

A woman with dark hair and glasses, wearing a light blue button-down shirt, is sitting at a desk in a modern office. She is looking at a laptop screen, with her hand resting on her chin in a thoughtful pose. The desk has a laptop, a pen, and some papers. In the background, there is a desk lamp and a chair. The entire image is framed by a thin yellow border.

CREATING A PROFESSIONAL LINKEDIN PROFILE



by Kristine Knutter

INTRODUCTION

Grab the attention of recruiters and employers by having a prominent online presence

- Recruiters and HR professionals in the U.S. and other countries use **LinkedIn** to find and vet candidates
- LinkedIn is the world's largest professional network on the Internet
- It is especially popular in the U.S., India, China, Brazil, the U.K., France, Canada, Mexico, and Italy

LEARNING OUTCOMES

At the end of these lessons you will be able to:

- Show your professional identity
- Choose content
- Write a headline
- Choose a profile photo
- Write a summary statement
- Much more!

Sign up for free to get more

First name

Last name

Email

Password (6 or more characters)

By clicking Join now, you agree to the LinkedIn [User Agreement](#), [Privacy Policy](#), and [Cookie Policy](#).

[Join now](#)

Already have an account? [Sign in](#)



CREATING AN ALL-STAR PROFILE

These elements of your LinkedIn profile allow employers and recruiters to find you:

1. Headline
2. Summary Statement
3. Location
4. Photo
5. Education
6. Experience



APPEARING IN SEARCHES

- People with a location listed appear up to 23 times more often
- Users with a photo appear up to 21 times more often and receive up to 36 times the messages
- People with education listed appear up to 17 times more often



HEADLINE

- Your headline is highly visible and shapes your professional brand
- It's located at the top of your profile
- Your headline follows you on LinkedIn
- It allows recruiters and employers to find you

EXAMPLE

“A marketing and operations professional with a passion for creativity and making everyone's job easier.”

CREATING A HEADLINE

Create a targeted headline in your own voice

- Maximize the 120 character limit by including the following:
 - Your company
 - Description of a position or your professional title
 - 2-3 keywords
 - Something that shows your value and purpose

HEADLINE EXAMPLES

DIGITAL CAMPAIGN MANAGER



Nicole Walker • 1st

A marketing and operations professional with a passion for creativity and making everyone's job easier.

Greater Atlanta Area

Message

More...

 Cox Media Group-
Contracting for...

 Saint Louis University

 See contact info

 274 connections

MARKETING AUTOMATION STRATEGIST



Chad Elliott • 1st

Javascript Juggernaut, CSS Assassin, Gaming Guru, Gif Thrill Seeker, UI/UX Fiend, Hardware Hound, Mountain Sherpa.

Kansas City, Missouri

Message

More...



excelerate Digital



University of Nebraska at Omaha

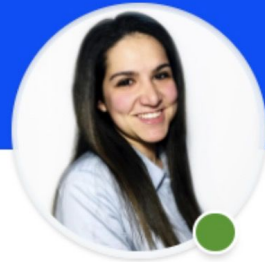


See contact info



See connections (500+)

MARKETING MANAGER



Jessica Pileri • 1st

Marketing Manager Italy & Southern Europe @Cegid |
Helping retailers never miss a sale!

Borgomanero, Piedmont, Italy

Message

More...



Cegid



Free University of
Languages and...



See contact info



See connections (500+)

STARTUP FOUNDER



Adam Arredondo • 1st

Passionate Kansas Citian | Community Builder | CEO, Kansas City Startup Foundation


Kansas City, Missouri Area


Message

More...

 Kansas City Startup Foundation

 Truman State University

 See contact info

 500+ connections

INCLUDING A TITLE IN YOUR HEADLINE

- Your headline does not have to contain your current title verbatim
- Be cautious about adding a job title that is company-specific
- List your actual job titles in the experience section of LinkedIn

AVOID

**ANNOUNCING YOU ARE
LOOKING FOR JOBS IN YOUR
HEADLINE**

AVOID

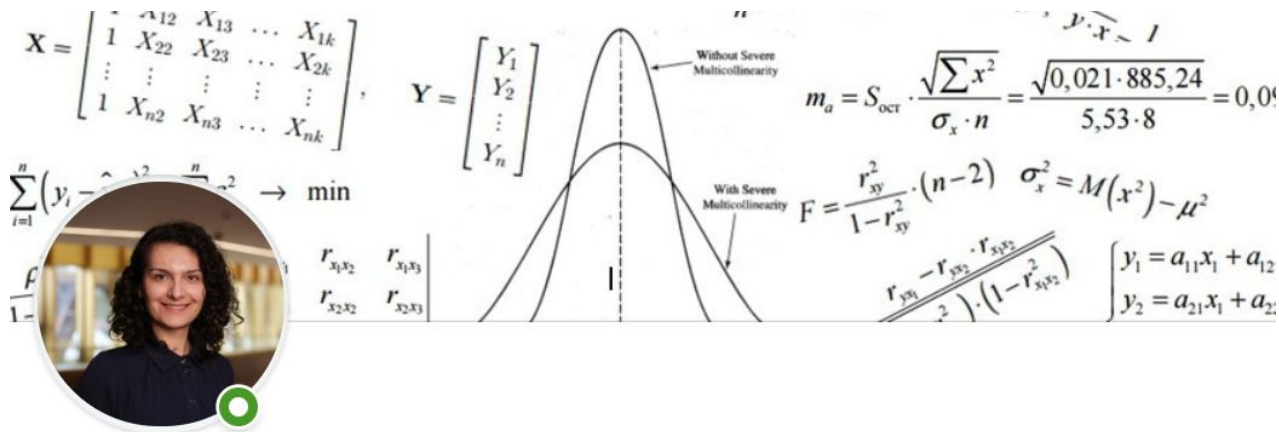
**TYPOS, MISSPELLINGS,
ABBREVIATIONS, AND
SPACING ISSUES WITH
CHARACTERS (/ - |)**

SUMMARY STATEMENT

Your summary statement should:

- Include your best qualities relevant to a company
- Be easy to read and not too long or dense
- Provide compelling reasons recruiters should contact you
- Convince readers you love your job
- Be at least 140 words and include some keywords

ADVISOR - RISK ADVISORY



Galina Korshunova • 1st

Advisor - Risk Advisory at KPMG Luxembourg

Luxembourg

Message

More...



KPMG Luxembourg



Ryazan State Radiotechnical Universit...



See contact info



See connections (113)

FIRST PERSON SUMMARY

"There is no branch of mathematics, however abstract, which may not someday be applied to the phenomena of the real world."

This quote by the groundbreaking mathematician Nikolai Lobachevsky perfectly captures my key takeaway upon graduating with my master's degree in financial mathematics in 2012. Throughout my career, I have applied mathematics in the world of business to reveal the unknown: why sales increased, what will happen to indexes with additional funding, the amount of revenue a company will have at the end of the year.

Following my university training, I worked as a Risk Manager in the banking sector and later as a Treasury Accountant in the manufacturing sector before moving to Luxembourg to work as an SSC Accountant in the Glass, Automotive, and Building Products Sector. I felt I was ready for a challenge and could make a more significant difference as a specialist for a top company, and currently, I'm applying my analytical expertise as an advisor for KPMG.

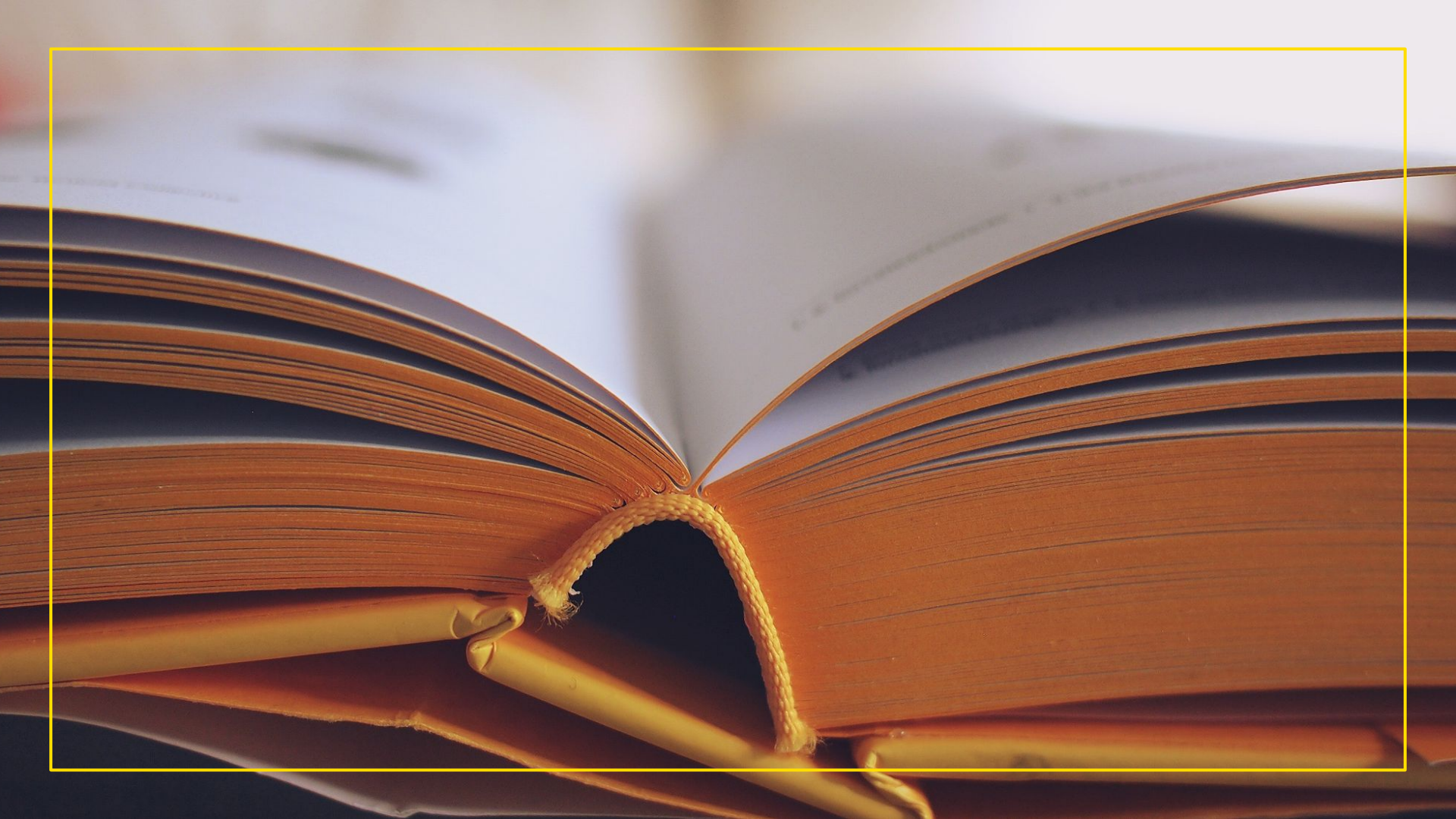
I am a conscientious person who works hard and pays attention to details. My co-workers describe me as flexible, a fast learner, and eager to learn from others. Moreover, I am always ready to present new ideas with enthusiasm.

The main goal of my career is to apply and further develop my mathematical and analytical knowledge to bring about maximum value. I am open to new challenges within my specialty and am willing to work hard to reach my goals.

PROFESSIONAL PHOTO

What makes a great professional photo:

- Your image should be representative of the job you are seeking
- Choose a neutral background and look at the camera
- Choose a picture that makes you come across as competent, likable and influential
- If you need help choosing a photo, utilize a site like Photofeeler



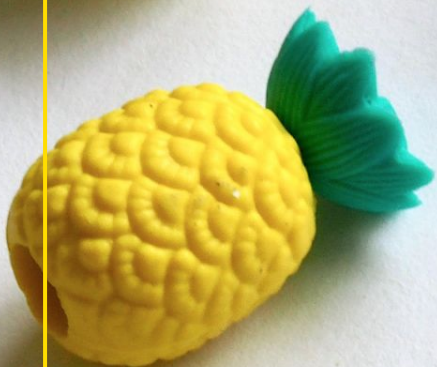
EXPERIENCE & EDUCATION

- Write about experiences that are relevant to your future goals
- Don't write an exhaustive list of jobs, responsibilities, and education
- Exclude irrelevant experiences such as:
 - Work experiences from your youth or early in your career
 - Language classes you took many years ago
 - Volunteer experiences that are controversial or unrelated to your career

WHAT TO DO IF YOU ARE UNEMPLOYED

Don't list your last full-time employment as your most recent activity in the experience section. Instead, add something you're presently doing, such as:

1. Consulting Work
2. Volunteering
3. Continuing Education



LINKEDIN CHECKLIST

1. Is the text easy to read on a small screen like a phone?
2. Is the information consistent with what I have on my resume?
3. Are my personality and voice present throughout my profile?
4. Are there spelling or grammar mistakes?
5. Have I maintained the confidentiality of my current and previous employers?
6. Is my profile complete?

PAUSE THE VIDEO TO
OPEN THE GUIDE

A GUIDE TO FINDING YOUR WRITING MISTAKES

How to Proofread Your Application Materials

Once you finish writing your text, step away from it for a full day and return to it with fresh eyes. Then, follow these steps to uncover your written errors:

- ❑ **Print the text**
Having a printed copy will allow you to read and follow along with your finger, word by word so that you are focused and deliberate.
- ❑ **Read the text out loud**
Reading the text aloud will slow your pace so you can hear words that sound awkward, unnecessary, or outright wrong.
- ❑ **Read the text backward**
When you read normally, your eyes see what the brain expects, and it's easy to miss your mistakes. When you read backward, your brain won't know what to expect, and it will see the words as they truly are.
- ❑ **Mark the text**
Mark places that don't sound right but don't fix them immediately, which is a different stage in the editing process.
- ❑ **Change the text**
Revisit the places you marked and fix each problem, one by one.
- ❑ **Use grammar checking, spell checking, and plagiarism detection software**
The free versions of Grammarly, Ginger Software, and Language Tool are excellent, with the first two offering more features with paid subscriptions.
- ❑ **Ask someone you trust or pay a professional to proofread your text**
If writing is not a strong point for you or if English is not your native language this step is critical. You can contact the course author at kristine.wemanscareer@gmail.com or find freelance editing professionals on [Upwork](#) or [Fiverr](#) to check your writing.

When choosing between two similar applicants, hiring managers are increasingly turning to social media outlets to supplement information they are unable to glean from applications or interviews

- Amy Jo Martin, Author & Entrepreneur

