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It's your digital reputation. "LinkedIn is no longer an online resume. Jill Rowley

LinkedIn: No Longer a Plus – A Must

With over 740 million members in over 200 countries, LinkedIn has quickly become the largest businessoriented networking website in the world. Putting together a professionally written profile will give you the credibility you need to be considered a serious player in any industry, while opening doors to networks that you may not have been aware of.





1. Public Profile

sites, this is somewhere you want to be sure to be visible! Facebook, Instagram, or other social media employers, colleagues, and more. Unlike Make sure you can be found by potential



Vanessa Carbonell Ramos

Seattle, Washington, United States · 500+ connections · Director of Sales and Customer Services at LiveAlumni Contact info

2. Picture Perfect

Your profile picture is a huge factor in your first impression. Here are some quick tips:

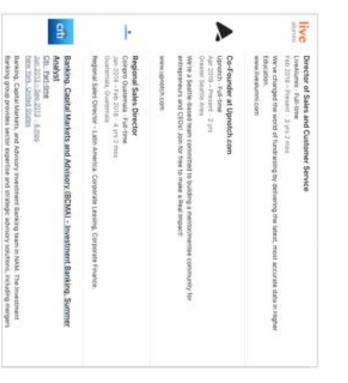
- Make sure the picture is recent
- Avoid long-distance or low-resolution shots
- Be the only person in the picture
- Avoid harsh lighting and filters





Add Your Work Experience Correctly

- Add your specific job title
- Always link your job to your employer company page
- Add a description to each work experience
- Use keywords in your description



4. Add Your Education Information Correctly

- Research the correct name for your major / degree
- Never add education information to your work experience
- Always connect with the official school page
- Include any extracurricular activities or awards



Make Your About / Headline Count

Use your headline and "About" to say more about how you see your role, why you do what

you do, and what type of experience you have.

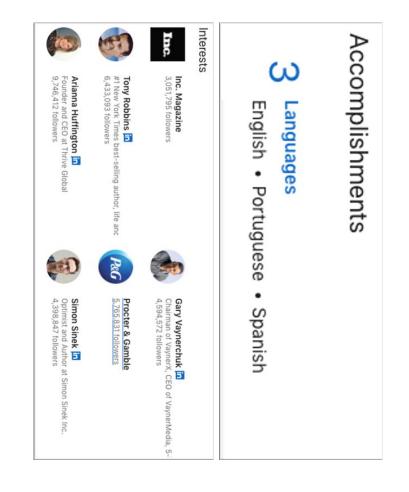
About

A Business Graduate with 20+ years of experience in a wide variety of fields. My tenacious and proactive approach has resulted in numerous new contacts, sales, and accomplishments for the companies I have worked for

My excellent networking skills have provided my team with vital client leads, and my ability to develop client relationships has resulted in a significant increase in sales and engagement for my current organization. I am an agent of positive change. I approach any role - whether its product management, sales, account management, consulting, training, - with a commitment to delivering positive outcomes and results.

6. Tell a Story

This is your chance to tell your own story! What are your accomplishments? What skills and interests do you have? Why does it matter?



These Quick Fixes Won't Go Unnoticed

Taking the time to polish your professional brand is a key factor in demonstrating credibility in your industry and highlighting your achievements.

