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**The Career Confidante**  
**Monday at 3 PM Pacific**  
**February 10th 2020: How to Make Sure Your LinkedIn Profile Shows Up in a Recruiter's Search**

In this episode of the Career Confidante, host Marie Zimenoff welcomes Thomas Powner. Tom shares why LinkedIn is important for job search and how you can make sure your profile is performing with the ever-changing search algorithms, machine learning, and artificial intelligence.

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### Featured Guest



#### Thomas Powner

A winning LinkedIn profile can open doors to many career opportunities, even before companies post job openings. LinkedIn is the preferred tool for recruiters looking for candidates so your LinkedIn profile should not just be a duplication of your resume; it needs to compliment it. Our guest, Tom Powner, has spent years as a recruiter, is a Nationally Certified Online Profile Expert (NCOPE) using LinkedIn, and has coached scores of candidates into new jobs. Tom will be sharing tips and strategies for ensuring that your LinkedIn profile appears when a recruiter is looking to fill the type of position you want. From tips on how to set up your profile to using more advanced LinkedIn features, T

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