



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

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



Vanessa Carbonell Ramos

Director of Sales and Customer Services at LiveAlumni

Seattle, Washington, United States · **500+ connections**

[Contact info](#)

... & LEARN FROM EACH OTHER.

... COLLEGES AND UNIVERSITIES
... FUNDRAISING, ENGAGEMENT,

2. Picture Perfect

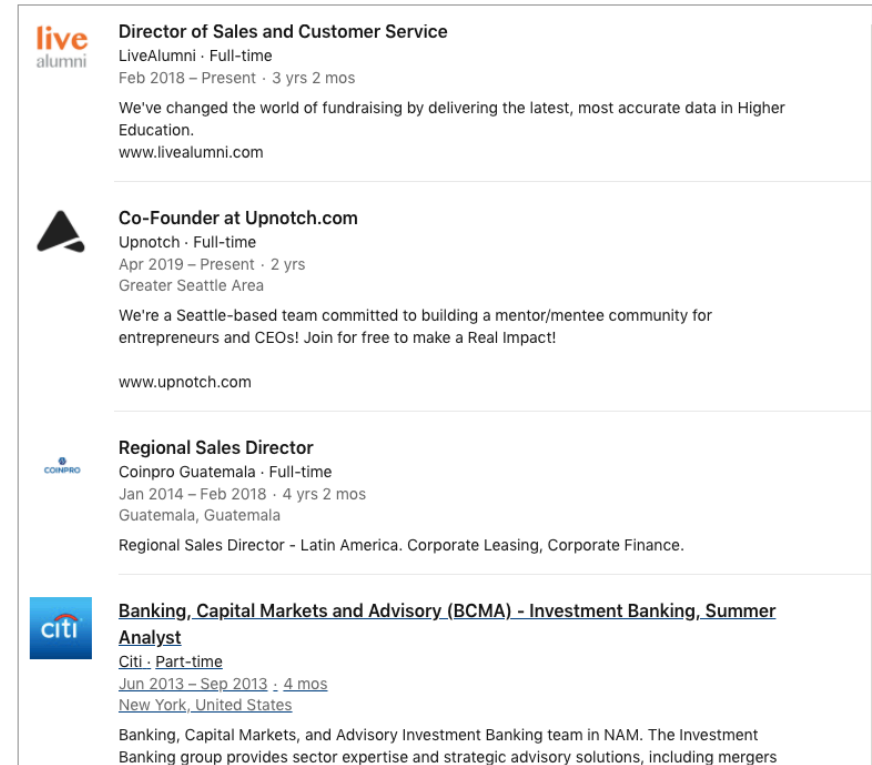
Your profile picture is a huge factor in your first impression. Here are some quick tips:

- 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



3. 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



live alumni **Director of Sales and Customer Service**
LiveAlumni · Full-time
Feb 2018 – Present · 3 yrs 2 mos
We've changed the world of fundraising by delivering the latest, most accurate data in Higher Education.
www.livealumni.com

Co-Founder at Upnotch.com
Upnotch · Full-time
Apr 2019 – Present · 2 yrs
Greater Seattle Area
We're a Seattle-based team committed to building a mentor/mentee community for entrepreneurs and CEOs! Join for free to make a Real Impact!
www.upnotch.com

Regional Sales Director
Coinpro Guatemala · Full-time
Jan 2014 – Feb 2018 · 4 yrs 2 mos
Guatemala, Guatemala
Regional Sales Director - Latin America. Corporate Leasing, Corporate Finance.

citi **Banking, Capital Markets and Advisory (BCMA) - Investment Banking, Summer Analyst**
[Citi · Part-time](#)
[Jun 2013 – Sep 2013 · 4 mos](#)
[New York, United States](#)
Banking, Capital Markets, and Advisory Investment Banking team in NAM. The Investment Banking group provides sector expertise and strategic advisory solutions, including mergers

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

Education



Bentley University

Management, Finance and Financial Management Services
1999 – 2003



Aims Community College

Associate of Arts and Sciences - AAS, Accounting, A.A.S.
1998 – 1999



5. 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?

Accomplishments

3 Languages

English • Portuguese • Spanish

Interests



Inc. Magazine
3,051,795 followers



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



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



Procter & Gamble
5,765,831 followers



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



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

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.

