

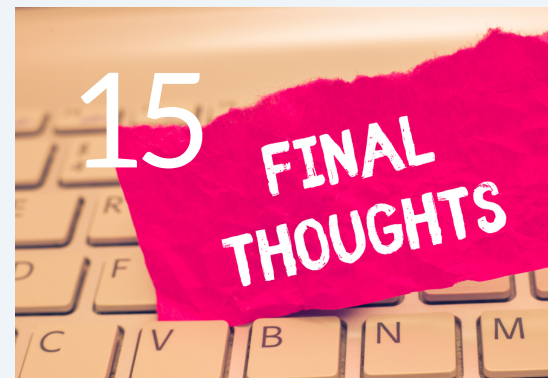
# LINKED IN OPTIMIZATION GUIDE



**The Recruiter Gal**  
CAREER COACHING

Eileen Mole, CEO  
[www.therecruitergal.com](http://www.therecruitergal.com)

# What's Inside?



03	About the Creator	09	Experience & Education
04	Elements of a Linked In Profile	11	Skills, Endorsements & Recommendations
05	Profile Photo	12	How to Start Using Linked In
06	Background Photo	13	Linked In Checklist
07	Headline	14	Closing
08	Summary		



## Eileen Mole, CEO of The Recruiter Gal

Eileen Mole, CEO of The Recruiter Gal, has spent the last 16 years working in Talent Acquisition & Human Resources, and has the inside track on what makes a candidate stand out, what hiring managers are looking for, and how to best prepare for the workforce. In addition to working in Recruitment, Eileen has also worked for 4 years as a college business professor. Eileen also possesses an MBA, M.Ed, and a BA in psychology.



# Elements of a Linked In Profile

**A strong Linked In profile will catch the eyes of Recruiters and leave a good impression on hiring managers.**

Linked In is a great place to market yourself as a candidate for jobs and can make you easily discoverable to Recruiters. Ensuring you have all the proper elements in place and optimized is very important.

An eye-catching Linked In profile does not take a lot of time to put together and you do not need to have a professional photographer take your photo. It doesn't have to be a daunting task. It's easy to put together yourself.

***"92% of hiring managers check out the social media profiles of the candidates they are interviewing."***

The following pages will review the different sections of the Linked In profile and identify what you need to do to have an optimized profile.



## PROFILE PHOTO

Profiles with a profile photos are 14 times more likely to be viewed than those with no profile photo. I strongly suggest including a professional photo on your profile.

When I say professional photo, this does not necessarily mean a photo taken by a professional photographer.

It simply means a photo that looks professional – not a photo of you out at the bar or a selfie in your car. Instead, choose a photo that will make a good first impression on the person viewing your profile.

Here are some additional tips for selecting the right profile photo:

- Make sure your profile photo is up-to-date or taken within the last year.
- Ensure that you look like your profile photo. (account for hair color change, drastic haircut, facial hair change, etc.)
- You should be the only person in the photo. No group photos here.
- Use a simple background. You don't want the background to distract from your beautiful face!
- Wear what you would normally wear to work or a step up from that
- Have someone else take the photo if at all possible. Selfies do not always come off as being professional
- Smiling is preferred, but you should always be reflecting your brand. If your brand is more on the serious side, a serious facial expression is fine. I recommend erring on the side of smiling.

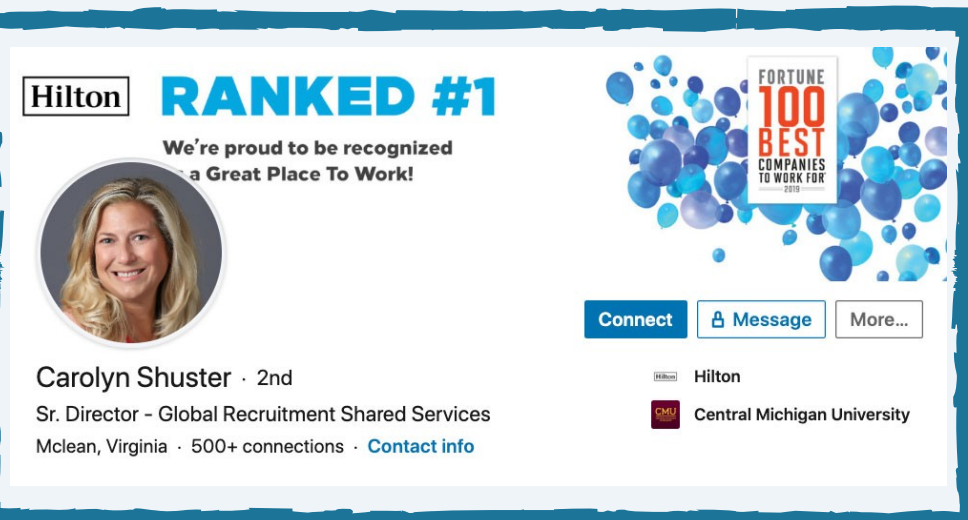
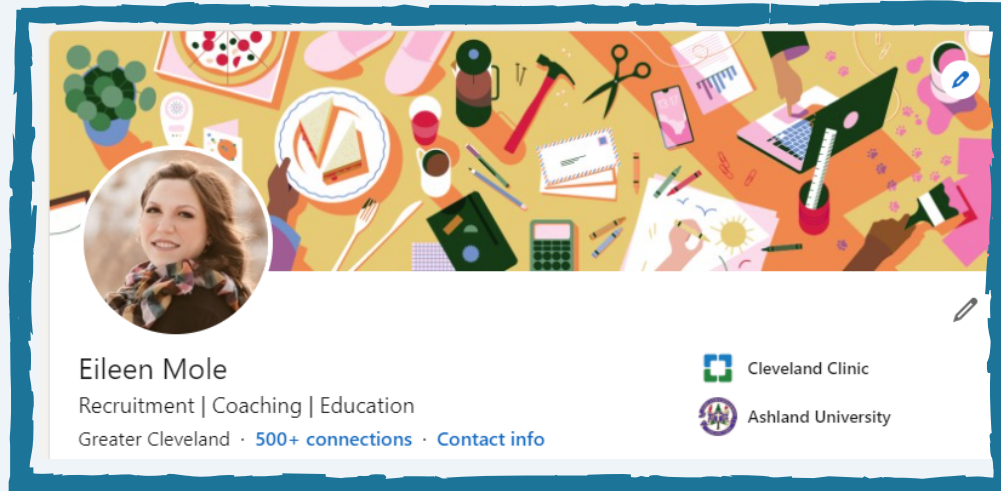
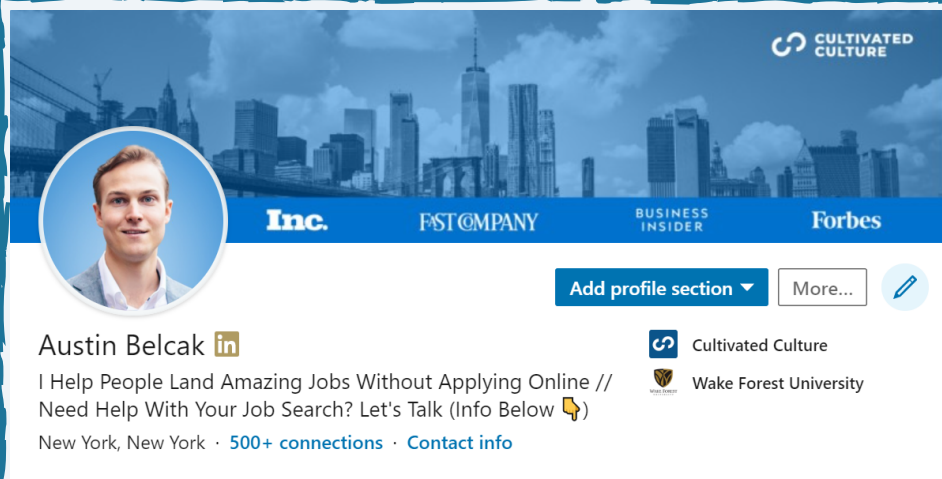


# BACKGROUND PHOTO

This is the photo that is at the top and in the background behind your profile photo and extending beyond. This is the second element the viewer will take notice of and you want to be sure that it represents you as well. You have some room for creativity here.

You could choose an achievement from your current company, a stock photo of a pretty image, or just something fun and eye-catching. Have fun with it, but still keep it professional.

That's what I've chosen to do on my profile to the right. It's fun, eye-catching, and also does represent a lot of the tools that I use in my work.



This example to the left showcases an achievement made by the company that she currently works for.

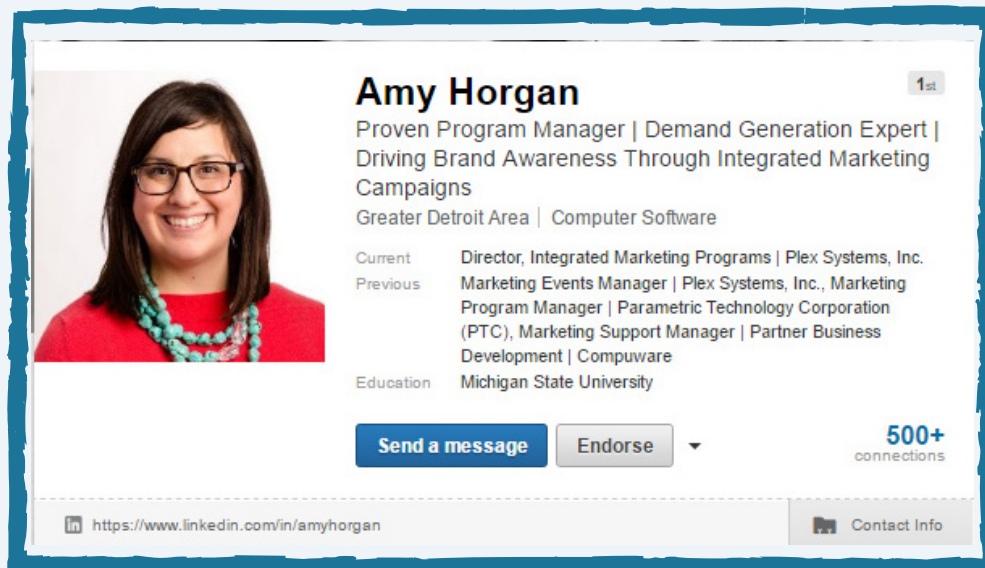
This is a great way to grab the attention of the viewer by highlighting something impressive that the company has done.

## HEADLINE

You can have some creativity with your headline. It can read as your current job title and company, some descriptors of who you are as a worker or person, or anything else you'd like to have be your subtitle. You have 120 characters to make a good impression.

For example, in the image above, Justin has chosen to simply state what he does as a Coach. It's very clear to the viewer what he does and who he works with.

In the example to the right, Amy has chosen to list her job title, Program Manager, accompanied by some additional descriptors of who she is and what she does. This works well if it is not obvious what you do from your job title. In this case, Program Manager is a very broad job title and her additional descriptors help with that ambiguity.



If you are a new graduate or still in school, you can still have a LinkedIn profile prepared and use your headline to inform viewers of what you are studying, where you are studying, and at what level. In the example to the left, Vineet has done a good job of stating these items. He can further discuss his studies in other sections of his profile.

# SUMMARY

The Summary section is used to provide the viewer with the highlights of who you are as an employee, and what you have accomplished in your professional life. You have 2000 characters to work with here. It's a great place to show some personality, optimize some key words, and tell your story.



## Summary

I am a health and food enthusiast who is passionate about helping consumers make lifestyle decisions that will improve their health and quality of life. I hope to increase consumer awareness of natural food products by creating authentic, inspirational, and informative branding of health foods, and increase consumer access to these products through improved sourcing and distribution.

Having spent four years at Target, a cheap chic discount retailer, I am knowledgeable about creating display, pricing and promotional marketing strategies that connect with consumers and help influence behavior, as well as how to replenish and source product to optimize supply chain efficiencies and maximize profit.

Both of these examples show off their personality while describing what they do and what they have to offer. They express their passion for what they do while also giving a peek into themselves as a person outside of work.



## Summary

As a Recruiter for Zappos.com I get to do some really cool stuff. One of my favorite things is connecting with people who have a passion for working in a self-managed organization and who genuinely love WOWing their internal and external customers. For me, it's all about discovering people's dreams and matching them with careers that will allow them to grow and do their very best work. Getting to be yourself both inside and outside of work is where it's at!

When not looking to grow our amazing talent pool at Zappos, I'm likely watching dark comedies on Netflix, re-reading Harry Potter for the millionth time or hanging out with my French Bulldog, Stanley.

I look forward to connecting with you!



# Experience and Education

**You also have the option to list any Licenses and Certifications.**

These sections are similar to your Work Experience and Education sections of your resume. You'll probably want to be a bit more succinct on your Linked In profile and just capture the job responsibility highlights and achievements from each job and include any work samples.

You can even copy + paste some of your bullet pointed responsibilities from your resume right into this section.

I recommend listing achievements and awards that you earned at each job that you've held. Don't be shy!



*Be sure that your information on your Linked In profile matches and is accurate to what you have on your resume. Employers will notice any differences or discrepancies.*


For your work experience section, be sure to include your job title, company, and dates of employment. For your education section, be sure to include the degree type, field of study, and institution. Don't forget to include any certifications or licenses that you possess.

You can also upload samples of the projects you've worked on, including documents, media, and websites. Linked In can connect with YouTube as well, so adding a video is definitely something that would make you stand out from the crowd!

# EDUCATION & EXPERIENCE


The education section has many fields, all of which are optional, including degree, field of study, dates, grades, activities, societies, description, and media. I recommend including at least the institution and field of study. If you are still in school, definitely include dates.

## Education




**Ashland University**  
Master of Business Administration - MBA, Executive Management  
2018 – 2020

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**John Carroll University**  
Master of Education - M.Ed, Secondary Education  
2009 – 2011  
Activities and Societies: Alpha Sigma Nu

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**Saint Bonaventure University**  
Bachelor of Arts - BA, Psychology  
2001 – 2005  
Activities and Societies: Psychology Club Officer, Pi Gamma Mu.

The experience section, like the education section, has a lot of fields that are optional – company, job title, dates, location, description, and media.

I recommend listing at least the company, job title, dates of employment, and some job duties. You can just list the highlights, you do not need to list every single job duty you have.

Linked In will automatically calculate the length of time you've been in your job, based on the dates that you provide.


## Experience



**Senior Analyst / Manager, Business Intelligence**  
YP Holdings  
January 2014 – Present (1 year 5 months)

- Perform on-going and ad-hoc reporting and analysis of key performance metrics for numerous business units and use SQL as a core tool.
- Identify data anomalies and investigate issues related to reporting of company and project metrics.
- Work with data warehouse and business intelligence groups to implement data collection requirements to calculate new metrics and create dashboards.
- Communicate analysis, design reports, and create dashboards for various stakeholders at all levels of the organization.
- Support multiple departments and company initiatives by pulling raw data, developing relevant metrics, and providing insightful and timely analysis.

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**Finance Manager**  
CallSource  
November 2013 – January 2014 (3 months) | Westlake Village

- Supervise finance team and new customers on-boarding process. Direct core analytical projects to support big initiatives and strategy of the company
- Manage reporting functions of revenue growth, attrition, cost savings, project ROIs, customer business KPIs
- Manage dashboard and financial & operational metrics to support business decisions, and to monitor churn rate, recurring revenue, ROI, acquisition cost, customer life-time value and etc.
- Advise division heads of sales on pricing strategies, business profitability and market penetration
- Financial modeling, feasibility analysis and pricing structure review for new products

# Skills, Endorsements, and Recommendations

## SKILLS

There is a section on your profile to list the applicable skills that you possess. Linked In offers a ton of skills to choose from when creating your list. Choose skills that you have acquired and that are relevant to your current profession, or desired profession.

Linked In will also recommend related skills that you may have forgotten based on the ones that you have listed already.

## ENDORSEMENTS

Based on the skills you have listed, other people who are connected to you can endorse you for these skills. Meaning, that they are verifying that you possess that particular skill and they are giving your credibility.

A good way to gain endorsements is by endorsing others. Also, listing accurate skills that others can verify is the best way to ensure you will be endorsed.

## RECOMMENDATIONS

Asking for recommendations is very important. Think of people you've worked with in the past who you would consider as someone you would list as a reference. This is someone that you will want to ask to provide a recommendation. There is a function in Linked In that will send that person a message asking to provide a recommendation to you. It's good to have a few people provide recommendations for you and it will appear in your profile. You will have the chance to review the recommendation before it appears on your profile.



# How to Start using Linked In

## HOW TO USE LINKED IN TO MAKE CONNECTIONS

So you've got your profile set up, a brilliant headline, education & experience listed, and a couple recommendations under your belt.

Now what?

**Follow influencers.** There are a lot of famous business men and women on Linked In and they publish helpful content. It's always a good idea to get inspiration from them.

**Follow companies that are of interest to you.** Almost all companies have a Linked In page and publish new and information about the company. This is a great way to learn more about different companies when making your target company lists.

**Join groups.** There are groups on Linked In for just about every industry and profession. It's a great idea to join a few in your career field.

*Begin to create your own content. It can be as posting some of your favorite quotes.*

**Follow leaders from those companies.** You'll get to know who the key players are at different companies by following them on Linked In. This will definitely help you when it comes time to interview.

**Start making connections.** Connect with people you know currently and don't be afraid to reach out and connect with people you don't know, but would like to.

**Start commenting.** Don't be afraid to comment on posts that you see. Go ahead and get in the game!



# Linked In Checklist

Research has shown that 92% of hiring managers check out the social media profiles of the people they are interviewing. That being said, it is incredibly important to have a Linked In profile that will impress your interviewers and provide support to your resume. Be sure that your profile is up-to-date, is professional, and makes you stand out as a candidate. Here is a check list to follow to ensure you are not missing anything.

- ☐ Professional looking Photo
- ☐ Headline - Current job title or something descriptive
- ☐ Summary
- ☐ Experience - Work experience and briefly include job responsibilities and achievements
- ☐ Education - Ensure Accuracy & appropriate Degree Type
- ☐ Organizations & Volunteer Work
- ☐ Skills & Expertise - Add keywords that might've been missed in other areas
- ☐ Honors & Awards
- ☐ Courses - If you are in school or are a new grad
- ☐ Projects - You can upload examples of your work
- ☐ Awards
- ☐ Ask for Recommendations
- ☐ Join Groups in your career field
- ☐ Follow influencers and companies

# Closing

## FINAL THOUGHTS

Networking is one of the best things you can do as you are getting ready to enter the workforce, are currently in the workforce, or are a seasoned professional.

If you've ever heard the quote, "it's not what you know, it's who you know" then you know that making connections is important.

You truly never know who might be able to help you in the future or where you will find out about different opportunities. You also don't know who you may be able to help in the future as well, so it's great to keep in contact with others and establish new connections as well.

Having a strong network throughout your career is important. Contributing content is a great way to continue to add value to your Linked In community, as well as sharing content that others have posted.


*Consistency is key when it comes to Linked In. Check in every week or so to keep up with what is going on with your network.*

Linked In is available as an app on your smartphone, so it's easier than ever to stay connected with your network.

Michele Jennae once said, "Networking is not about just connecting people. It's about connecting people with people, people with ideas, and people with opportunities."

You don't know what the future holds, but having a strong network will no doubt help you at some point.

You got this.



*Final thoughts*



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