

Online career tips: How to get the job you want - BBC News

By Tim Bowler Business reporter, BBC News

Media caption Jess Ratty talks about how she built her LinkedIn profile

"I've gone from being a 16-year-old waitress to being a business owner and senior executive, and I couldn't have done that without my online network."

Jess Ratty is a woman with a mission. She wants us all to get better at promoting ourselves professionally online - and creating our own career opportunities along the way.

Given that changing jobs can be one of the hardest things we do, many of us might welcome anything that makes switching jobs easier.

According to a survey by *Hired*, eight in 10 of us say we find changing jobs stressful - and more stressful than moving house, planning a wedding or even having root canal work.

When it comes to job-hunting, Jess says the key is not to let your stress stop you from taking action: "Don't fret about things so much, or worry about how you might come across."

It's something she has put into practice in her own career.

Now a senior executive at Crowdfunder, the UK's biggest crowd-funding platform which raises funds from small investors, Jess says she's come a long way since dropping out of school.

Active online

She started work at the Eden Project in Cornwall as a waitress, and says it was her colleagues who helped her realise she "could maybe start achieving great things myself."

So she set about creating an online professional profile as a shop window for herself