

Get Linked-In-to Cyber



LT HARPER
Cybersecurity Recruitment

Introduction

to **LT HARPER**
Cybersecurity Recruitment

We are a recognised cybersecurity recruitment agency, focused on sourcing the best cyber talent to secure the digital world.

In response to the growing skill gap across the cyber landscape, we offer Permanent, Contingent and Executive recruitment services with a growing global footprint (UK, Europe, USA.)

We are also hugely passionate about diversity and inclusion and have established multiple initiatives to affect change in the cyber industry.



Our Services

Permanent Staffing



- Full-time & fixed term mandates (contingent or exclusive)
- Screening, interviewing, and process management
- Video interview offerings

Contract Staffing



- Provision of interim talent
- Contract centric, niche talent
- Country compliant onboarding
- Compliance service
- Electronic timesheet process

Retained Search



- A “no stone left unturned” research approach
- Fully managed screening and preliminary interview
- Available for all Mid, Senior and C-Suite Hires

“Start Up” Cyber Advisory



- Designed for young companies in need of:
- Security blueprints
 - Security posture reviews

DE&I Services



- Advisory services for D&I:
- External candidate attraction
 - Interviewing
 - Retaining techniques

Benchmarking



- Specific security domain, title and geographical benchmarking analysis

Who Are We?



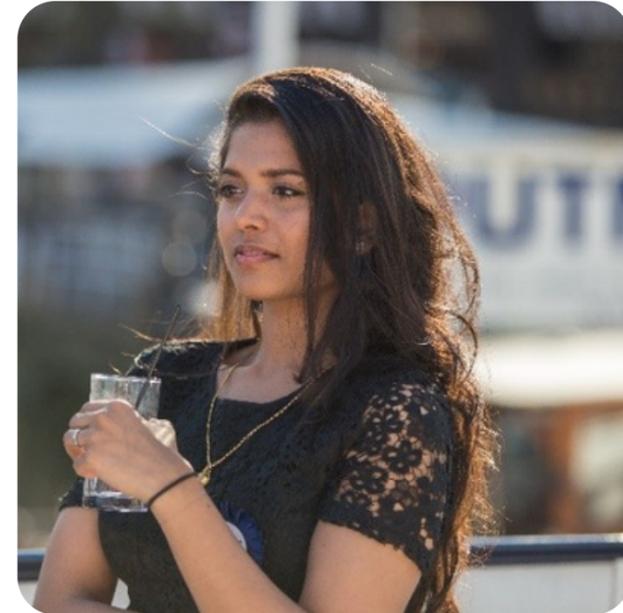
Catherine Burn

Associate Director



Laura Reilly

Marketing & Social Media



**Ash
Mohanaprakas**

Senior Consultant

Bridewell Consulting

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Third Party
Vendor Risk
Management



Offensive
Security



CISO /
Leadership



Security
Operations



Industrial/IoT
Security



Digital
Forensics



Sales



Threat
Intelligence



Privacy



Cloud / Infra /
Network



Governance,
Risk and
Compliance



Application /
Product
Security

Why Use LinkedIn?

While it may initially seem like extra work, using LinkedIn well can really help your career.

Why?

1

BE PART OF AN ACTIVE COMMUNITY AND NEVER MISS OPPORTUNITIES



2

INSTIL TRUST AND MAKE PEOPLE WANT TO CONNECT WITH YOU.



3

BUILDING A PERSONAL BRAND AND SPECIALIST REPUTATION



What is a Personal Brand?

A personal brand is a widely-recognised perception of a person, based on their experience, expertise, competencies, actions and/or achievements within a community, industry, or the marketplace at large.

Why establish a personal brand?

'Only about 33% of consumers trust messages from a brand, while around 90% trust messages from a "person" they know.'



Widens your network



Builds a reputation



Sets you apart



Attracts opportunities





Establishing a Personal Brand

1

Focus on what you can offer-- what is it that makes you different from everyone else? What knowledge/skills do you have?

2

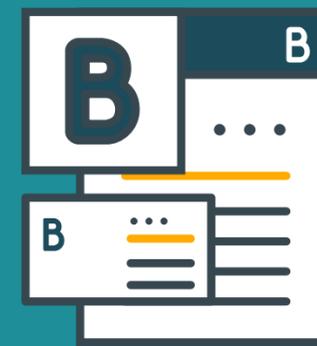
Once you've identified your strengths, perfect them. Learn more, so that you can share your knowledge. You can show your authority through videos, blog posts, and social media.

3

Let your personality shine through: write as you talk, engage and build relationships with people, speak about things that you're passionate about: this will set you apart.

4

Be consistent: not only is it important for algorithms, people will start to associate days/times with your content if you deliver consistently



Content Ideas

Blogs



Articles



Adverts



Videos



Polls/
questions



Visuals/
pictures



Cyber events/
webinars



TED Talks



Industry
Updates/Trends



Repost company
page posts



Repost interesting
posts from your feed



Top Tips

Turn on job alerts



Follow hashtags



Research job titles and their variations



Follow the right people/companies

FOLLOW



Research key in-demand skills on job specs



Profile Checklist:



- ✓ Personalised URL
- ✓ Punchy/descriptive headline
- ✓ Professional headshot
- ✓ A concise, engaging 'about' section
- ✓ Up to date experience, littered with key words
- ✓ Endorsements & testimonials
- ✓ Offering of services
- ✓ Interesting cover image



Ash
Mohanaprakas
Bridewell Consulting

Bridewell

CONSULTING

Ash is a Senior Consultant at Bridewell, a leading Cybersecurity Consultancy startup in the UK. She supports customers across the public and private sectors with cybersecurity, risk management, and compliance initiatives, in order to protect organisations from cyberattacks.

Ash has previously built and managed the information security and risk management strategy and improvement programme at Perspective as their Head of Information Security, seeing the company through the establishment of 3 additional offices globally, ensuring ISO 27001 certifications and global adoption of the ISMS across the board.

She also spent several years at the University of Oxford, providing business consultancy on information security and governance to the Medical Sciences Division, supporting the secure use of patient and big health data for research.



Any
Questions?

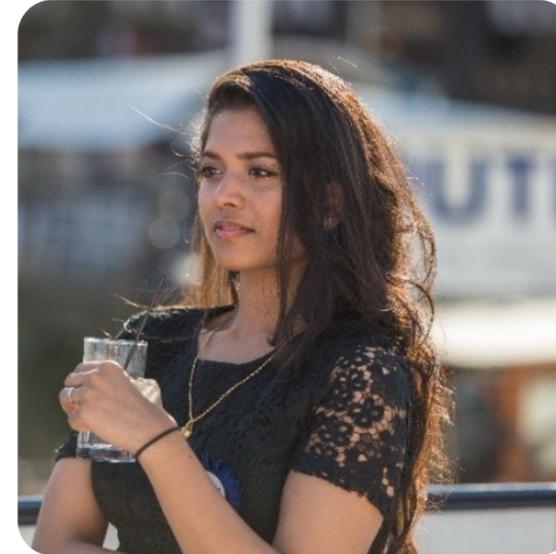
Connect With Us!



 **Catherine Burn**



 **Laura Reilly**



 **Aswathy
Mohanaprakas**



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www.ltharper.com



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Thank you for listening!

Good luck -- you've got this!



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