



**LONG NIGHTS  
OF CAREERS  
2025**

**Get your dream job.**

**Stand out and attract recruiters 365 days with  
your outstanding LinkedIn presence. Just wow!**

**Speaker:** Erica Kessler. LinkedIn Strategist, Trainer and Speaker



**LNoC program\***



**uzhcareerservices**

\*Some rooms needed to be changed, please see the online program for the correct rooms

**How do you use LinkedIn for  
job search?**  
Share and inspire others!

# Hi - I'm Erica Kessler

- With over 20 years experience in communication. Swarovski, UBS, Sony, OC Oerlikon
- Studied Internal Communication, Online Marketing and Social Media, HSLU Lucerne and HWZ Zurich
- Founded Social Media Leaders GmbH (2015)
  - I empower clients strategically to be leaders on LinkedIn, using ethical and high quality standards
- Guest speaker at the University of Zurich, St. Gallen & Lucerne
- Participant "Social Media Marketing World" in San Diego
- Visited LinkedIn Headquarter in San Francisco
- I love to spend time in the beautiful nature

**ERICA KESSLER**  
INSPIRE - CONNECT - EDUCATE





# Premium LinkedIn Training and Speaking

**I empower clients globally to be leaders on LinkedIn,  
using ethical and high quality standards**

- Training and Consulting for Organizations and Universities
- Training for CEOs, C-level, HR-, Marketing- & Sales Teams
- Training for Employees
- Training for Job Seekers
- Training for Students
- Strategically optimize LinkedIn profiles or company pages
- Speaker at external or in-house events and exhibitions
- Guest lecturer at universities

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[www.eric-kessler.com](http://www.eric-kessler.com) [erica.kessler@socialmedia-leaders.com](mailto:erica.kessler@socialmedia-leaders.com)

Social Media Leaders GmbH | Luzernerstrasse 36A | CH-6353 Weggis

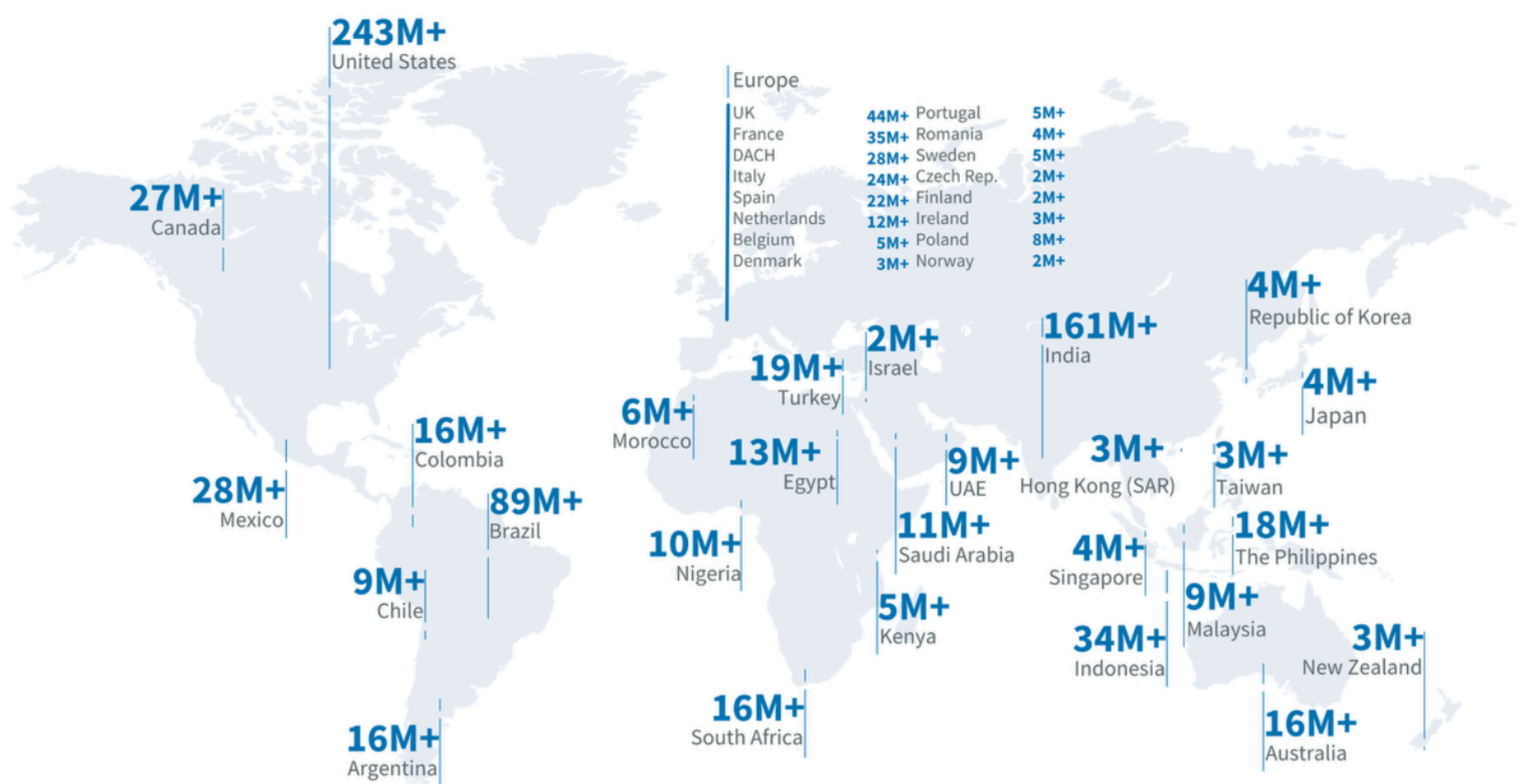
[Linkedin](#) Erica Kessler - [Linkedin](#) Company Page



# Linkedin – a strong global business network

- Globally the largest online business network
- Co-founded by Reid Hoffmann in 2002
- Acquired by Microsoft in Dec. 2016 for USD 26.2 billion
- More than one billion users

More than 1.2 billion members in 200 countries and regions worldwide\*



Every minute on LinkedIn

90

People add a new role to their profile

9.5K+

Members apply for jobs

1.8M+

Feed updates are viewed

17K+

Connections are made

~148

Hours of learning content is consumed

A community of

1B+

Members

69M+

Companies listed

141K+

Schools listed

42K+

Skills listed

Source: LinkedIn: <https://news.linkedin.com/about-us#l>

# Linkedin is so much more than you think!

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1

Research,  
information  
and education

2

Personal  
Branding

3

Job Search &  
talent acquisition

4

Global  
Networking

5

Content  
marketing &  
thought  
leadership

6

Branding  
& employer  
branding

7

Modern/  
Social Selling

8

Corporate  
influencer

It does not matter how you  
define success - it starts with  
your LinkedIn profile.  
Be professional and keep  
all the opportunities open.



ERICA KESSLER  
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LinkedIn Marketing ist der Schlüssel für  
den Erfolg Ihres Unternehmens oder  
Ihrer Karriere. **Ich zeige Ihnen wie.**



**Erica Kessler**  
Empowering organizations, CEOs, teams & job seekers strategically  
to reach their goals faster on LinkedIn. Coach & consultant for  
personal development.  
Lucerne Metropolitan Area · [Contact info](#)  
[Explore my website](#)   
500+ connections

 Social Media Leaders GmbH  
 Lucerne University of  
Applied Sciences and Arts

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# These are the LinkedIn key success factors for students





**Linkedin is not your resume.  
It's your career website and  
networking platform.  
Get the wow effect for all  
the profile visitors.**



**STAND OUT AND  
ATTRACT RECRUITERS  
WITH YOUR LINKEDIN  
PRESENCE. JUST WOW!**

**ERICA KESSLER**  
INSPIRE - CONNECT - EDUCATE

# Stand out with a strategic Linkedin presence to get approached by companies. It works for Elisa

### Experience



**Student employee**  
Günthart & Co. KG · Contract  
Feb 2024 – Present · 9 mos  
Germany · On-site



**Legal Intern**  
Staatsanwaltschaft Waldshut-Tiengen · Internship  
Aug 2023 – Aug 2023 · 1 mo  
Germany · On-site

criminal law, criminal procedural law



**Legal Intern**  
MME Legal | Tax | Compliance · Internship  
Jan 2023 – Feb 2023 · 2 mos  
Zürich, Schweiz · On-site

labor law, tax law, legaltech, corporate law, construction law and real estate law



**Elisa Bruckbauer** · 1st

BLaw student at University of Zurich | criminal law and legal tech enthusiast | #femella

Zurich, Zurich, Switzerland · [Contact info](#)

500+ connections

Claudia Keller, Anano Berishvili, and 6 other mutual connections

[Message](#) [Save in Sales Navigator](#) [More](#)

**Open to work**  
Assistant, Salesperson, Salesperson, Legal Assistant and Student roles  
[Show details](#)



Universität Zürich | University of Zurich

### About

I'm currently a Bachelor of Law student at the University of Zurich. I am highly enthusiastic about criminal law, labor law and legal tech, while also being interested in exploring other legal fields.

I am eager to gain practical experience through internships, as it will assist me in identifying my ideal job for the future. I am open to direct contact and welcome any opportunities to connect with legal professionals or organizations.

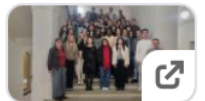
### Education



**University of Zurich**  
Master of Law  
Aug 2024 – Feb 2026

• Winter Law school: Law and Technology- a cross-continental perspective (in collaboration with the University of New South Wales - Australia) Note: 5.5/6...

AI



UZH/ UNSW winter law school

### Featured

Post

Yesterday, I had the incredible opportunity to visit [Google](#) Zurich and gain firsthand insights...



43

# Key profile elements - use them all!

- ✓ Profile photo and background banner
- ✓ Slogan
- ✓ About section & featured element
- ✓ Current position/career break
- ✓ Education
- ✓ Skills
- ✓ Languages



# Success story: The algorithm did a great job suggesting

- The algorithm did a great job suggesting me the position at Hitachi Energy after I optimised my LinkedIn profile
- Applying via LinkedIn was very easy and effortless.
- You just have to keep your profile up to date.
- At the UZH LNoC I learned how important LinkedIn is and how to use it. I should have started sooner!

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**Nathalie Banto Oberhauser** ✓ · 1st  
MSc UZH in Psychology | HR Intern at Hitachi Energy  
Zurich, Zurich, Switzerland · [Contact info](#)  
288 connections

 Hitachi Energy  
 University of Zurich

## Experience



### Human Resources Intern

Hitachi Energy · Internship

Oct 2023 - Present · 2 mos

Baden, Aargau, Switzerland · Hybrid



helped me get this job

## Education

**UZH** University of Zurich  
Master of Science in Psychology, Applied Social Psychology and Health Psychology  
Jan 2021 - Jun 2023

**Skills:** Mental Health · Consumer Behavior · Health Psychology · Psychology · Mindfulness · Organization Skills · Microsoft Office · RStudio

**UZH** University of Zurich  
Bachelor of Science in Psychology, Business Psychology  
Sep 2016 - Dec 2020  
Grade: 4.9

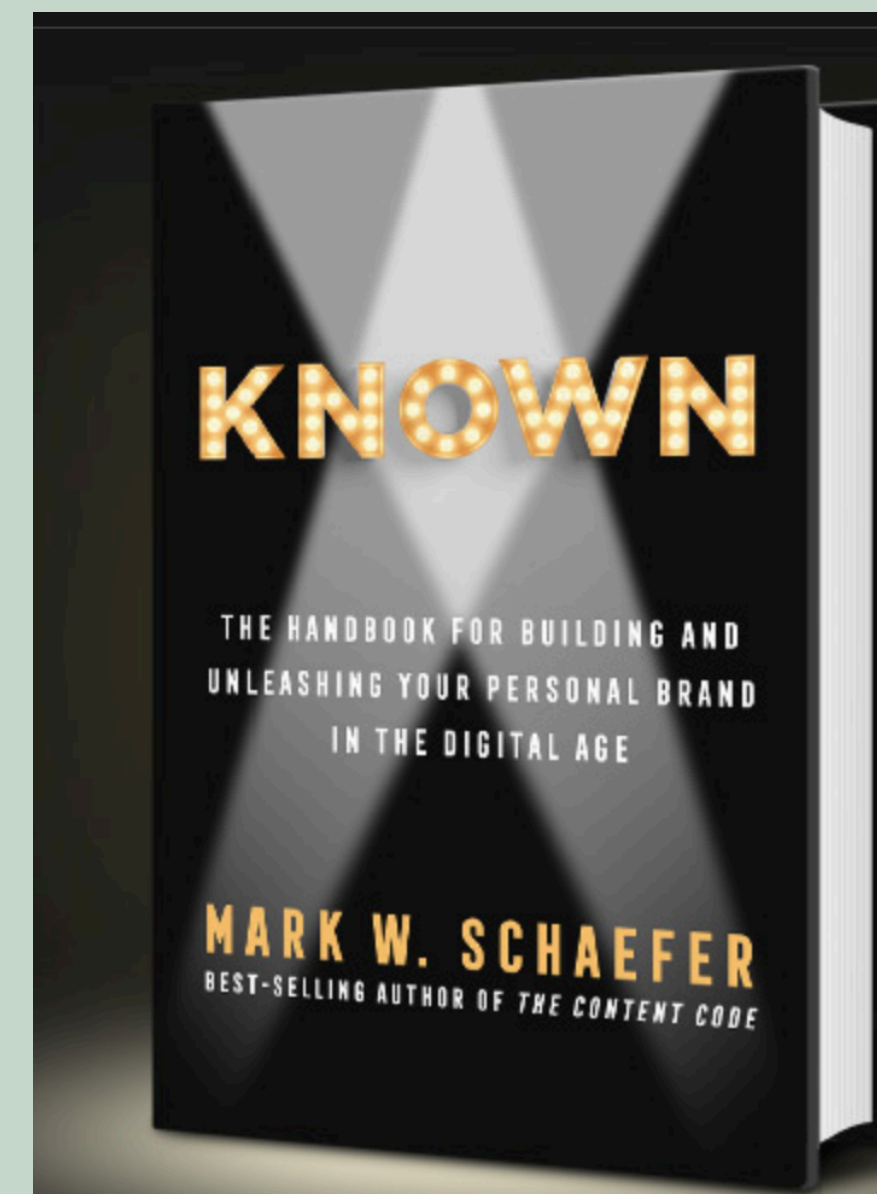
Minor: Sociology (60 ECTS)

Bachelor thesis: "Positive psychological interventions in organizations. Influence of different forms of positive psychological interventions on health and well-being of employees."

**Skills:** Mental Health · Psychology · Organization Skills · Microsoft Office · RStudio



**Build your personal brand. Just wow!**  
Get visible in the newsfeed and attract  
recruiters. Share your knowledge  
from the studies!



**Where do you want to go  
next in your life?**

Do you want to be positioned to get a better job, acquire  
more customers, or attract more donations for your charity?

Do you want to be regarded as an authority in a way that  
could lead to a book project or speaking career?

**This is your path.**

**ERICA KESSLER**  
INSPIRE - CONNECT - EDUCATE



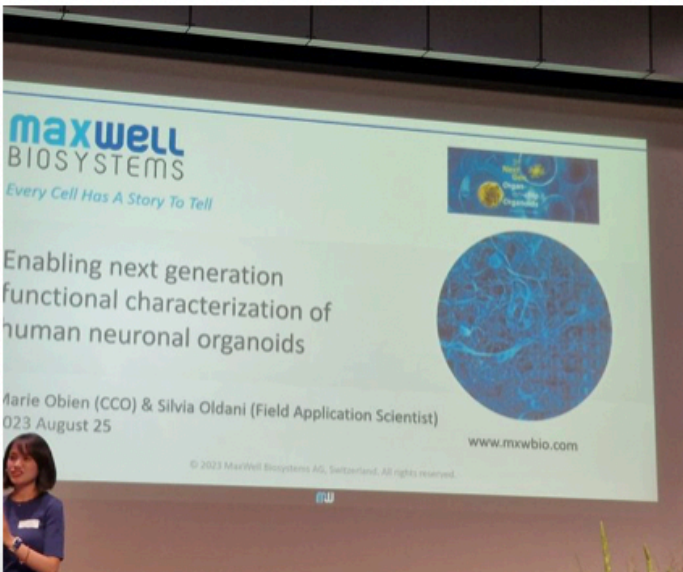
# Get visible. Get known. Get found.



**Stefan Schneider** • 1st  
Master of Science in Cancer Biology - MSc | University of Z...  
2mo •

The second day of the Next Gen Organ-on-chip and Organoids workshop hosted by **CSEM** at **TECHNOPARK® Zürich** was very interesting. Thanks to all the people who made this workshop possible and thanks for the interesting conversations and presentations.

#Organoids #Organonchip #CSEM #IHB #HansClevvers





**Elisa Bruckbauer** • 1st  
MLaw student at University of Zurich | criminal law and legal tech ...  
1mo •

I'm excited to share that I've completed my ✨ Bachelor of Law ✨ at the **University of Zurich**. While this is just a small milestone in the grand scheme, I'm incredibly grateful for the journey so far. Over the past ...more

Show translation





19 comments



**Elisa Bruckbauer** • 1st  
BLaw student at University of Zurich | criminal law...  
4mo • Edited •

I had the opportunity of attending the "Career in Zurich's Justice" event at the appellate court. Engaging directly with seasoned HR professionals and legal experts from law enforcement, courts, and notaries was truly insightful.

The lectures on "Your Career Start in Justice" were offering profound insights into the diverse professional paths post-graduation. As someone deeply passionate about criminal law, I am eagerly anticipating where my journey in this fascinating world will lead me.





# How to grow your network

## Think long-term and globally!

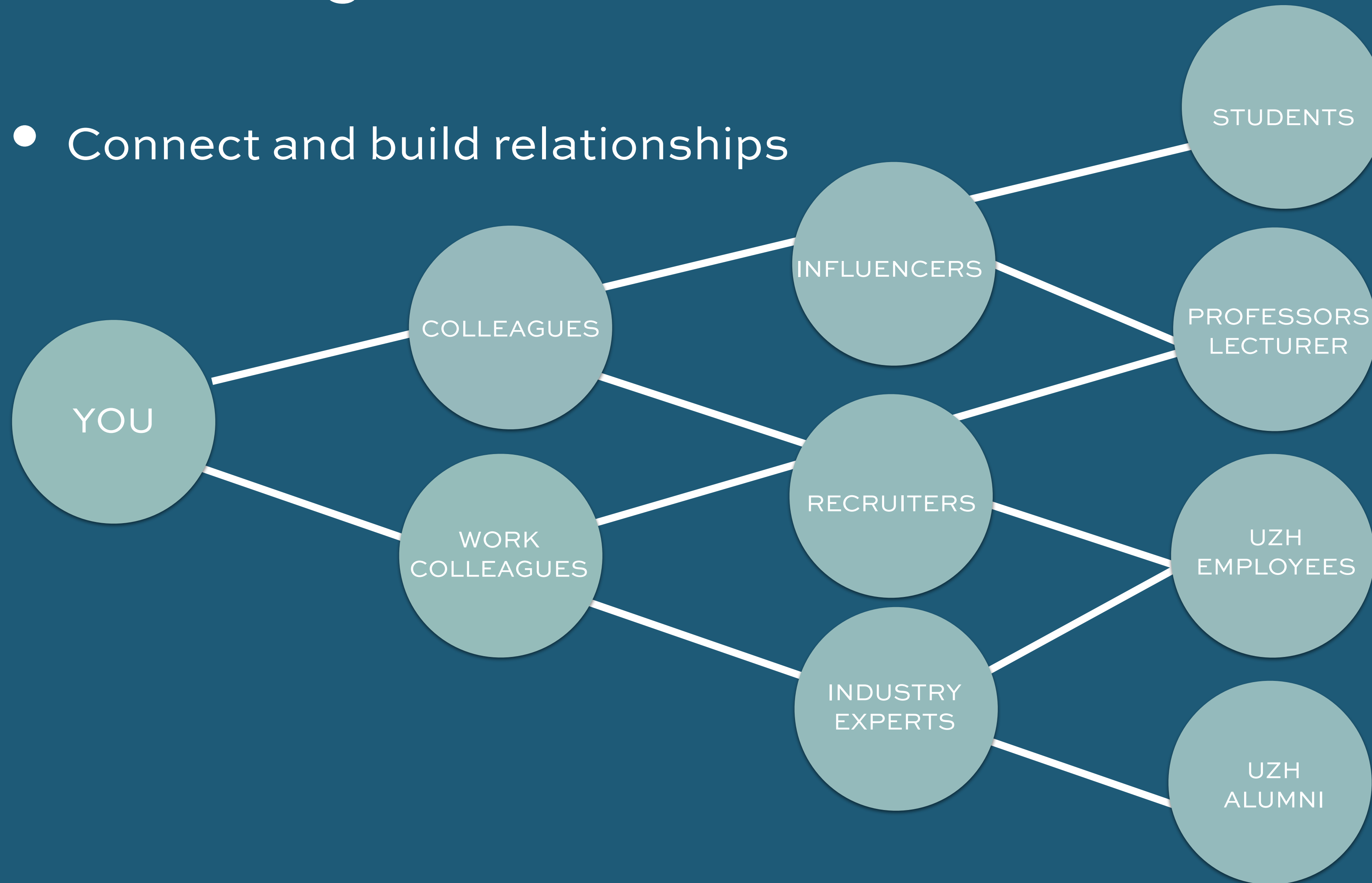


**ERICA KESSLER**  
INSPIRE - CONNECT - EDUCATE



# Networking - Start now on LinkedIn!

- Connect and build relationships

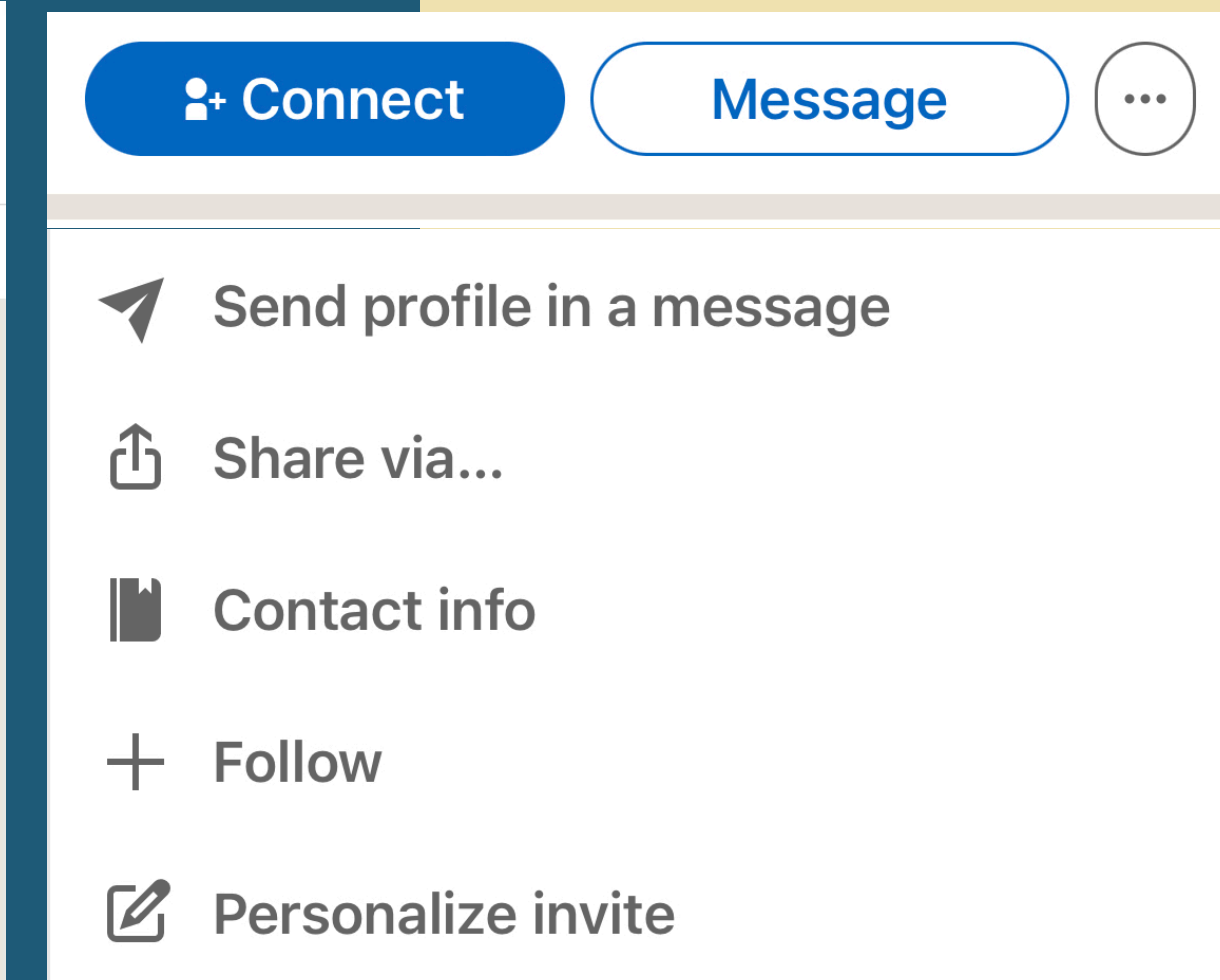
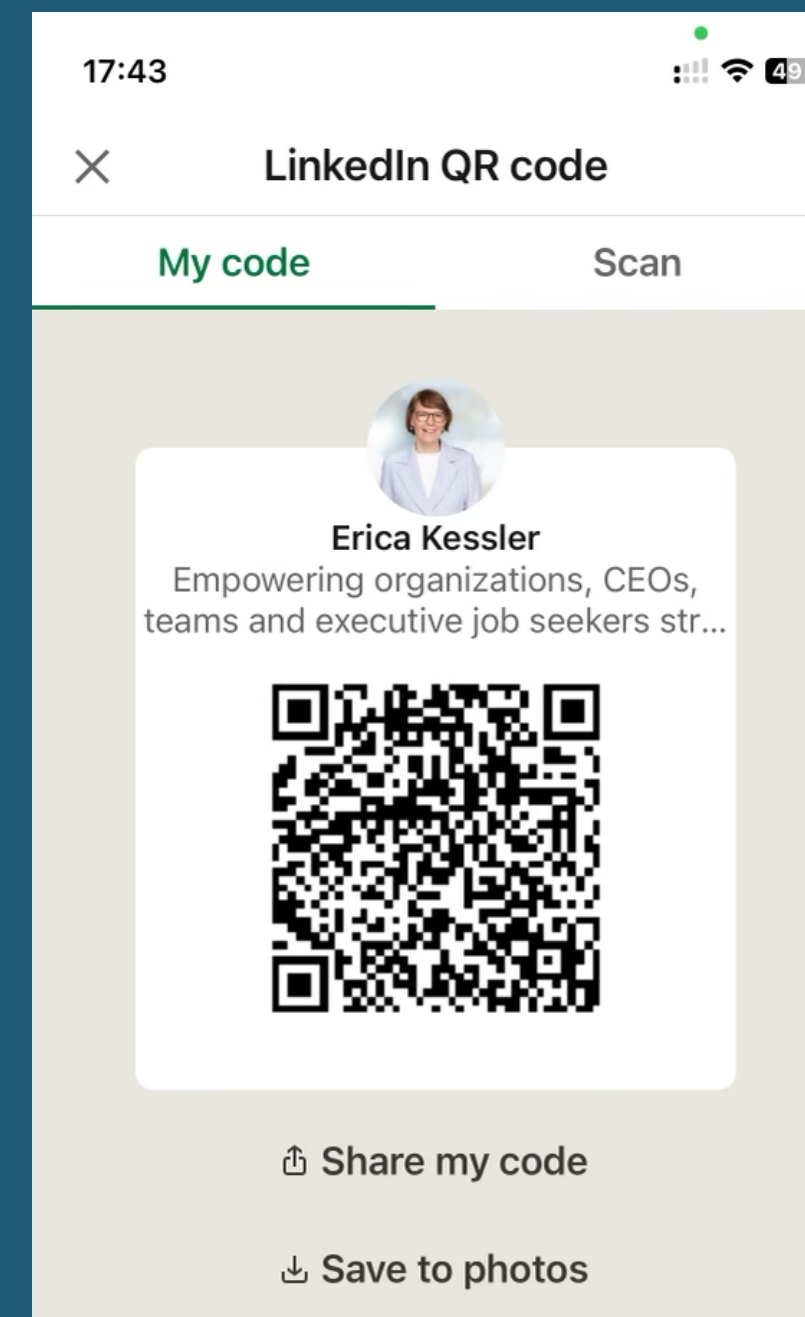
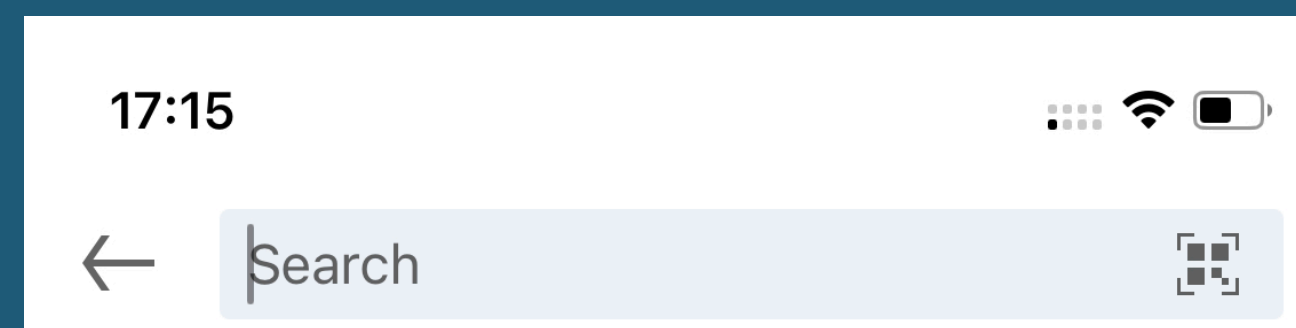
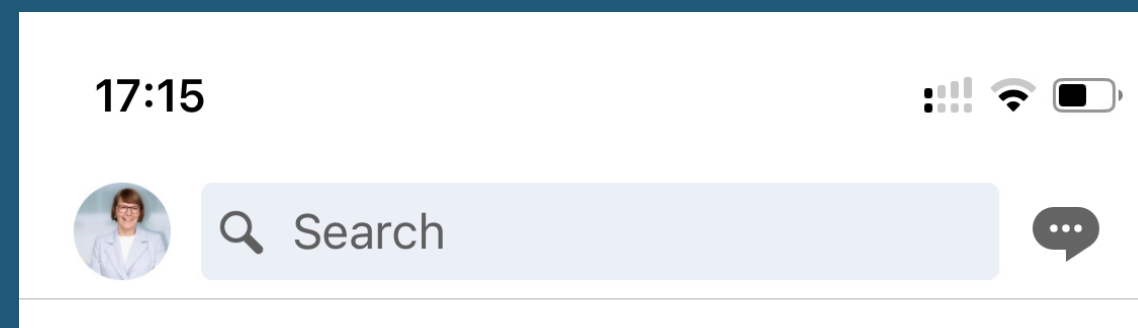


**Wow-effect for recruiters  
at Long Nights of Careers.  
Are you ready?**



# Networking - Start now with a wow effect!

- Let's network with the LinkedIn mobile app.
- Connect with someone.
- Connect with recruiters at the Long Nights of Careers with a personalized invite



**How you can use LinkedIn to  
research potential companies  
and employees!**  
Use the powerful tool!

# Do some research on the LinkedIn company page

- Dive into the content and get insights. e.g. culture!
- Use it for your job search
- Follow the page for news, insights and events
- Interact in the newsfeed
- Follow employee profiles and engage
- Get visible!



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INSPIRE - CONNECT - EDUCATE



# Start the research on the Linkedin company page



**Wir sind mehr als eine Bank.  
Wir machen mehr für alle.**



**Zürcher Kantonalbank** ✓

Zürcher Kantonalbank is the bank that's close to you.

Banking · Zürich · 56K followers · 5K-10K employees

 Raphael & 9 other connections work here

+ Follow

Message

...

Home

About

**Posts**

Jobs

Life

People

Insights



**Zürcher Kantonalbank**

56,036 followers

3d · 

«Bewussterer heisst für mich, Verantwortung zu übernehmen.»

Ali Azemi, Senior Business Engineer, durfte schon früh eigene ...more



**«Bewussterer heisst für mich, Verantwortung zu übernehmen.»**

Ali Azemi  
Senior Business Engineer,  
Zürcher Kantonalbank

Home

About

Posts

**Jobs**

**Life**

People

Insights

Discover Zürcher Kantonalbank

◀

▶

k als Arbeitgeberin

Karriere in der Kundenberatung

Karriere in der IT

**Young Talents**

**Deine Zukunft. Unser gemeinsamer Weg.  
Mehr für mehr Karriere.**





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INSPIRE - CONNECT - EDUCATE



**Urs D. Baumann**  · 2nd  
CEO | Head of Executive Board at Zürcher Kantonalbank (ZKB)  
Zurich, Zurich, Switzerland · [Contact info](#)  
[www.zkb.ch](http://www.zkb.ch)  
26,000 followers · 500+ connections

 Barbara Studer, PhD, Gaetano Mecenero, and 39 other mutual connections

 **+ Follow**

 **Message**

 **More**

 **Zürcher Kantonalbank**

 **The University of Chicago  
- Booth School of Business**

**Connect if you know each other**

 **Connect**

A LinkedIn profile card for Urs D. Baumann. At the top is a circular profile picture of a middle-aged man with grey hair and a beard, smiling. Below the photo, the name "Urs D. Baumann" is displayed in bold black text, followed by "· 2nd" in a smaller font. Underneath is the title "CEO | Head of Executive Board at Zürcher..." in black text. Below the title, it says "26K followers · Roger A. Jann, Peter Fuchs, and 54 other mutual connections" in a smaller font. At the bottom of the card is a blue rounded rectangular button with the word "Follow" in white text.

**How to use the power of the UZH  
Linkedin company page alumni tool**  
Find an employee and ask for a  
virtual exchange and get insights  
into the culture.





# Use the power of the Linkedin UZH Alumni tool

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**UZH**

**University of Zurich**   
Higher Education · Zurich · 201K followers · 91K alumni

 Stephanie & 49 other connections work here

[Message](#) [Following](#) 

[Home](#) [About](#) [Posts](#) [Jobs](#) [Alumni](#) [Insights](#)

**90,676 alumni** 

**Where they work**  Add

3,227 | University of Zurich

1,550 | UBS

**Where they live**  Add

77,494 | Switzerland

54,202 | Zürich Metropolitan Area

**1,330 alumni** 

**Zürcher kantonalbank**  Clear all

**Where they work**  Add

506 | Zürcher Kantonalbank

**Where they live**  Add

1,309 | Switzerland

**People you may know**

**Franz Hollinger** · 2nd  
Development & Sustainability @ Zürcher...  
Nicolas Bürer, Patrick Comboeuf, and 14 other mutual connections  
[Connect](#)

**Selina Bürge** · 2nd  
PO CRM-Applikationen Spezialsegmente bei...  
Marcel Altherr, Jann Andrea Roffler, and 4 other mutual connections  
[Connect](#)

**Katharina Sipura** · 2nd  
Senior Communications Manager Private Banking a...  
1K followers · Clarissa Haller, Stefan Eggenberger, and 11 other mutual connections  
[Follow](#)

**Nina Lauber** · 2nd  
Economics Student UZH  
Petra Ganz is a mutual connection  
[Connect](#)

**Lukas Widmer** · 2nd  
Lead Brand Strategy at Zürcher Kantonalbank [...]  
1K followers · Mark Düsener, Jun Sarbach, and 52 other mutual connections  
[Following](#)

**Silke Humbert** · 2nd  
Economist CIO team by Zürcher Kantonalbank (ZK...  
Christian Hirsig, Marco Beutler, and 15 other mutual connections  
[Connect](#)

# Latest Trend

## Create a LinkedIn newsletter



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INSPIRE - CONNECT - EDUCATE



# LinkedIn newsletter - Write articles and engage!

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INSPIRE - CONNECT - EDUCATE

**Janine Feldmann** • 1st  
MSc Psychology & HR intern| Lufthansa Aviation Training Switzerland ...  
11mo •

Was haben Career Preparedness, LinkedIn und Bambi miteinander zu tun? Lesen Sie es in meinem Erfahrungsbericht zur The Long Nights of Careers (UZH) 2023.

[#Inoc2023](#) [#startyourfuturenow](#) [#Designyourlife](#) [#uzh](#)



**The Long Nights of Careers (UZH) 2023**  
Janine Feldmann  
Am 08. bis 09. November 2023 fand die Long Nights of Careers an der Universität Zürich ...

13 3 comments

Reactions

+5

## #startyourfuturenow

Das Kick-Off-Event des [UZH Career Services](#) stellte eine kurzweilige Präsentation von [Roger Gfroerer, Dr.oec.publ.](#) dar. Er verglich darin die Karriereplanung mit einem Riesenslalom und zeigte hilfreiche Stationen auf. Dort lernte ich den Begriff der **Career Preparedness**. Er beschreibt das Treffen von Karriere-Entscheidungen unter Unsicherheit. Dafür ist es wichtig, sich gut auf die eigene Karriere vorzubereiten, Tools zu kennen, Schritte einzuleiten (u.a. Sichtbarkeit auf LinkedIn, dazu später mehr), Kontakte zu knüpfen (das bekannte Networking), seine Interessen gut zu kennen und somit einen Job auszusuchen, bei welchem sowohl Bore-Out als auch Burn-Out verhindert wird. Was mir auch im Gedächtnis blieb: Sobald man eine Bewerbung abschickt, sollte man die Lohnvorstellungen für diesen Job im Kopf haben bzw. sich spätestens dann damit auseinandersetzen. Auf <https://www.careerservices.uzh.ch/de.html> findet Bambi weitere gute Navigationshilfen.

## Was machst du denn damit? Psychologie

Dies ist der Vortrag, den ich nach dem Kick-Off-Event besuchte. Da ich im letzten Jahr Psychologie studiere, liegt das natürlich nahe. Man lernt bei diesen Alumni-Veranstaltungen nicht nur berufliche Werdegänge, sondern erfährt allerlei Inspirierendes. So erzählte [Lorena Bloch](#), wo sie ihre Fähigkeiten und Kompetenzen fand: Pragmatismus durch die Pfadi, Durchhaltewillen durch Sport, Kundenorientierung durch Nebenjobs usw. So gesehen: Sind wir nicht alle ein grosser Topf voller praktischer Fähigkeiten?

## Und was ist jetzt mit LinkedIn? #designyourlife

Dass Networking extrem wichtig ist, brauche ich hier wohl niemandem mehr zu erzählen. Wie aber hebt man sich hervor in einer riesigen Masse an Profilen? [Erica Kessler](#) weiss es: mit Mut, Sichtbarkeit, Wow-Effekt und aktives Zugehen auf Personen. Auch die eigenen Skills sind wichtig. Diese hervorzuheben und dann bestätigen zu lassen, zeigen, was man alles zu bieten hat und dass man sich und seine Stärken kennt.

**Roger Gfroerer, Dr.oec.publ.** • 1st  
Head Career Services & Fachstelle Studienorientierung der U...  
11mo •

Ich freue mich, mit Aristoteles und Ford in einem Artikel erwähnt zu werden.  
Vielen Dank [Eva-Janine Victoria Feldmann](#)!

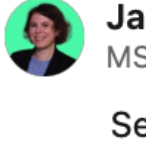
**UZH Career Services**  
3,544 followers  
11mo •

Was war an der LNOC 2023 für dich drin?

Liebe [Eva-Janine Victoria Feldmann](#), wir freuen uns über ...more



**Eva-Janine Victoria Feldmann auf LinkedIn: The Long Nights of Careers (UZH) 2023**  
de.linkedin.com

**Janine Feldmann** • 1st  
MSc Psychology & HR intern| Lufthansa Aviation Training ...  
12mo •

Sehr gerne, lieber [Roger Gfroerer, Dr.oec.publ.](#)! Danke für diese wertvollen Abende über Karriere, der Zeit nach dem Studium und den damit zusammenhängenden Möglichkeiten. Noch ganz einen schönen & erfolgreichen Tag. Beste Grüsse

Like · 1 | Reply



# What's your new LinkedIn strategy for job search?

Get active today and be ahead of others!



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INSPIRE - CONNECT - EDUCATE

# UZH Career Services on LinkedIn

Follow the page for news, insights and events. Interact in the newsfeed by commenting. Enjoy reading!



**UZH Career Services**

So you can change the world.

Education Administration Programs · Stadtkreis 1 Altstadt, Zurich · 5K followers

Sonja & 247 other connections follow this page

[Message](#) [Following](#) [...](#)

Home About **Posts**





**UZH Career Services**  
4,898 followers  
2d · 

 Am Mittwoch 12.11 und Donnerstag 13.11 ist es soweit!

Die Long Nights of Careers der [University of Zurich](#) finden statt. Am Donnerstag 13.11 wartet ausserdem die Arbeitgebermesse auf dich – eine tolle Gelegenheit, spannende Arbeitgeber:innen kennenzulernen und deine Fragen direkt zu stellen.

Wir von den UZH Career Services sind natürlich vor Ort und freuen uns auf dich! Komm am 13.11. in den Lichthof und dreh an unserem Glücksrad 🎡

🕒 Drehzeiten: 18:30, 19:30 und 20:30 Uhr  
🎁 Gewinne: PKZ-Gutscheine im Wert von 50 CHF, Kaffee Gutscheine, stylische Trinkbecher und weitere Überraschungen!

[#ReadySetThrive](#) – gemeinsam für deine erfolgreiche Karriere! ✨

Weitere Infos und das vollständige Programm findest du hier: <https://lnkd.in/dnWrehY>

[#Inoc2025](#) [#vorfrende](#) [#ReadySetThrive](#) [#uzh](#) [#uzhzentrum](#) [#uzhcareerserv](#)



**LONG NIGHTS OF CAREERS 2025**



**NOVEMBER 13th**

**GLÜCKSRAD**



**Infostand Lichthof**

[uzhcareer.ch/Inoc](https://uzhcareer.ch/Inoc)





# Q&A - Ask me anything



Thank you. I wish you fun and success.

Please share your Linkedin success stories with UZH Career Services!

**ERICA KESSLER**  
INSPIRE - CONNECT - EDUCATE

# Premium LinkedIn Training and Speaking

**I empower clients globally to be leaders on LinkedIn,  
using ethical and high quality standards**

- Training and Consulting for Organizations and Universities
- Training for CEOs, C-level, HR-, Marketing- & Sales Teams
- Training for Employees
- Training for Job Seekers
- Training for Students
- Strategically optimize LinkedIn profiles or company pages
- Speaker at external or in-house events and exhibitions
- Guest lecturer at universities

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INSPIRE - CONNECT - EDUCATE



[www.ERICA-kessler.com](http://www.ERICA-kessler.com) [ERICA.kessler@socialmedia-leaders.com](mailto:ERICA.kessler@socialmedia-leaders.com)

Social Media Leaders GmbH | Luzernerstrasse 36A | CH-6353 Weggis

[LinkedIn Erica Kessler](#) - [LinkedIn Company Page](#)