001+ employees, Follow

# Kako do poslova na LinkedIn-u?

## Prijava za posao

### Business Intelligence Analyst

Ericsson - RO-B-Bucharest (Romania)



Apply on Company Website

Save job | View saved jobs »

Share job [in](#) [f](#) [t](#)

★ Stop following

#### Job Description

The role of the Business Intelligence Analyst is to work with Ericsson internal spend data and supplier & market external data - collect, cleanse and prepare analyses using the data, based on clients' requests.

The analyst must have basic database skills, strong Excel skills as well as excellent communication skills.

The Business Intelligence Analyst reports to the Head of Business Intelligence from Ericsson GSSO Romania.

#### Key Responsibilities:

- Interface with the Business Intelligence Analysis Head and/or Senior Analysts and with the internal clients to clearly understand the analysis request;
- Extract relevant sourcing data from Ericsson database systems (e.g. Business Warehouse, SAP) and conduct also online market research in order to identify the appropriate data for supplier, industry and country analyses;
- Create individual database / working files per category, sub-category or supplier by compiling and combining sourcing data;
- Create analyses and reports based on data extracted and client's needs (PowerPoint or Excel);
- Cleanse data by making the entries as uniform as possible (e.g.: all dates should be in the same format, all currencies converted to single currency, all product and service descriptions as consistent as possible, etc);
- Execute regular maintenance activities for local sourcing databases;
- Execute a quality check for all the deliverables before sending them to the internal client;
- Ensure documentation is recorded and maintained according to corporate guidelines;
- Regularly create and update the reports on status of agreed performance indicators to the Team Leader / Head of Business Intelligence.

#### Qualifications

#### Competence Profile:

- Good communication, analytical, quantitative, problem-solving skills are essential;
- Strong Excel (macros, VBA scripting), Access and PowerPoint, as well as basic database skills

#### Posted By



**Oana VLADUTOIU** <sup>1st</sup>  
HR Analyst at Ericsson  
[Send message](#)

#### You're Linked to Ericsson



**Kevin Constantino** <sup>1st</sup>  
Senior Technical Recruiter, Talent Acquisition, Recruitment Leadership at Ericsson, IP Networking  
[Send message](#)



**Juan Calvo** <sup>1st</sup>  
Head of Talent Acquisition - RMED at Ericsson  
[Send message](#)



**Liliana Villanueva** <sup>1st</sup>  
IP & Broadband Sales Support Business Operations and Programs Project Manager at Ericsson  
[Send message](#)



Careers at Ericsson

# 5 zaključaka iz osnova LinkedIn-a:

- Komplementan i napredni **lični profil**
- **Povežite se i** razvijte mrežu kontakata
- Budite članovi relevantnih **grupa**
- **Pratite kompanije** za koje ste zainteresovani
- Budite aktivni i doprinosite:
  - Share
  - Status update
  - Diskusije



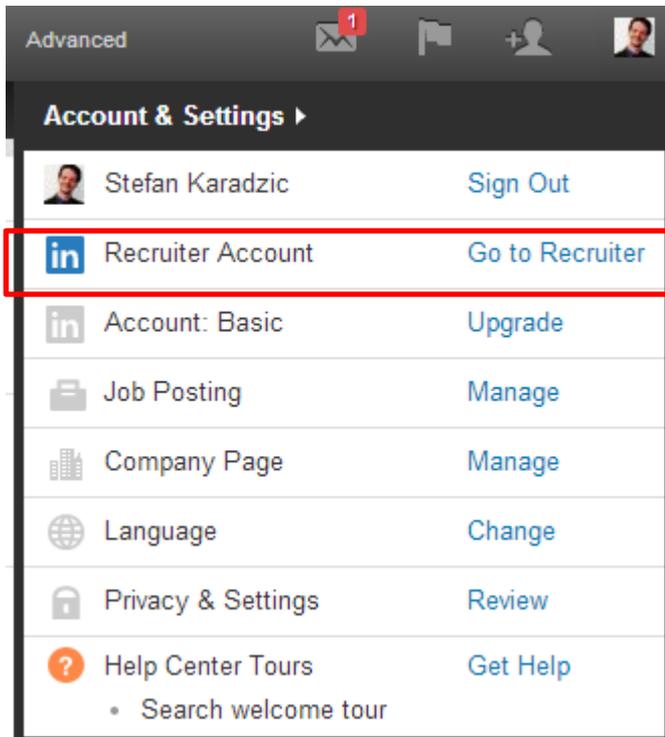
A close-up photograph of a person's hand clicking a computer mouse. The hand is positioned in the center-right of the frame, with the index finger resting on the left mouse button. To the left of the hand is a white ceramic coffee cup on a matching saucer. The background is softly blurred, showing a person's arm in a light-colored, long-sleeved shirt. The overall scene suggests a professional or office environment. A semi-transparent white banner is overlaid across the middle of the image, containing the word 'DEMONSTRACIJA' in a bold, black, sans-serif font.

**DEMONSTRACIJA**



LinkedIn: Traženje posla

# Kako kompanije pretražuju na LinkedIn-u?

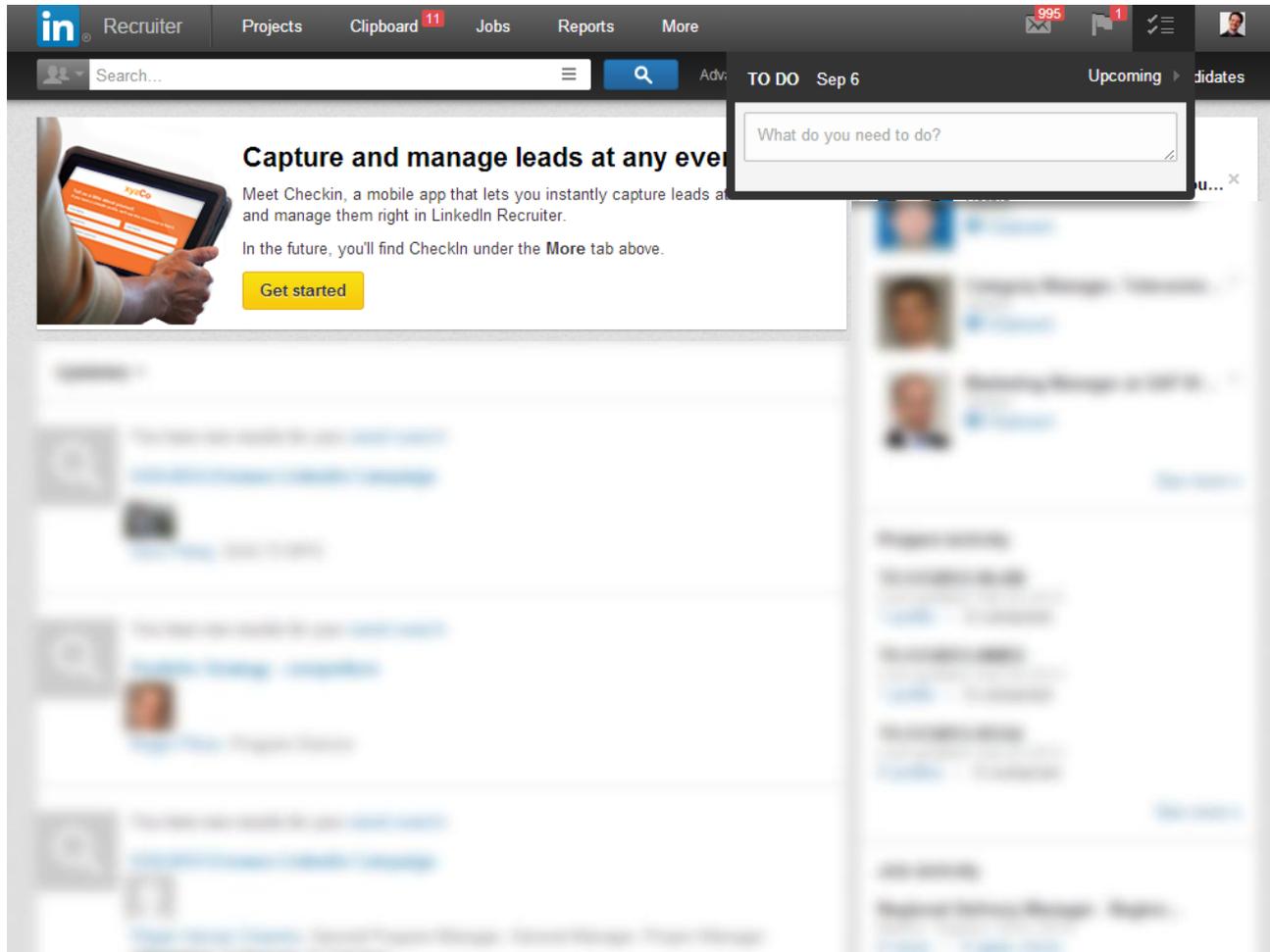


## 2013 Q2 revenue distribution by revenue stream

Total revenue advanced 59% year-on-year to \$363.7M



# Kako kompanije pretražuju na LinkedIn-u?



# Kako kompanije pretražuju na LinkedIn-u?

The image shows a screenshot of the LinkedIn search interface. On the left side, there is a sidebar with various search filters. The 'Keyword' section is set to '"Engineer" AND "Finance"'. Below this, there are several filter categories:

- Advanced keyword**
  - All People
  - Applicants on LinkedIn
  - People with | without
    - In past year
      - Any Activity
      - Messages
      - Notes
      - Tags
      - Reviews
      - Resumes
      - Projects

- Search** (button)
- Custom Filters**
- Status**
  - Any Source
- Company Followers**
  - Any Current Company
    - Telenor d.o.o. (6)
    - Hewlett-Packard (3)
    - Ericsson (3)
    - ProCredit Bank (3)
    - TeleSign (3)
  - Show More ...
- Enter company name (input field)
- Any Location
  - Serbia (337)

The right side of the image shows a list of search results, which are blurred. The results appear to be a mix of individual profiles and company pages, each with a profile picture, name, and some descriptive text.

A close-up photograph of a person's hand clicking a computer mouse. The hand is positioned in the center-right of the frame, with the index finger resting on the left mouse button. To the left of the hand is a white ceramic coffee cup on a matching saucer. The background is softly blurred, showing a person's arm in a light-colored, long-sleeved shirt. The overall scene suggests a professional or office environment. A semi-transparent white banner is overlaid across the middle of the image, containing the word 'DEMONSTRACIJA' in bold, black, uppercase letters.

**DEMONSTRACIJA**

# Kako da povećate šanse da vas poslodavac primeti?

**70%** poslodavaca je odbilo kandidata zbog informacija koje su pronašli o kandidatu online

**85%** poslodavaca kaže da pozitivna online reputacija kandidata povoljno utiče na odabir kandidata

The image shows a Google search interface for the name 'Stefan Karadzic'. The search bar contains the name and a magnifying glass icon. Below the search bar, there are navigation tabs for 'Web', 'Images', 'Maps', 'Shopping', 'Videos', 'More', and 'Search tools'. The search results show 'About 418,000 results (0.54 seconds)'. Three search results are visible:

- Stefan Karadzic (fesStef) on Twitter**: <https://twitter.com/fesStef>. The latest from Stefan Karadzic (@fesStef). Young professional working in the field of social media recruitment on #LinkedIn and employer branding. Belgrade. You visited this page on 9/5/13.
- Stefan Karadzic - Serbia | LinkedIn**: <rs.linkedin.com/in/stefankaradzic>. Serbia - Passionate about Social Media recruitment and developing Employer Branding at Ericsson. View Stefan Karadzic's (Serbia) professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Stefan Karadzic ... You've visited this page 2 times. Last visit: 9/11/12.
- Stefan Karadzic profiles | LinkedIn**: <www.linkedin.com/pub/dir/Stefan/Karadzic>. View the profiles of professionals named Stefan Karadzic on LinkedIn. There are 3 professionals named Stefan Karadzic, who use LinkedIn to exchange ...

On the right side of the search results, there is a knowledge panel for 'Stefan Karadzic' with a profile picture and the following information:

- Stefan Karadzic**
- Belgrade
- Advisory board at BEST Belgrade
- Electrical Engineering, University of Belgrade
- Passionate about Social Media and Branding in HR

Below the knowledge panel, there is a 'Contact info' section:

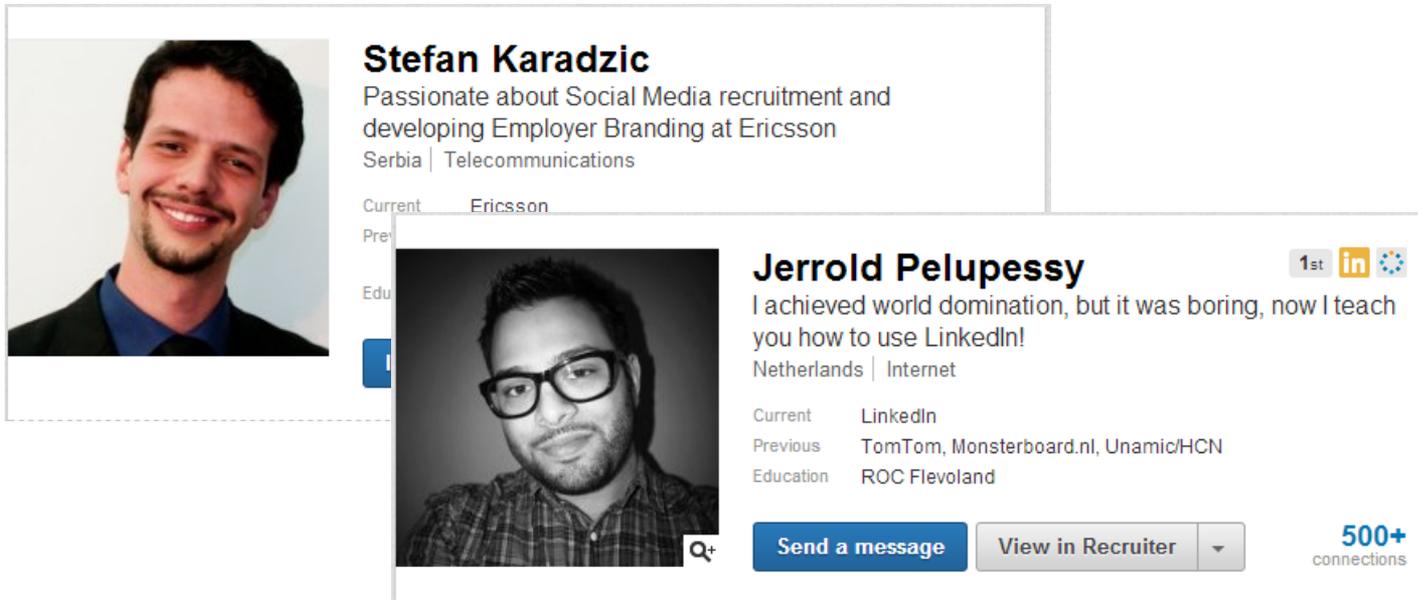
- From Stefan Karadzic's profile
- Email [stefan.karadzic@gmail.com](mailto:stefan.karadzic@gmail.com)
- From Google Contacts - Visible only to you
- Email [stefan.karadzic@eestec.etf.bg.ac.yu](mailto:stefan.karadzic@eestec.etf.bg.ac.yu)

Below the contact info, there is a 'Recent posts' section:

- U subotu 7. septembra držim kratak seminar u prostorijama IT Akademije na temu društvenih mreža i karijere, konkretno kako do posla preko LinkedIn-a. Seminar ... 3 Sep 2013

# Kako da povećate šanse da vas poslodavac primeti?

Napravite headline koji sadrži ključne reči



The image shows two LinkedIn profiles side-by-side. The top profile is for Stefan Karadzic, who has a professional headshot and a headline that reads: "Passionate about Social Media recruitment and developing Employer Branding at Ericsson". Below his name, it says "Serbia | Telecommunications" and "Current Ericsson". The bottom profile is for Jerrold Pelupessy, who has a black and white headshot and a headline that reads: "I achieved world domination, but it was boring, now I teach you how to use LinkedIn!". Below his name, it says "Netherlands | Internet" and "Current LinkedIn". His previous employers are listed as "TomTom, Monsterboard.nl, Unamic/HCN" and his education is "ROC Flevoland". At the bottom of his profile, there are buttons for "Send a message" and "View in Recruiter", and a badge indicating "500+ connections".

**Stefan Karadzic**  
Passionate about Social Media recruitment and developing Employer Branding at Ericsson  
Serbia | Telecommunications  
Current Ericsson

**Jerrold Pelupessy**  
I achieved world domination, but it was boring, now I teach you how to use LinkedIn!  
Netherlands | Internet  
Current LinkedIn  
Previous TomTom, Monsterboard.nl, Unamic/HCN  
Education ROC Flevoland  
500+ connections

- Client-focused, Big Idea Salesperson
- Recent Ohio State Honors Grad and Publishing Intern
- IT Project Manager Seeking New Opportunity
- Senior Public Relations and Internal Communications Executive

# Kako da povećate šanse da vas poslodavac primeti?

Ako tražite posao



**Stefan Karadzic**

Unemployed

Serbia | Telecommunications



**Stefan Karadzic**

Young professional with 2+ experience in Social Media  
and Project Management looking for an opportunity

Serbia | Telecommunications



# Kako da povećate šanse da vas poslodavac primeti?

Vaš profil treba da sadrži ključne reči željene pozicije

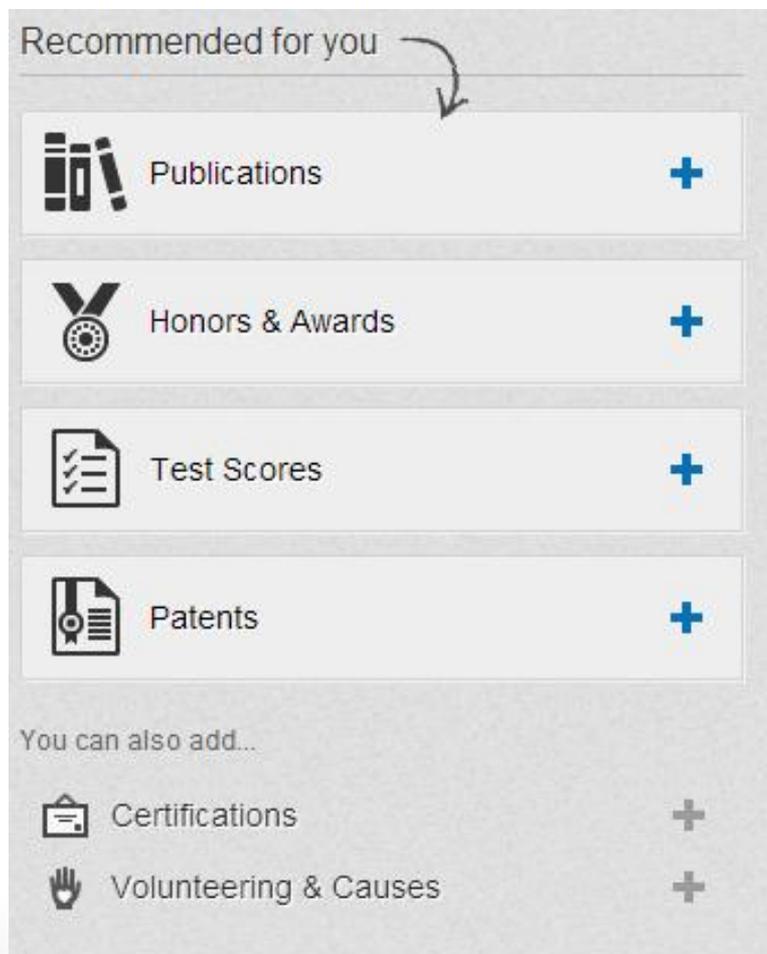
## Desired Skills & Experience

### Requirements

- BS/MS in EE/CS with directly related technical experience in networking, network security, application delivery and/or related fields
- MBA is a plus
- Strong communication, presentation and writing skills
- Experience producing highly technical PRDs/MRDs for networking related products
- Quick learner in a fast-paced environment and able to handle delivery pressures under tight schedules. Previous start-up experience is a plus

# Kako da povećate šanse da vas poslodavac primeti?

Iskoristite prednosti dodatnih funkcionalnosti



# Kako da povećate šanse da vas poslodavac primeti?

Povećajte posećenost svog LinkedIn naloga



Stefan Karadžić

Bachelor of Science with Honors in Electrical Engineering (BSEE)

Belgrade, Serbia

View my profile on 

Stefan Karadzic (Balkan Job Finder) posted a link:

Delete



**Zaposlite se preko LinkedIn-a**

razvoj-karijere.com • Istraživanja pokazuju da sve veći broj nezaposlenih pronalazi posao putem društvenih mreža, poslodavci sklapaju unosne poslove, zaposleni unapređuju svoju karijeru, biznisi donose velike zarade. Ako želite da i vi ekspanziju društvenih mreža...

Like(4) • Comment (1) • Share • 2 days ago

# Pitanja?



# Dodatni korisni saveti:

## LinkedIn Resume Builder

Stefan  
Karadzic

+381648752770  
<http://www.ericsson.com/careers>  
<http://www.ericsson.com/ThinkingAhead/the-networked-society-blog/>

### Summary

Strong engineering and problem solving background. Passionate about emerging technologies and social media for good. Successful at making ideas happen and evolve. Acquired skills in business, communication and project management by being a leader in various projects and assignments. Have a proven track record of delivering results in complex projects involving many stakeholders and cross-functional teams.

I am steering my career and already have significant experience in the field of human resources, social media and branding in global and international roles.

Very importantly, I am a pleasant person to work with, either as your wing-man or your leader.

Specialties: Highly developed organisational and communication skills Analytic and strategic thinking Public speaking Strong leadership skills Social media recruitment

### Skills

Teamwork	Public Relations	Team Building
Strategic Planning	Team Leadership	Public Speaking
Project Management	Multiple Priorities	Social Media
LinkedIn	Employer Branding	Illustrator
Microsoft Office	Leadership	Project Coordination
Fundraising	Negotiation	Team Management
Event Management	Strategy	Leadership Development
Coaching	Human Resources	Recruiting
Training	Business Planning	Business Strategy
Cross-functional Team Leadership	Sourcing	Time Management
Talent Acquisition		

### Experience

#### Ericsson

Global Talent Acquisition Trainee 06 / 2012 - Present

- Project driver for a implementation of global recruitment social media platform (LinkedIn) across all regions of the company. Delivered training and support to worldwide team of recruiters on social media recruitment. Established complex reporting routes on key KPIs of social media investment.
- Accomplished and currently driving global projects in Employer Branding and Talent Acquisition worldwide.

#### BEST - Board of European Students of Technology

Advisory board member 09 / 2011 - 10 / 2012

Financial and strategic advising of the executive board of the organisation. Advising on the internal and external communication. Providing support for local legislation.

#### H.art Development Center

Assistant to HR consultant 11 / 2011 - 01 / 2012

Participated in devising the content of trainings for clients.  
 Assisted on task of recruitment and selection of candidates at hires.  
 Involved in research of the new trends in HR and devising new marketing and sales strategies.

#### BEST

President of Local BEST group Belgrade 09 / 2010 - 09 / 2011

Keeping track of the overall activities of the organization of 160 members.  
 Spokesman of the organization among partner stakeholders: University, companies, other organisations and media.  
 Facilitated executive board meetings.  
 Key skills practiced: -leadership -conflict management -strategic planning -presentation skills

# Dodatni korisni saveti:

LinkedIn Swarm



<http://swarm.linkedinlabs.com/index.html>