
How to Present Yourself in the Professional Market

King Khalid University (KKU)
KAUST Academy

Prepared By: Turki Alshuaibi

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REALITY



UNEMPLOYED

LinkedIn



AI Enthusiast |
GenAI Evangelist |
Influencer | Inspirer |
Chief Visionary | Coach |
Startup Advisor | Mentor |
Prompt Engineer | Project
Manager | CxO |
LinkedIn Top voice
(according to me) |
Speaker | ChatGPT Expert |
9 x AWS Certifications |
7 x Microsoft Certifications |
Father and son

The market is funnel

- Averages across 60,000 companies:
 - ~180 applications per 1 hire
 - Applicant → interview: ~3%
 - Interview → hire: ~27%
- Cold applying = a 0.5% game on hard mode.
- Everything in this deck exists to change those odds.



Referrals are a cheat code 🎮

- Referrals are **2% of applicants but 11% of hires**: ~10x conversion.
- Career sites: **~120 applicants** per hire. Referrals: **~10**.
- Referred candidates are **~4x more likely to be hired**, and ~10 days faster.
- One warm intro > 40 cold applications. Do the math 🧮



Your Profile Is a Search Listing

Not a resume. A query result. 🔍



Three readers, one profile



THE AI

Decides if you appear at all.
Keywords, completeness, one clear
lane.



THE RECRUITER

~7 seconds. Photo, headline,
current role. Decides whether to
click.



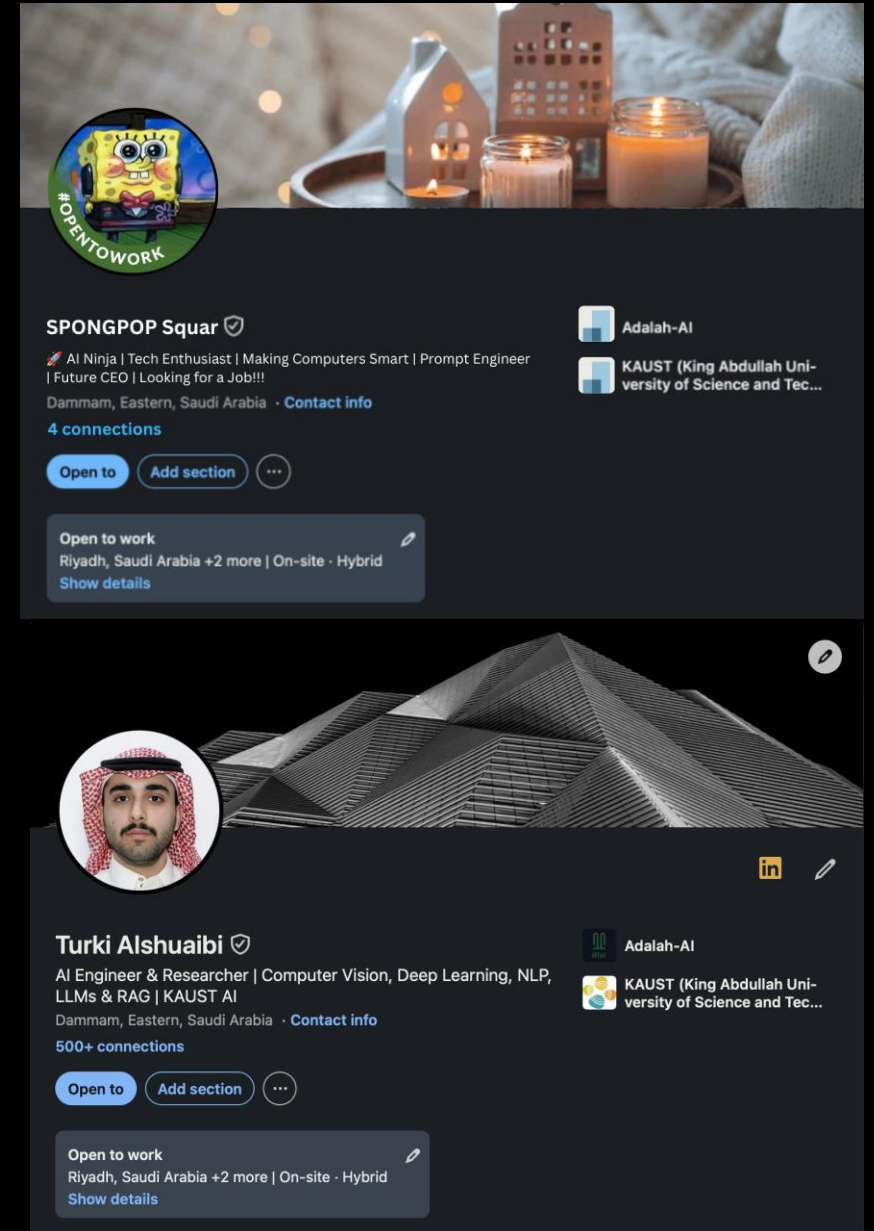
THE HIRING MANAGER

Reads About and proof of impact.
Decides trust and fit.

Optimize in that order. Humans never see what the machine filters out.

Profile anatomy I: the 7-second layer

- **Photo:** ~21x more views, ~36x more messages. Real headshot, clean background.
- **Banner:** free billboard. State your lane, not a sunset.
- **Headline:** weighted ~5x in recruiter search.
 - Formula: Role | Specialization | Proof
 - **"AI Engineer | RAG evaluation, on-device ML" beats** "Student at ..."



Profile anatomy II: the machine layer

- **About:** the first 220 characters carry the weight. Open strong.
- **Skills:** the average profile lists fewer than 10. Fill them all, pin your top 3.
- **Experience:** What is your impact?
- **Verification:** a free trust badge for both readers.

More: Featured, Education, Licenses, Projects, Volunteering, Recommendations, Publications, Honors, Languages, Organization

~40x

more search appearances at All-Star completeness

+60%

more profile views once ID-verified

20+

skills screened for; most profiles list under 10

Profile anatomy III: the machine continued...

Featured

Featured

Link

Turki Alshuaibi

AI Engineer, Systems Thinker

Production AI systems in robotics and computer vision

Portfolio Turki Alshuaibi · AI ...
Turki Alshuaibi
AI engineering and research work: HARIS (real-time computer vision), RAG systems, and selected projects.

Post

I am happy to share that I have completed ... #SaudiVision2030





209 · 26 comments

Post

We defended HARIS, our graduation project... #ComputerVision



78 · 12 comments

Projects

Projects (5)

Madaric | Saudi Graduate Directory & Matching Engine

Jun 2026 – Present

Designed, engineered, and deployed a bilingual web application that automates program discovery and qualification matching for Saudi corporate, tech, and finance graduates. Built entirely from the ground up to solve... more

Artificial Intelligence (AI)



Licenses & certifications

Licenses & certifications (15)



McKinsey Forward Program
McKinsey & Company
Issued Jun 2026
Credential ID YQC5f1d97PlypLIH4J2JmA

Show credential



Forward Certificate

Recommendations

Recommendations

Show all pending

Received (3) Given (2)



Hamza Alzahrani · 1st
AI Engineer | CO-OP Trainee @ Aramco Trading Company (ATC) | Generative AI & LLMs | Computer Vision, Deep Learning, NLP
June 21, 2026, Hamza reported to Turki directly

I've worked closely with Turki throughout our AI Engineering program at IAU, and he consistently proves to be an exceptional talent. On our HARIS weapon-detection project, he demonstrated rare technical rigor by catching a critical data leakage issue, then cleaning and publishing the corrected dataset publicly. Beyond his technical skills, Turki is a natural team worker who keeps the team aligned and focused under deadline pressure. If you need a sharp, proactive AI engineer who takes ownership and elevates

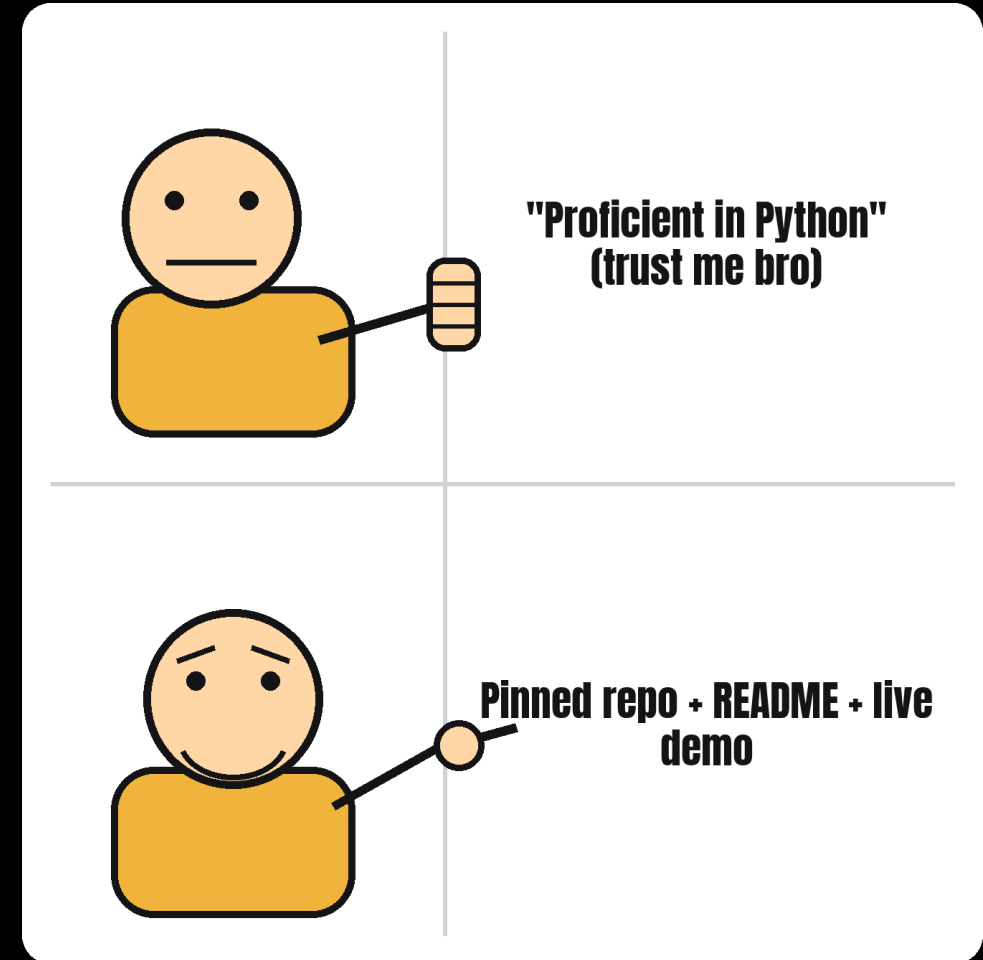
Getting Found and Getting Hired

Where offers actually come from 🏆



Proof beats claims ☐

- **83% of technical hiring managers** trust GitHub over the CV.
- **3-5 polished repos** beat 15 tutorial clones.
- README + live demo or it didn't happen (**84%** want to see it run).
- Your repos are the interview *before* the interview.



You picked the right year SA

2026

the Kingdom's official Year of
Artificial Intelligence

150K+

tech jobs expected to open in
KSA this year

+26%

YoY AI hiring growth (+43% for
data science roles)

20,000

SDAIA AI-specialist target;
HUMAIN building in Riyadh +
Dammam

Do's and Don'ts

DO

- ✓ One clear lane, everywhere
- ✓ All-Star profile, top 3 skills pinned
- ✓ Quantify: Problem → Action → Result
- ✓ Reply fast in the golden hour
- ✓ Showing off best side

DON'T

- ✗ Post and ghost
- ✗ Links in the post body (-60%)
- ✗ Too many hashtags
- ✗ Keyword stuffing
- ✗ Inflating verifiable claims

What to do next?

- Complete the [profile](#)
- **Post** regularly
- [Connect](#) with the right people

'Worth nothing, change into anything.'

-CG Chapter 144

(Don't forget to eat and sleep but [Linkedin](#) first)



Thanks for Attending!

Go Network!

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