



# Create The Ultimate LinkedIn Profile

“LinkedIn is no longer  
an online resume.

It’s your digital reputation.”

Jill Rowley

# LinkedIn: No Longer a Plus – A Must

With over 740 million members in over 200 countries, LinkedIn has quickly become the largest business-oriented 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


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



**LiveAlumni**  
Talks

... & LEARN FROM EACH OTHER.  
... COLLEGES AND UNIVERSITIES  
... FUNDRAISING, ENGAGEMENT.



**Vanessa Carbonell Ramos**  
Director of Sales and Customer Services at LiveAlumni  
Seattle, Washington, United States · **500+ connections** ·  
[Contact info](#)



## 2. Picture Perfect

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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









## 3. Add Your Work Experience Correctly

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- 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

The screenshot displays a LinkedIn profile with two work experience entries. The first entry is for 'live', where the user is the founder and CEO, responsible for fundraising and growing a network of entrepreneurs. The second entry is for 'Citi', where the user is a Regional Sales Director, managing a team and providing advisory services in the banking sector.



 address	<b>Director of Sales and Customer Service</b> Livelihoods · Full-time Feb 2018 – Present · 3 yrs 2 mos We've changed the world of fundraising by delivering the world's most accurate data in higher education. <a href="http://www.livelihoods.com">www.livelihoods.com</a>
	<b>Co-founder at Upnech.com</b> Upnech · Full-time Apr 2019 – Present · 2 yrs Greater Seattle Area Write a Seattle-based team committed to building a mentor/mentee community for entrepreneurs and CEOs! Join our team to make a Real Impact! <a href="http://www.upnech.com">www.upnech.com</a>
	<b>Regional Sales Director</b> CitiCorp Quataria · Full-time Jan 2014 – Feb 2018 · 4 yrs 2 mos Quataria, Quataria Regional Sales Director · Latin America Corporate Lending, Corporate Finance.
	<b>Banking, Capital Markets, and Advisory (BCMA) - Investment Banking, Summer Analyst</b> Citi · Full-time Aug 2013 – Sep 2013 · 8 mos Banking, Capital Markets, and Advisory Investment Banking team in NYA. The Investment Banking group provides sector expertise and strategic advisory solutions, including mergers



## 4. Add Your Education Information Correctly

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- 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

Education
 <b>Bentley University</b> Management, Finance and Financial Management Services 1999 – 2003
 <b>Aims Community College</b> Associate of Arts and Sciences – AAS, Accounting, A.A.S. 1998 – 1999



# 5. Make Your About / Headline Count

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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?

## Accomplishments

3 Languages

English • Portuguese • Spanish

### Interests



**Inc. Magazine**  
3,051,795 followers



**Tony Robbins**   
#1 New York Times best-selling author, life and business coach  
6,433,093 followers



**Arianna Huffington**   
Founder and CEO at Thrive Global  
9,746,412 followers



**Gary Vaynerchuk**   
Chairman of VaynerX, CEO of VaynerMedia, 5-time author  
4,594,572 followers



**Procter & Gamble**  
[5,765,831 followers](#)



**Simon Sinek**   
Optimist and Author at Simon Sinek Inc.  
4,398,847 followers



# These Quick Fixes Won't Go Unnoticed

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

