





Our mission

Connect the world's professionals
to make them more productive
and successful



300M

Members

5.2M+

Australia

For our members



Identity

The professional
profile of record



Networks

Connect all of the
world's professionals




Knowledge

The definitive professional
publishing platform

Identity

The professional profile of record



Steven Rakes 3rd
General Contractor
San Francisco Bay Area | Construction

Previous

Tolles Builders, Manna Inc, Bairn Construction

Education

University of California, Los Angeles

Connect

View in Recruiter

345
connections

☆

Contact Info

www.linkedin.com/in/stevebaim

Background


Summary

Rakes Contracting, LLC. is a licensed general contractor and building science analyst headquartered in San Francisco, California. We serve residential customers and transform their homes into dream homes.


Experience

General Contractor, Owner
Rakes Contracting, LLC
March 2009 – Present (5 years) | San Francisco, CA




Manage full-service residential contracting and construction company headquartered in San Francisco. We are known for our attention to detail, professionalism, craftsmanship, and problem-solving skill set – honed over 30 years – from the very first meeting to the last paint swatch. Full service remodeling, restoration, new construction, design/build, custom work, home energy upgrades, LEED building, green construction. Track record of successful projects throughout the SF Bay Area.



Contemporary home built in Mountain View, CA

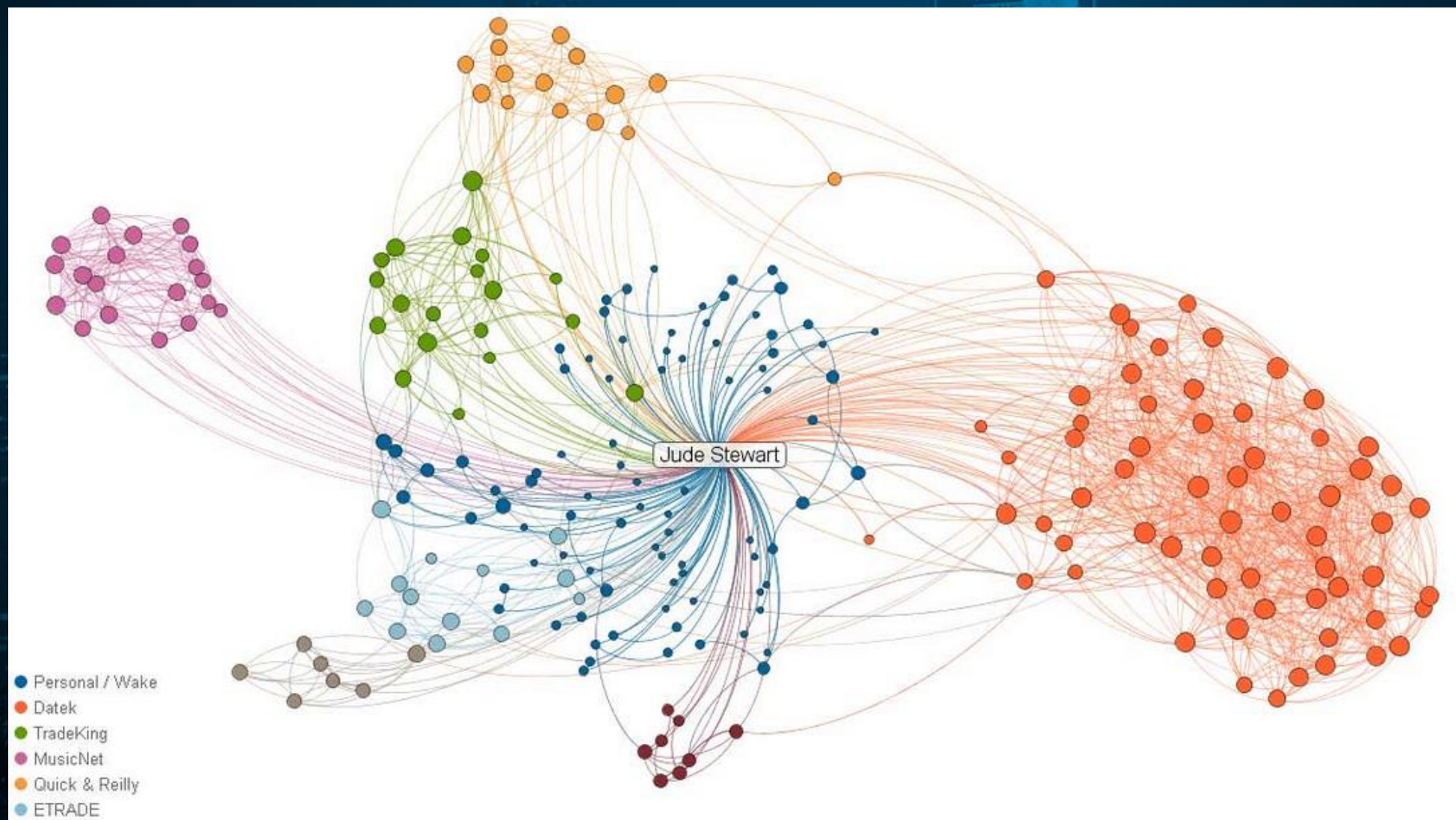


A classic modern home with a twist nestled in the foothills of Palo Alto, CA



Networks

Connect all of the world's professionals



Knowledge

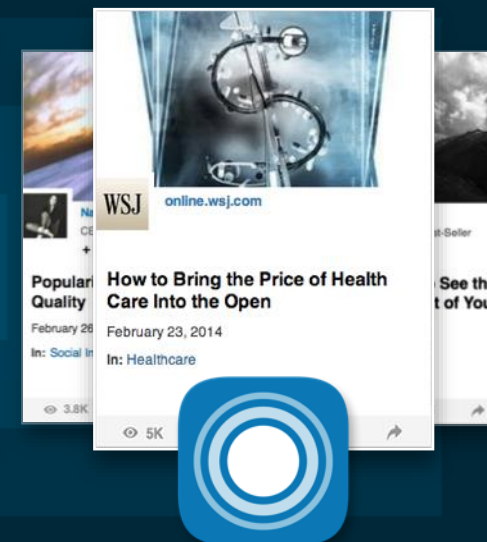
The definitive professional publishing platform



SlideShare



Groups



Pulse



Influencers



“The only thing that is constant is change itself”

We are in the information age



For our customers



Hire

Power half of
all hires



Market

The most effective way for
marketers to engage
professionals



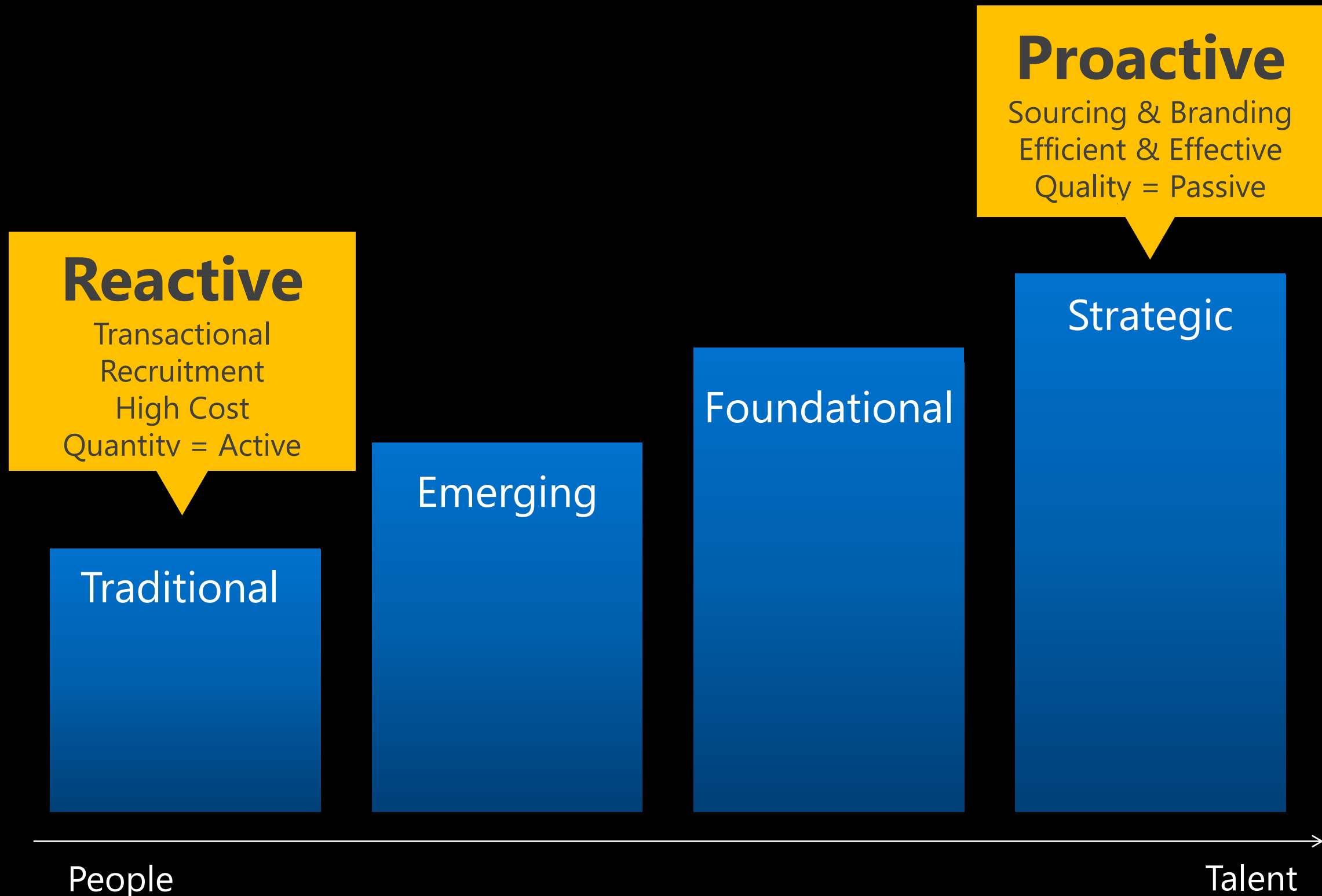
Sell

The start of every
sales opportunity

Talent Solutions



Transforming the way companies engage Talent



Organizations are faced with different situations

We are downsizing

Our company name has little awareness

Business model changing...need new types of talent

Difficulty in finding local quality talent

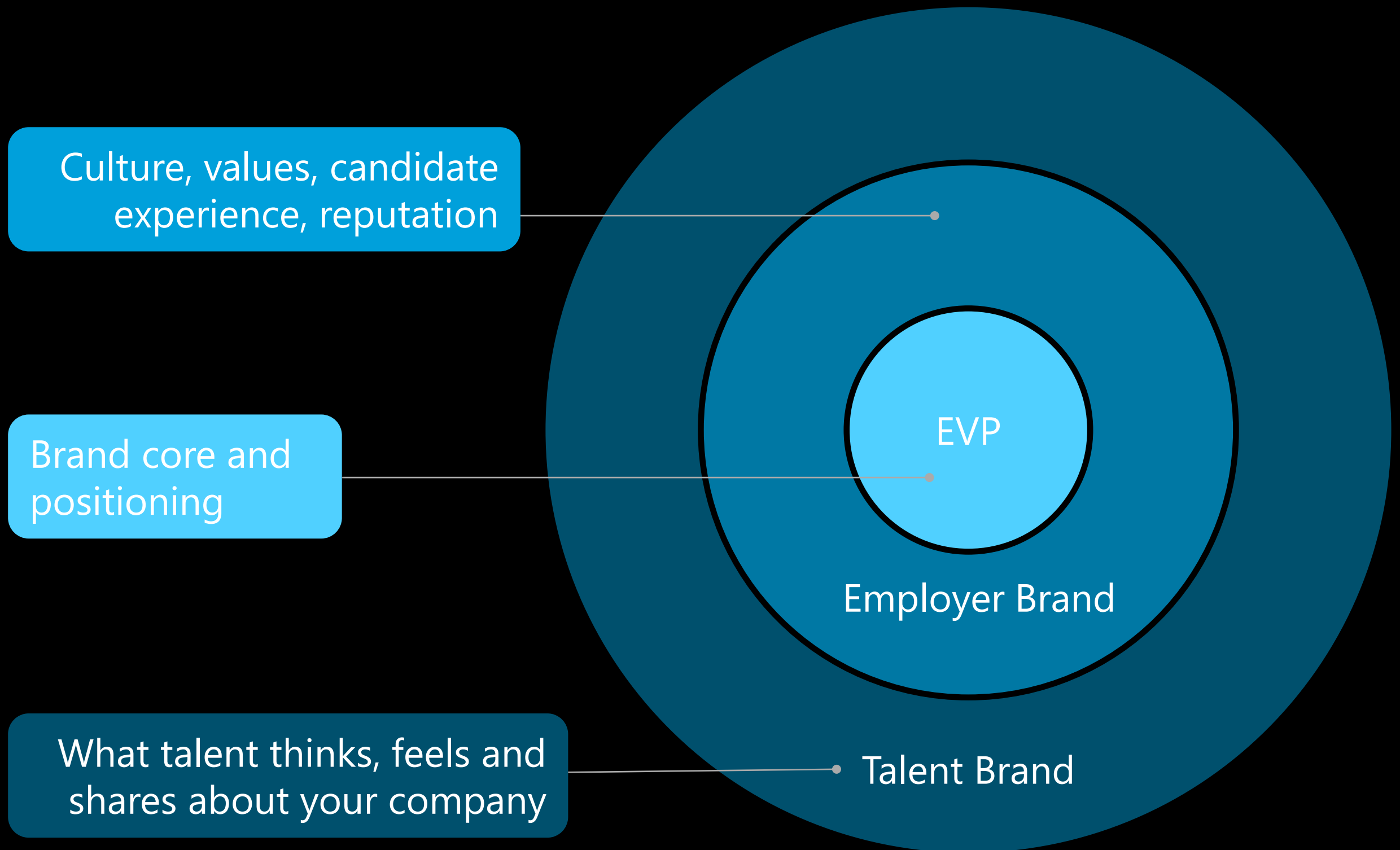
Need to change our company perception in the employment market



If everyone is offering similar motivators...
What makes you unique?

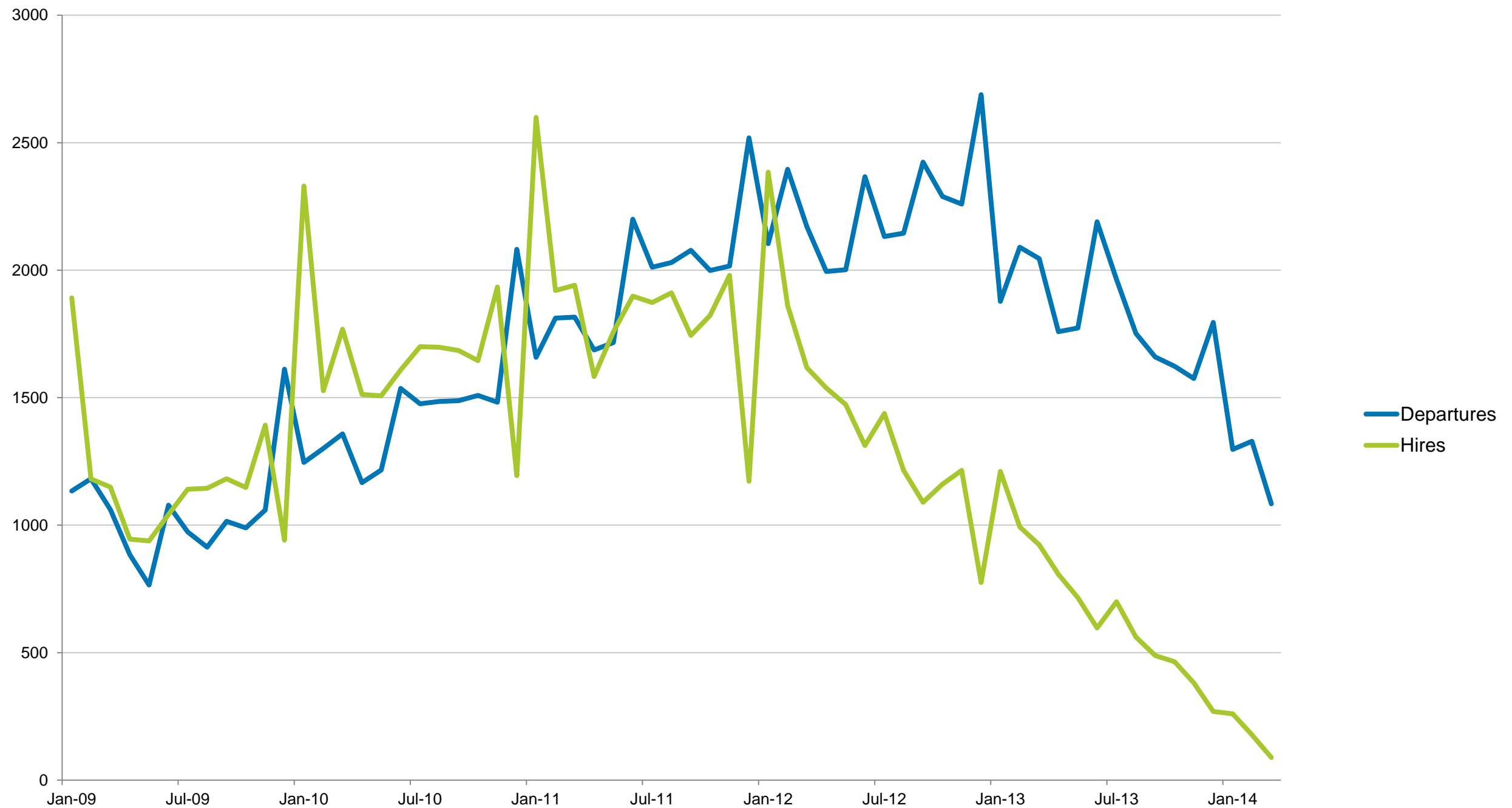


Leveraging your Talent Brand





Your brand is equally important during a downturn



Australian LinkedIn members in the Mining Industry
Hires and Departures

Your Talent Brand can impact future talent pools



Industry movement for 12 months to April 2014

“47% of workers say that a company's online reputation matters as much as the job offer.”

-Harris Interactive UK

225 human resource managers and 2,035 employed adults

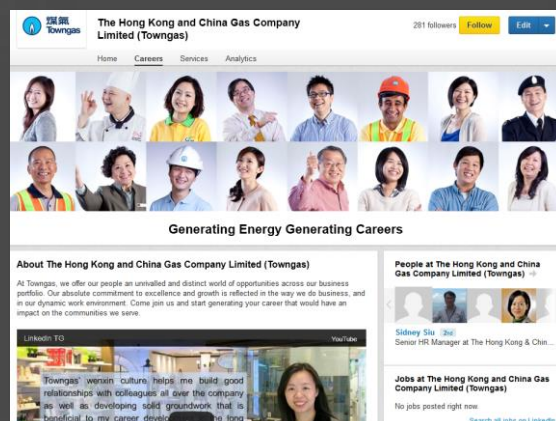
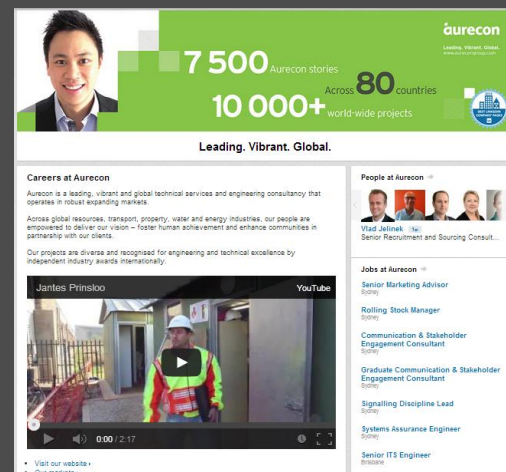


SOCIAL PROOF

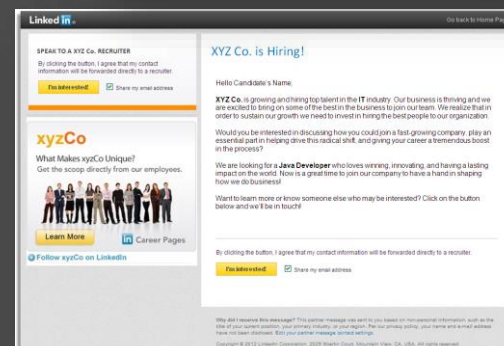
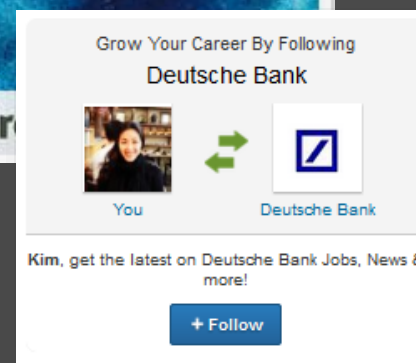
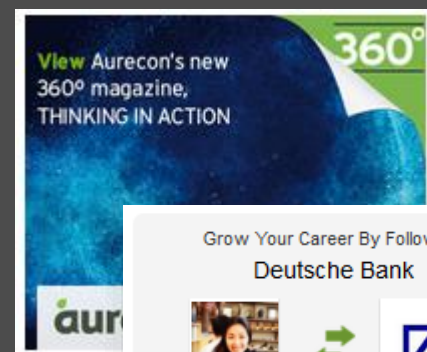
Create awareness, engagement and sustainment

- 1 Brand Awareness
- 2 Strengthen Brand Presence
- 3 Content Marketing

Build out your brand



Generate awareness & engagement



Amplify your brand



The next decade



Our vision

Create economic opportunity
for every member of the global
workforce



THE ECONOMIC GRAPH

The background of the image is a dark blue sphere representing a globe, overlaid with a complex network of glowing blue and white lines and nodes, symbolizing a global network or data flow. The LinkedIn logo is centered over this background.

LinkedIn™