LEAP into LinkedIn

Steps to Complete a LinkedIn Profile

—

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Program Manager, Pomeroy Recreation and Rehabilitation Center

Why should I do this?

138M

people or 62% of employables in the US are on LinkedIn

44K
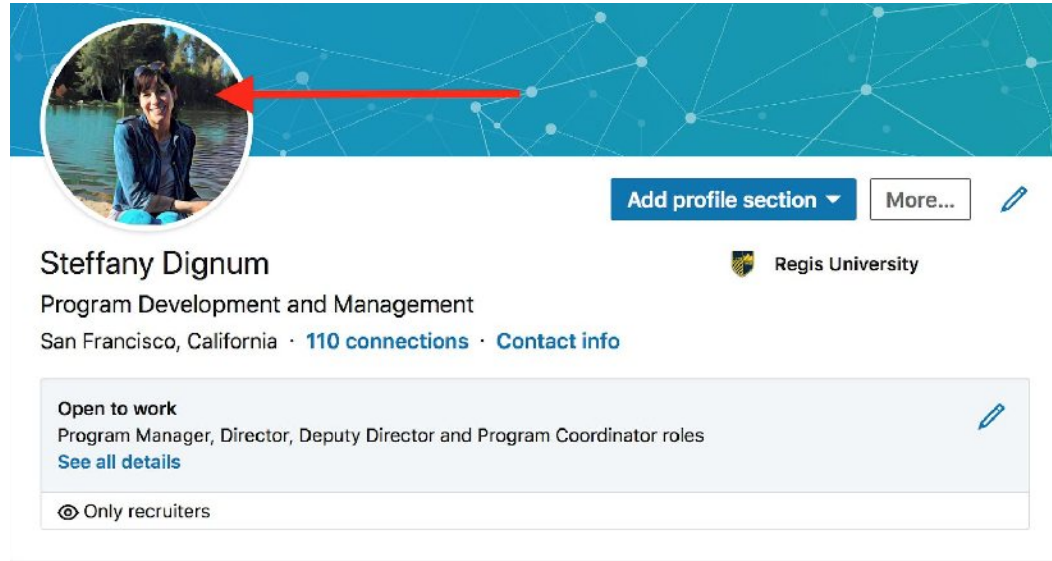
job applications are submitted through LinkedIn daily

87%

of recruiters use LinkedIn to find candidates for jobs

94%

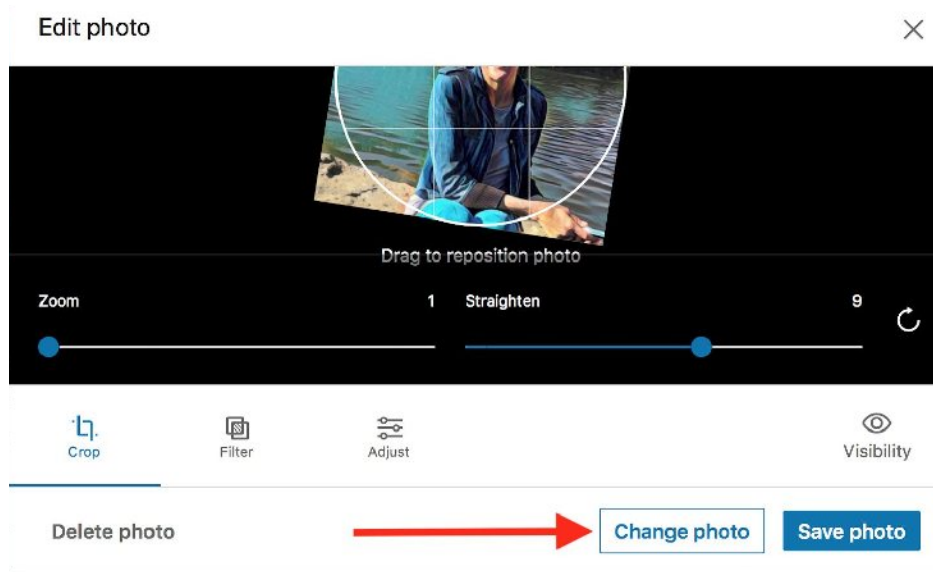of recruiters use LinkedIn to vet job candidates

Set Profile Picture

Click your mouse anywhere in the profile picture area

Set Profile Picture

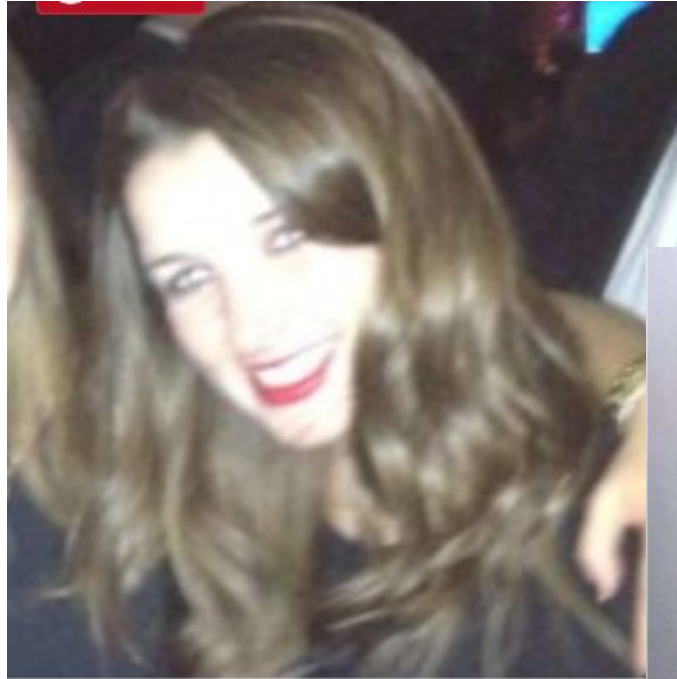Click "change photo" to upload a professional photo of yourself.

Bad Profile Pictures

Bad Lighting

Blurry

Not professional

Can see others in the photo
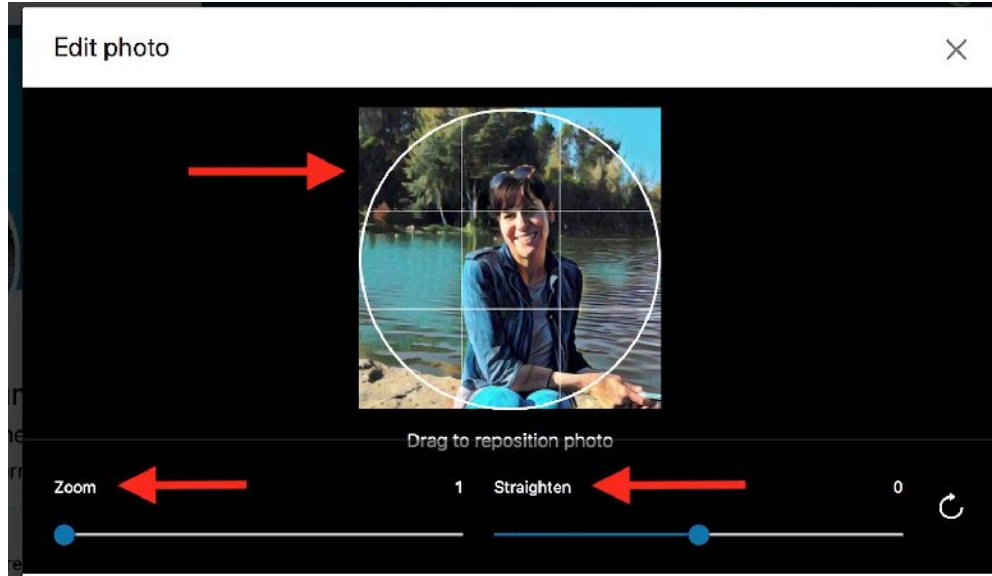
Good Profile Picture

Good Lighting

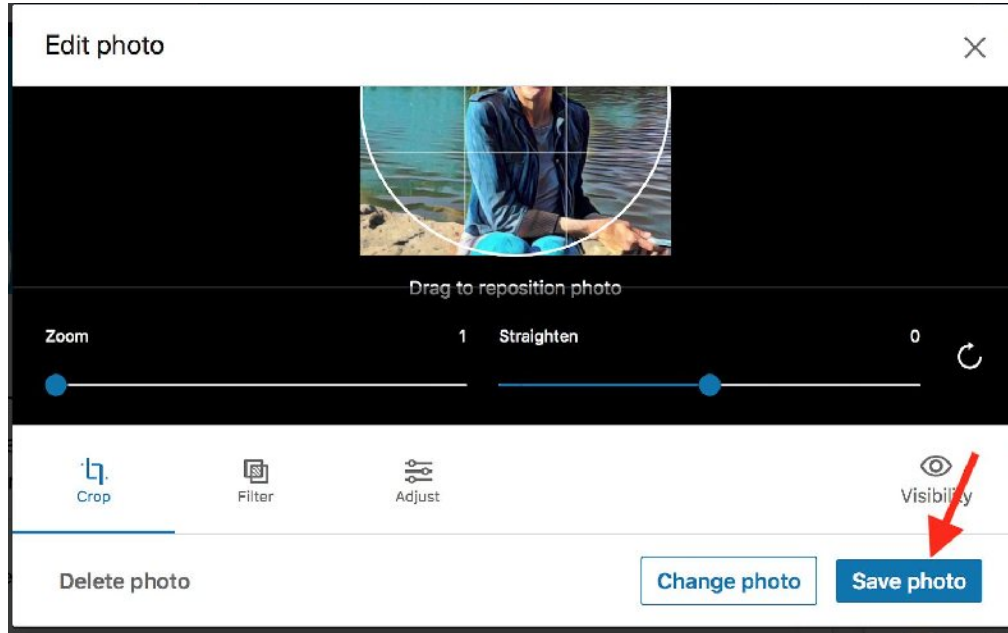Clear

Professional Appearance

Alone in Photo

Set Profile Picture

Use this area to position your photo in the circle.

Edit photo

Drag to reposition photo

Zoom   1   Straighten   0

There are also options to zoom and straighten if needed
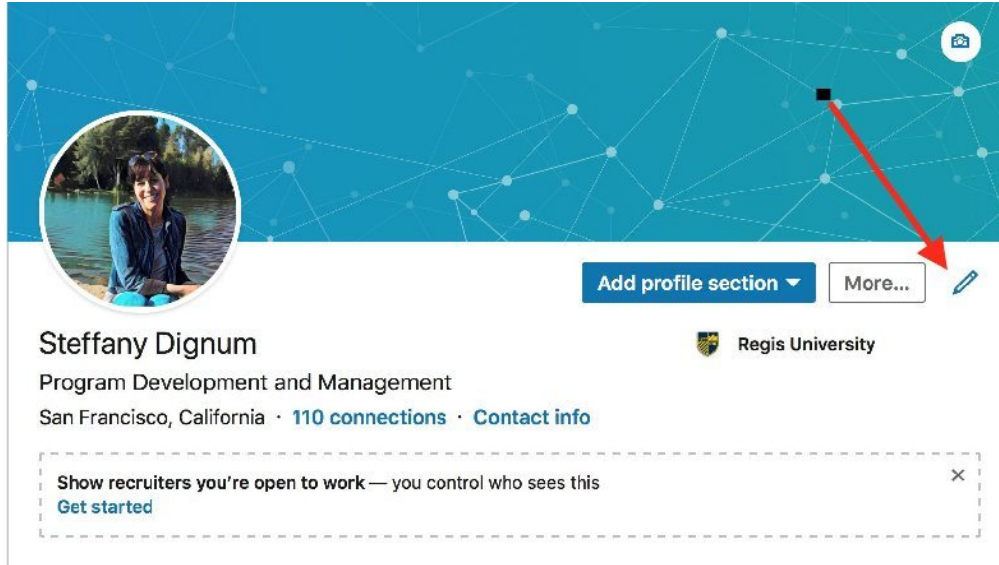
Set Profile Picture

Don't Forget to Save

Set Location

Location is one of the top 5 things that employers look for when searching for an employee

Set Location

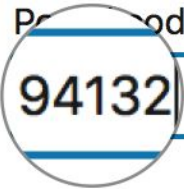## Make sure to add your current location

Country/Region *

United States

Postcode

94132

Locations within this area

San Francisco, California ▼

Industry *

Set Location

Don't forget to save

Choose Industry

Choose Industry

Choose Industry

Legislative Office
Leisure, Travel & Tourism
Libraries
Logistics & Supply Chain
Luxury Goods & Jewelry
Machinery
Management Consulting
Maritime
Market Research
Marketing & Advertising
Mechanical Or Industrial Engineering
Media Production
Medical Device
Medical Practice
Mental Health Care
Military
Mining & Metals
Motion Pictures & Film
Museums & Institutions
Music
Nanotechnology
Newspapers
✓ Non-profit Organization Management
Oil & Energy
Online Media
Outsourcing/Offshoring
Package/Freight Delivery
Packaging & Containers
Paper & Forest Products
Performing Arts
Pharmaceuticals
Philanthropy
Photography
Plastics
Political Organization

Narrowing it done here makes it easier for employers to know your interests and experience.

Choose Industry

Edit intro ✕

Add new position

☑ Show education in my intro

Education

Regis University ▾

Add new education

Country/Region *

United States

Postal code   Locations within this area

94132   San Francisco, California ▾

Industry *

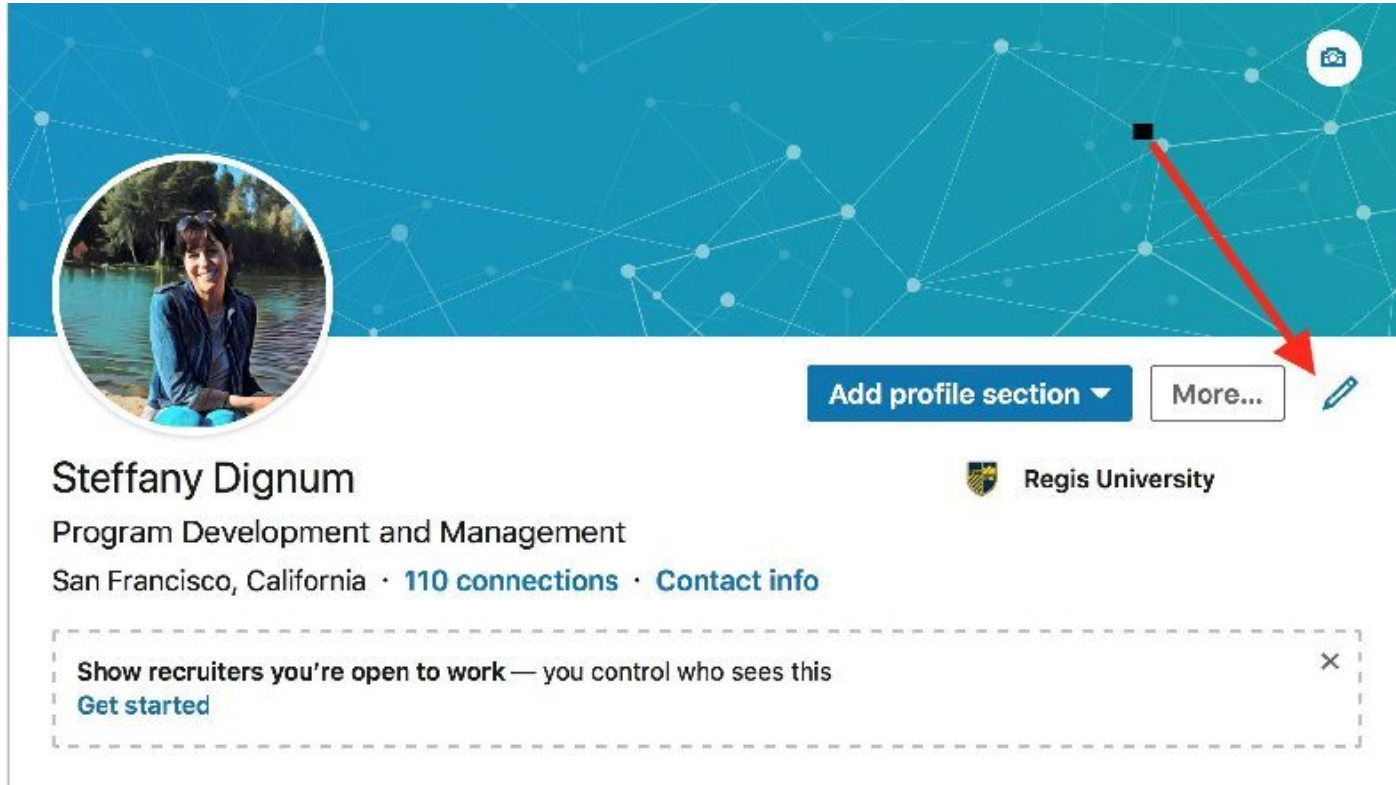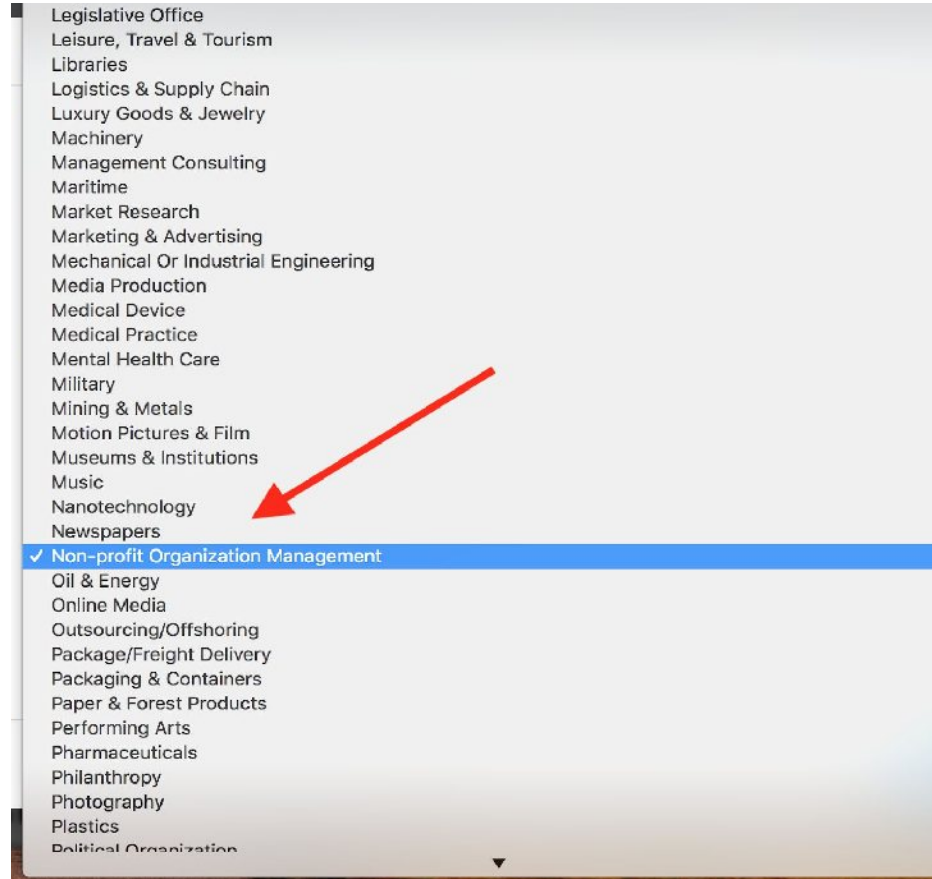Non-profit Organization Management ▾

Contact info

Profile URL, Email ✎

Save

Don't forget
to save

Edit URL

Edit URL

Edit URL

Creating a custom URL makes it easier for employers to find you.

Edit URL

It is important to choose something that is easy to remember, search and is professional. Don't forget to save.

Edit URL

You will see your new custom URL above

Add Skills

These skills should focus on your strengths

They should also be skills that would be good for the job you want

Add Skills

Things you are good at that will help you do a job

Soft Skills - You should add a few of these regardless of the job you want These skills work well for any job.

Hard Skills - These are skills that are directly related to a particular job and are usually gained through training, education or experience.

Keywords
These are Important

Keyword - A significant or descriptive word.

Keywords will
- be used throughout your profile
- can be found in job descriptions
- should focus on your strengths

Keywords

Example of keywords in a job description

Qualifications:

- Experience using IT Service Management systems (BMC Service Desk Express, SupportWorks, Magic, Remedy, ServiceNow)
- Solid hardware troubleshooting skills (laptop, desktop, printer, Cisco, mobile devices)
- Working knowledge of computer software (Windows 7/8/10, MAC OS X, Active Directory, Microsoft Office 2010, SCCM, WebEx, Go-to-Meeting, Adobe Acrobat, Bomgar, Citrix XenDesktop, VPN, RSA SecurID, MDM)
- Exceptional customer service skills
- Excellent written and verbal communication skills

There are good descriptive keywords to include (blue-highlighted), as well as some great employer-specific ones (yellow-highlighted).

Soft Skills Keyword Examples

Things you are good at and work for any job. Feel free to ask someone you trust for help.

- Active Listening.
- Adaptability.
- Negotiation.
- Conflict Resolution.
- Decision-making.
- Empathy.
- Customer Service.
- Decision Making.
- Management.
- Leadership.
- Organization

- Creativity.
- Interpersonal Communication.
- Critical Thinking.
- Problem Solving.
- Public Speaking.
- Customer Service.
- Teamwork.
- Communication.
- Collaboration.
- Accounting.

Hard Skills Keyword Examples
These are specific to the job you want

Office and Administrative Jobs

- Data Entry
- Answering Phones
- Billing
- Scheduling
- MS Office
- Office Equipment
- QuickBooks
- Shipping
- Welcoming Visitors
- Salesforce
- Calendar Management

Sales, Retail, and Customer Service Jobs

- Product Knowledge
- Lead Qualification
- Lead Prospecting
- Customer Needs Analysis
- Referral Marketing
- Contract Negotiation
- Self Motivation
- Increasing Customer Lifetime Value (CLV)
- Reducing Customer Acquisition Cost (CAC)
- CRM Software (Salesforce, Hubspot, Zoho, Freshsales)
- POS Skills
- Cashier Skills

Hard Skills Keyword Examples
These are specific to the job you want

Engineering & Technical Jobs

- STEM Skills
- CAD
- Design
- Prototyping
- Testing
- Troubleshooting
- Project Launch
- Lean Manufacturing
- Workflow Development
- Computer Skills
- SolidWorks
- Budgeting
- Technical Report Writing

IT Jobs

- Programming Languages
- Web Development
- Data Structures
- Open Source Experience
- Coding Java Script
- Security
- Machine Learning
- Debugging
- UX/UI
- Front-End & Back-End Development
- Cloud Management
- Agile Development

Add Skills

You can do a keyword search using the search bar

Or choose skills that LinkedIn suggests

Add Skills ✕

🔍 Skill (ex: Data Analysis)

You can add 44 more skills

Suggested skills based off your profile:

Qualitative Research +   Program Management +   Data Analytics +
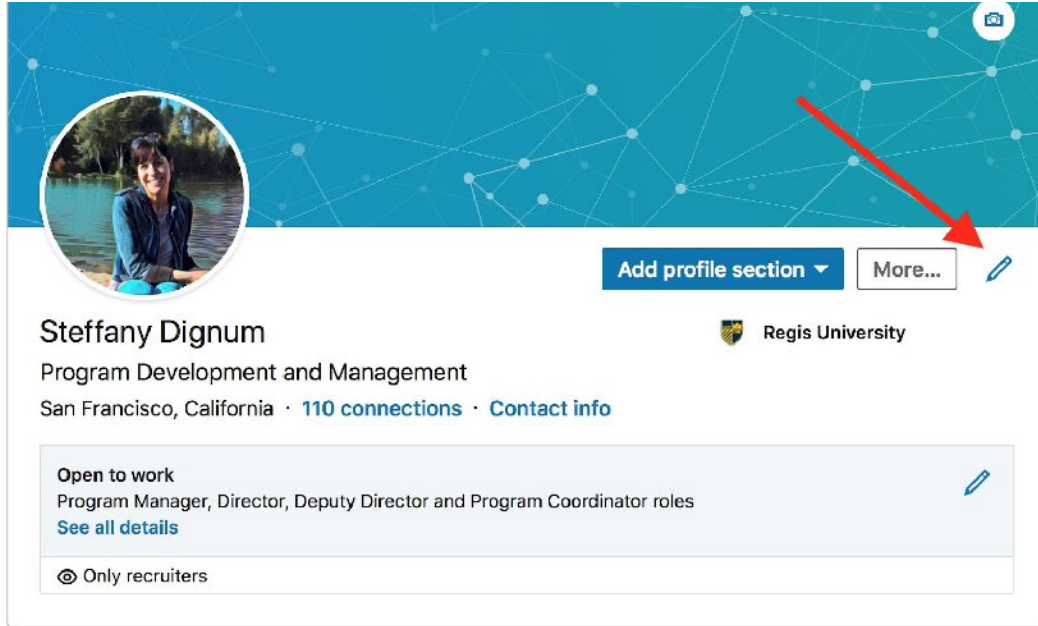
Fundraising +   Qualitative & Quantitative Research Methodology +

Volunteer Management +   Quantitative Research +   Facilitation +

Dedoose +   Qualitative Data +

Add

Add Skills

Select relevant skills and click "add"

Headline

To edit your Headline start by clicking here

Headline

Headline *

This will be about 2-3 lines of text

Current Position

Program Manager at Pomeroy Recreation & Rehabilitation Center

Add new position

✓ Show education in my intro

Education

Regis University

Add new education

Save

Use keywords to tell employers what you can do for them

Headline

Examples -

Web designer – uniting art and tech to *bring company visions to life* and keep customers returning for more

Supply Chain Management & Logistics Student – *Procurement, Shipping, Inventory, Risk Management* – Graduate June 2020

Product manager and designer – Helping startups turn great ideas into viable products that *customers adore*

Software Engineer – Built solution on-time and under budget that *boosted customer retention by 236%*

These example does two things -
1. **List the title of the job you have or want**
2. *Use Keywords related to the job or accomplishments to stand out*
   a. *Only use numbers if they are true and impressive*

Headline

2-3 lines that state your relevant skills or accomplishment and how that can benefit employers

Don't

- Don't use words like "expert," "best or "hard-working"

- Don't use "I" Language

- DON'T USE ALL CAPS

- Don't use numbers of they don't stand out
  - A 2% increase in sales may not look like much

Do

- Do speak directly to the job you want

- Do use keywords

- Do state what you can do for the employer

- Use numbers if they stand out
  - If that 2% increase equalled $25,000 it may be worth it to list that

Headline

+ Record name pronunciation

Name pronunciation can only be added using our mobile app.

Headline *

Product manager and designer – Helping startups turn great ideas into viable products that customers adore

Current Position

Program Manager at Pomeroy Recreation & Rehabilitation Center

Add new position

☑ Show education in my intro

Education

Regis University

Add new education

Save

Don't forget to save

Add Experience

Add Experience

- Include your current job title or most recent job title
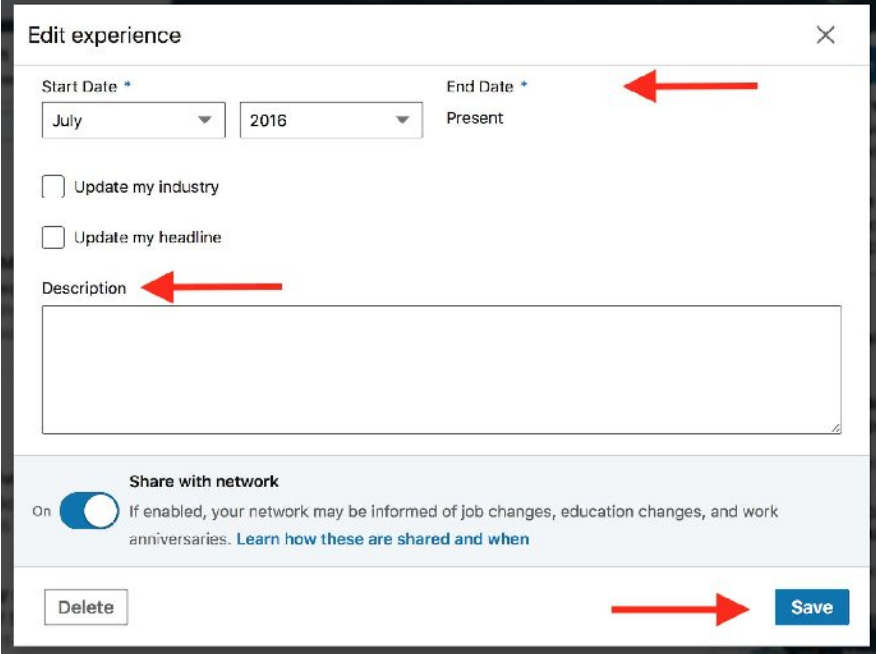
- Add Company Name

Add Experience

- Include start and end date

- Description should be less detailed than your resume and highlight accomplishments
  - Include Keywords

Description Example -

In my most senior role at Company A, I supported the Continuous Monitoring Program (CMP) and military contracts with the US Navy and Airforce; managed dozens of employees between the two programs and millions of dollars in resources. My achievements include:

- *Coordinated plan to migrate the CMP to a new datacenter location as well as the first successful COOP exercise.*
- *Championed proposal efforts as proposal manager, review lead, and review team member.*

Edit experience ✕

Start Date *
July ▼   2016 ▼

End Date *
Present

☐ Update my industry

☐ Update my headline

Description

Share with network
On ⬤ If enabled, your network may be informed of job changes, education changes, and work anniversaries. Learn how these are shared and when

Delete   Save

Add Education

Add Education

The basic way to add your education

- School

- Degree

- Field of study

- Start and End (or projected)

Add education ✕

School *

🏛 Ex: Boston University

Degree

Ex: Bachelor's

Field of study

Ex: Business

Start Year   End Year (or expected)

Year ▾   Year ▾

Grade

Share with network
On ⬤ If enabled, your network may be informed of job changes, education changes, and work anniversaries. Learn how these are shared and when

Save

Add Education

For more detail include activities/societies and or a description of your studies

- Highlight Achievements
- Don't forget the Keywords
  - They are how you get noticed by the jobs you want

Edit education   ✕

Activities and societies

Ex: Alpha Phi Omega, Marching Band, Volleyball

Description

Share with network

On ⬤ If enabled, your network may be informed of job changes, education changes, and work anniversaries. **Learn how these are shared and when**

Delete   **Save**

About/Summary

If you scroll down you will see the "About" section. Click the icon to edit.

About/Summary

300-350 word summary of your skills and talents

LinkedIn will create a summary based on your work experience.

About

Experienced Program Manager with a demonstrated history of working in the individual and family services industry. Skilled in Management, Customer Service, Data Analysis, SPSS, and NVivo. Strong program and project management professional with a Master of Science (MS) focused in Non-Profit/Public/Organizational M... see more

About/Summary should
- Show your Personality
- Use "I" Language
- Use Keywords

This example doesn't
- Show your Personality
- Use "I" Language.

About/Summary

Edit about   ✕

Summary

As a Leader in Program & Project Management, I offer expertise in overseeing all aspects of project planning, from budgeting and resource allocation to ensuring quality deliverables while achieving complete compliance to contract terms and conditions. As a result, I capture high levels of customer satisfaction and loyalty for my employers.

Save

This About/Summary uses "I" language and keywords to get noticed

About/Summary

Example of a Complete 300- 350 About/Summary

Summary

As a Leader in Program & Project Management, I offer expertise in overseeing all aspects of project planning, from budgeting and resource allocation to ensuring quality deliverables while achieving complete compliance to contract terms and conditions. As a result, I capture high levels of customer satisfaction and loyalty for my employers.

I provide expert problem solving and creative solutions to overcome obstacles and achieve business goals. My teams achieve peak performance and large, multiyear contract wins. Examples include:

- Supported Company A's Continuous Monitoring Program (CMP) and military contracts, managing 30 employees between the two programs while controlling millions of dollars in resources.
- Assumed leadership of a struggling IT project that needed additional support staff/resources to ensure completion; worked with HR to hire new staff and improved team moral/engagement while strengthening relations with client leadership to demonstrate the company's commitment to the contract.
- Established and achieved cost saving goals, allowing the division to exceed a profitability target of $30M.
- Drove capture and proposal efforts on a $100M contract and a $30M recomplete win for Company A.

As a graduate of University Name in Analytical Management, I have spent my career working on complex, high value corporate and government contracts and held high level security clearances. I also completed a Masters in Financial Management from University Name and earned my PMP from the Project Management Institute

Open to Work

This will let employers know you are looking to get hired

Open to Work

Open to Work

Make sure to choose whether you are looking for Full-time, Part-Time and/or Internships

Open to work

Select who you will see that you are looking for work.

Open to Work

Here you will choose your start date

Don't forget to save

References:

https://theinterviewguys.com/linkedin-headline-examples/

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