



Pimp your profile & build
your personal brand



Top tips for your profile

- 1) Real Name (no email)
- 2) Write a cool headline
- 3) Include links to your personal blogs, twitter account & volunteer or student association
- 4) Update your personal linkedin url

The screenshot shows a LinkedIn profile for Sebastiano Rosselli. Red dashed boxes highlight several key elements:

- Profile Picture:** A box on the left contains the text "Upload here a picture representing yourself."
- Name and Headline:** A box at the top right highlights the name "Sebastiano Rosselli" and the headline "Driving companies to the Future of Recruitment".
- Current Position:** A box highlights the current role: "Milan Area, Italy | Human Resources".
- Education:** A box highlights the education: "Pontificia Universidad Católica del Ecuador".
- Connections:** A box on the right highlights "500+ connections".
- Activity Section:** A box highlights the "ACTIVITY" section, which includes a "Share an update..." field and a post by Donstella Barone titled "Twitter Who? LinkedIn Promotes Its Own People to Follow." with a link to allthingsd.com.
- Website Links:** A box highlights the "Websites" section, which includes links to "LinkedIn Careers", "LinkedIn Website", and "LinkedIn Blog".
- Profile URL:** A box highlights the profile URL: "it.linkedin.com/in/sebastianrosselli".

Tip 1: Don't cut and paste your CV

LinkedIn hooks you into a network, not just a human resources department. You wouldn't hand out your CV before introducing yourself, so don't do it here. Instead, describe your experience and abilities as you would to someone you just met. And write for the internet and screen, in short blocks of copy with visual or textual signposts.

Job Seeker's First and Last Name
Street Address, City, Postal Code, Country • Telephone Number • Email Address

PROFESSIONAL SUMMARY AND OBJECTIVE

Your professional summary is your persuasive sales pitch that introduces you to potential employers and allows them to gauge you or contact based on their hiring needs. Compose three to five sentences leading your key capabilities and unique experience, with an emphasis on results. This section focuses on a combination of hard and soft skills. Tie your qualifications to the type of position you're seeking.

EXPERIENCE

Most Recent Job Title, Employer City, State
(Month Year to Month Year)
Brief overview of the position's responsibilities, including an explanation of the organization if it's not well known.

- Outline your most impressive accomplishments using bullet points. Focus on the results of your actions, not just your responsibilities. Include industry buzzwords and tangible numbers to support your experience. The eye is drawn to figures, especially on a sales resume.
- Focus on leadership roles and demonstrate how you've found solutions to challenges.
- Start every bullet with an impressive action word, and vary words throughout your resume.
- Avoid listing facts.

Previous Job Title, Employer City, State
(Month Year to Month Year)

- Keep position summaries short and relevant. A potential employer is scanning your resume to see if you meet an often non-negotiable and concise is ideal.
- Don't try to include your whole life story. Outline your most important and impressive accomplishments. Not a complete menu of every task you've ever performed.
- As a general rule, the amount of information—both sentences and bullets—beneath each position should decrease as you move toward older assignments.

Earlier Job Title, Employer City, State
(Month Year to Month Year)

- Earlier jobs require less information, though they are important to demonstrate career advancement.

EDUCATION

MBA, University (list recent degree first on top)
BA, College, 2002 (date is optional, but usually included especially if it's recent)

- GPA only if it is above 3.5, Honors Program (e.g. magna cum laude or Dean's List)
- Leadership roles and impressive recognition

SKILLS/QUALIFICATIONS

- This optional section can be used to enhance your summary and experience while highlighting specific qualifications that are either required for a particular job or are unique about you.
- (Note: If you're in a technology field, this section should appear at the top under professional summary.)
- You can tag and use this section when posting your resume online to increase the number of keywords.

MEMBERSHIPS/AFFILIATIONS

- Professional memberships and volunteer work show your commitment to your industry and community. Mention to leadership positions and briefly note relevant achievements.
- This is especially valuable for recent grads and career changers to demonstrate that you're making an effort to establish yourself in a new field.

Tip 2: Reinforce your personal brand

Fill in your **student** and **internship** history - Keep your network informed about articles you find interesting to share.

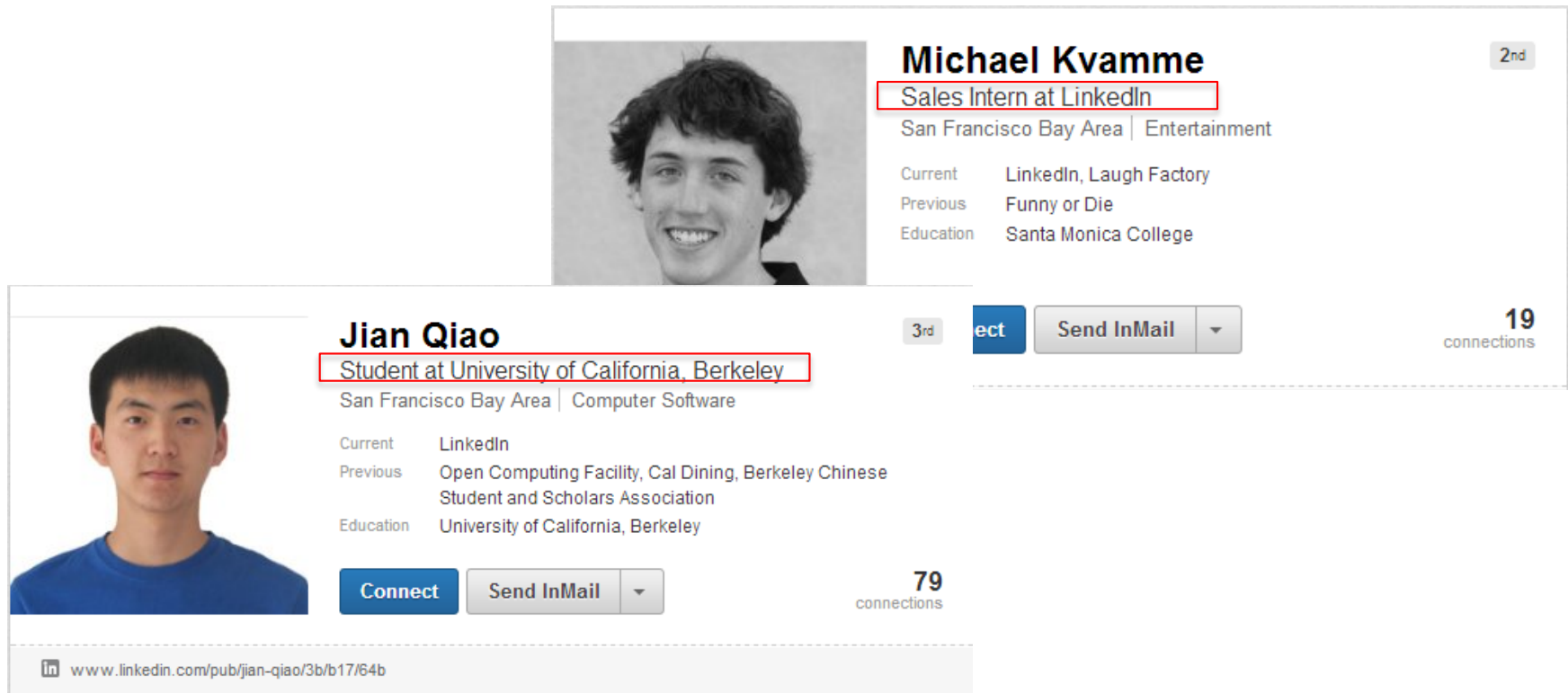
Add your **education** - Enter your **school / university** and LinkedIn can help you to be found and re-connect with your classmates and meet fellow alumni.

By filling in correct informative information you will be able to maximize the power of LinkedIn better.

Tip 3: Write a personal tagline

That line of text under your name? It's the first thing people see in your profile. It follows your name in search hit lists. It's your brand!

You might need to distil your professional personality into a more eye-catching phrase, something that at a glance describes who you are.



The image shows two LinkedIn profiles side-by-side. The top profile is for Michael Kvamme, a 2nd-degree connection. His name is in bold, and his current position, 'Sales Intern at LinkedIn', is highlighted with a red box. Below his name, it says 'San Francisco Bay Area | Entertainment'. His current employer is 'LinkedIn, Laugh Factory', previous employer is 'Funny or Die', and education is 'Santa Monica College'. The bottom profile is for Jian Qiao, a 3rd-degree connection. His name is in bold, and his current position, 'Student at University of California, Berkeley', is highlighted with a red box. Below his name, it says 'San Francisco Bay Area | Computer Software'. His current employer is 'LinkedIn', previous employer is 'Open Computing Facility, Cal Dining, Berkeley Chinese Student and Scholars Association', and education is 'University of California, Berkeley'. Both profiles have 'Send InMail' buttons and connection counts (19 for Michael, 79 for Jian). A URL is visible at the bottom: www.linkedin.com/pub/jian-qiao/3b/b17/64b.

Michael Kvamme 2nd
Sales Intern at LinkedIn
San Francisco Bay Area | Entertainment
Current LinkedIn, Laugh Factory
Previous Funny or Die
Education Santa Monica College

Jian Qiao 3rd
Student at University of California, Berkeley
San Francisco Bay Area | Computer Software
Current LinkedIn
Previous Open Computing Facility, Cal Dining, Berkeley Chinese Student and Scholars Association
Education University of California, Berkeley

19 connections

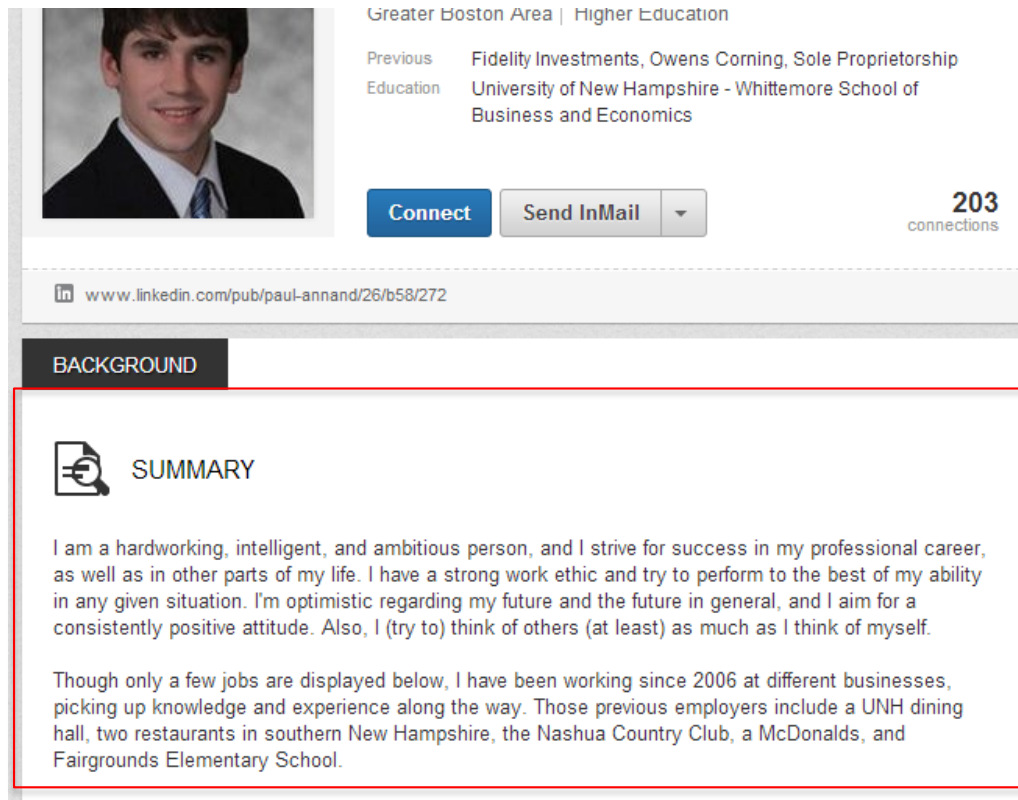
79 connections

www.linkedin.com/pub/jian-qiao/3b/b17/64b

Tip 4: Sell yourself

Use the Summary section to engage readers. You've got 5–10 seconds to capture their attention. The more meaningful your summary is, the more time you'll get from readers.

Showcase what you represent and display pride and enthusiasm. Sell yourself!



Greater Boston Area | Higher Education


Previous Fidelity Investments, Owens Corning, Sole Proprietorship
Education University of New Hampshire - Whittemore School of Business and Economics

Connect Send InMail

203 connections

www.linkedin.com/pub/paul-annand/26/b58/272

BACKGROUND

 SUMMARY

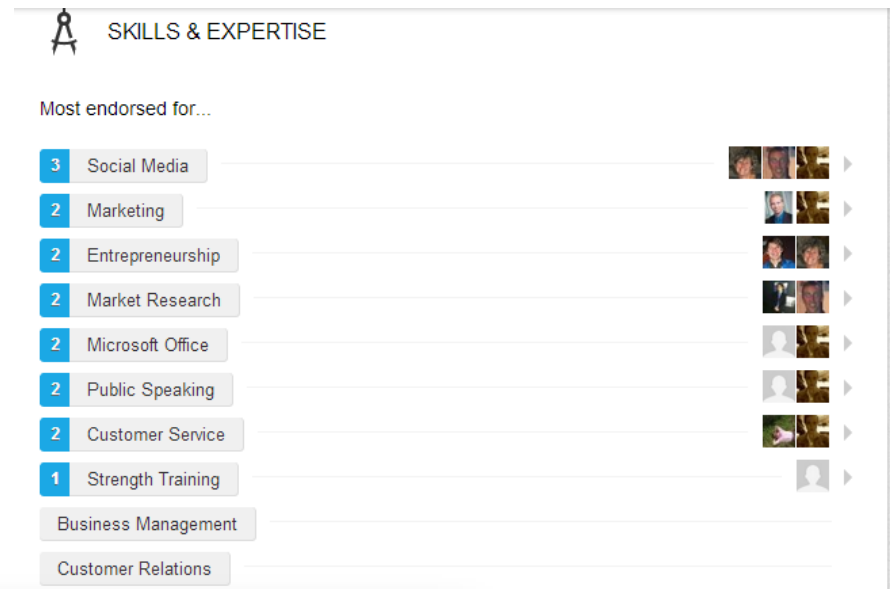
I am a hardworking, intelligent, and ambitious person, and I strive for success in my professional career, as well as in other parts of my life. I have a strong work ethic and try to perform to the best of my ability in any given situation. I'm optimistic regarding my future and the future in general, and I aim for a consistently positive attitude. Also, I (try to) think of others (at least) as much as I think of myself.

Though only a few jobs are displayed below, I have been working since 2006 at different businesses, picking up knowledge and experience along the way. Those previous employers include a UNH dining hall, two restaurants in southern New Hampshire, the Nashua Country Club, a McDonalds, and Fairgrounds Elementary School.

Point out your skills & specialties

Think of the Specialties and Skills fields as your personal search engine optimiser, a way to refine the ways people find. This searchable section is where that list of industry buzzwords from your CV belong.

Do some research on what employers are looking forward and add the skills and specialties that apply to you.



SKILLS & EXPERTISE

Most endorsed for...

Count	Skill	Endorsers
3	Social Media	3 avatars
2	Marketing	2 avatars
2	Entrepreneurship	2 avatars
2	Market Research	2 avatars
2	Microsoft Office	2 avatars
2	Public Speaking	2 avatars
2	Customer Service	2 avatars
1	Strength Training	1 avatar
	Business Management	0 avatars
	Customer Relations	0 avatars

Specialties: SEO, SEM, Facebook Ads, Google Display Network, Yahoo Display Network.
Operations Management, Life Sciences, Web Platforms and Communities, Business Planning, Startups

Tip 5: Be found

SEO (Search Engine Optimisation) is very important on LinkedIn so optimise your profile with **keywords** related to your position and the role you want.

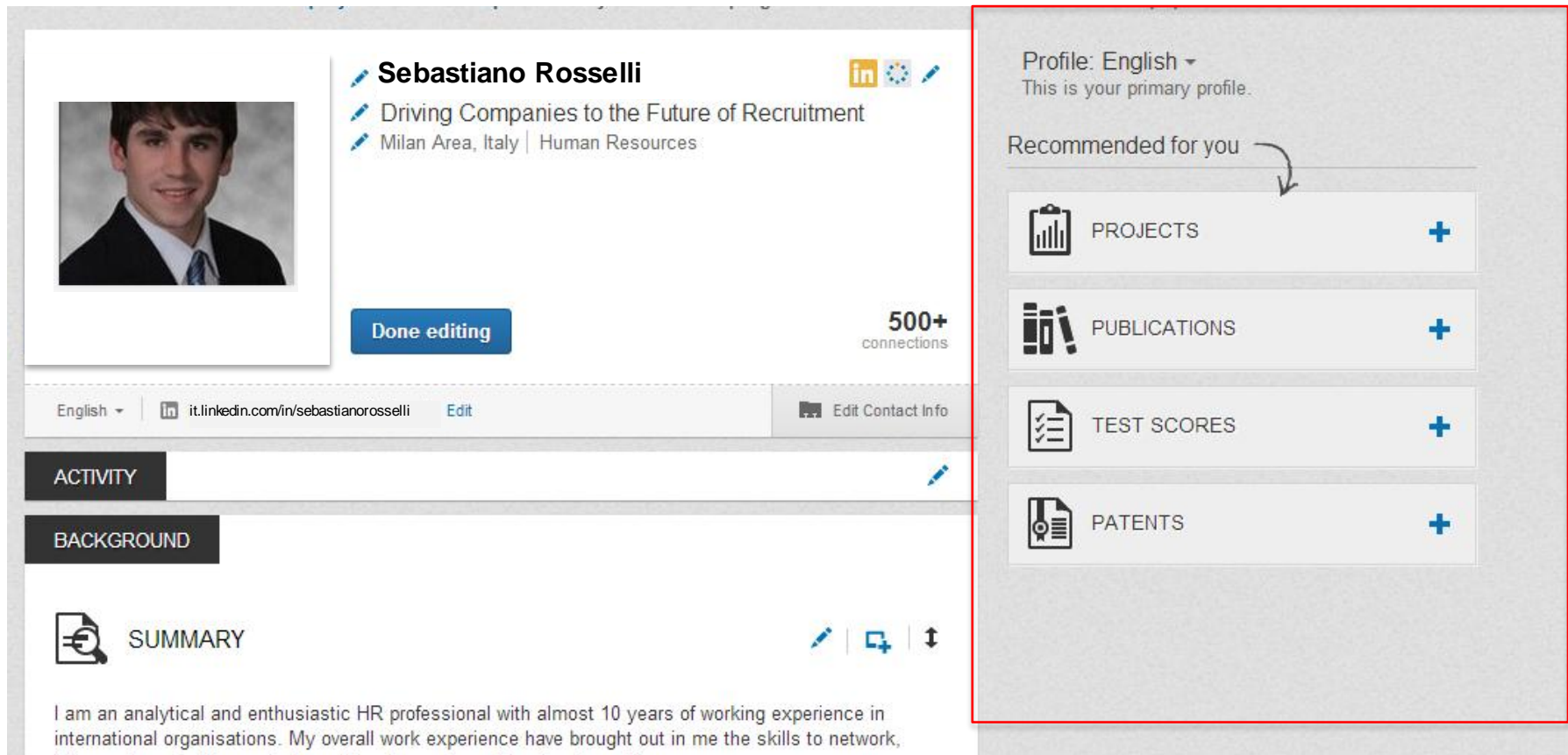
Think like a recruiter and what they would search for

Be **specific** and **don't lie**



Tip 6: Check out the Recommended for you feature

Found on the Edit Profile page



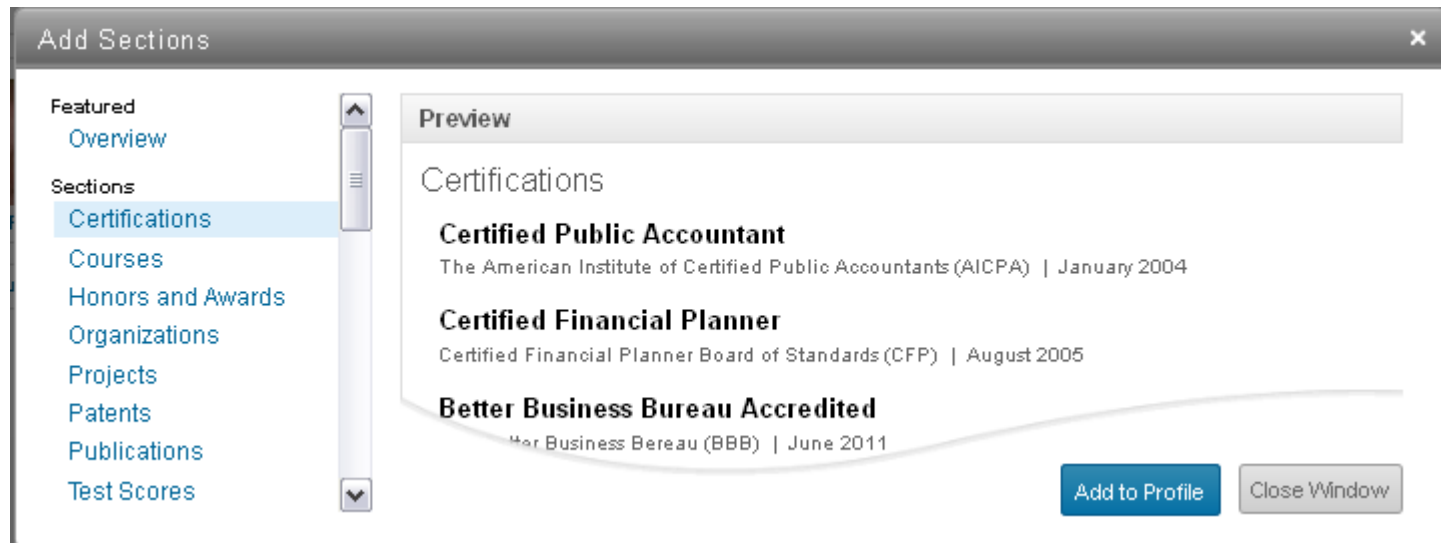
The image shows a screenshot of a LinkedIn profile edit page for Sebastiano Rosselli. The profile information includes a photo, name, headline 'Driving Companies to the Future of Recruitment', and location 'Milan Area, Italy | Human Resources'. A 'Done editing' button and '500+ connections' are visible. The page is in English, and the URL is 'it.linkedin.com/in/sebastianorosselli'. The 'ACTIVITY' and 'BACKGROUND' sections are partially visible. The 'SUMMARY' section is expanded, showing the beginning of a bio: 'I am an analytical and enthusiastic HR professional with almost 10 years of working experience in international organisations. My overall work experience have brought out in me the skills to network, ...'. On the right side, a red-bordered box highlights the 'Recommended for you' section, which contains four items: 'PROJECTS', 'PUBLICATIONS', 'TEST SCORES', and 'PATENTS', each with a plus sign to add it. An arrow points to the 'Recommended for you' header.

Profile: English ▾
This is your primary profile.

Recommended for you

- PROJECTS +
- PUBLICATIONS +
- TEST SCORES +
- PATENTS +

Add in your relevant certifications & qualifications



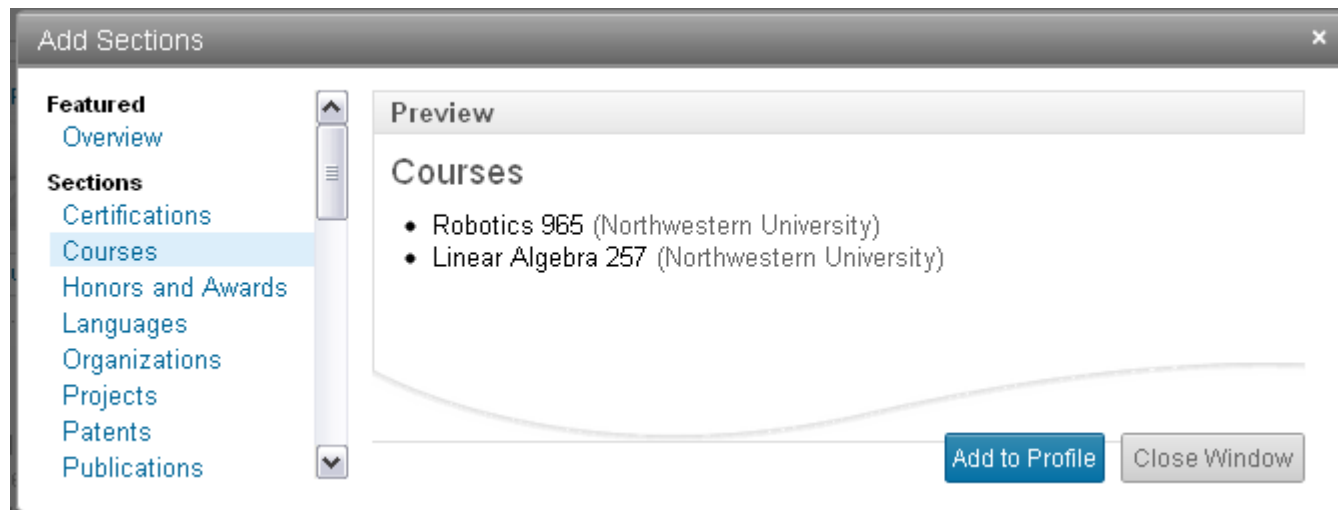
The screenshot shows the 'Add Sections' dialog box with the 'Certifications' section selected in the left sidebar. The preview pane displays the following information:

Certifications

- Certified Public Accountant**
The American Institute of Certified Public Accountants (AICPA) | January 2004
- Certified Financial Planner**
Certified Financial Planner Board of Standards (CFP) | August 2005
- Better Business Bureau Accredited**
Better Business Bureau (BBB) | June 2011

Buttons: [Add to Profile](#) [Close Window](#)

Give more info on your education with courses



The screenshot shows the 'Add Sections' dialog box with the 'Courses' section selected in the left sidebar. The preview pane displays the following information:

Courses

- Robotics 965 (Northwestern University)
- Linear Algebra 257 (Northwestern University)

Buttons: [Add to Profile](#) [Close Window](#)

Tip 7: Build a network

Establish your online profile – a well made profile is the 1st major step

Search and connect within LinkedIn for classmates, colleagues, friends and contacts that you know. Set goals for connecting, reach out to career services, recruiters, HR & graduate recruiters.

Spend just 15 to 30 minutes each week connecting and developing your network online – you'll be surprised with your progress

Personalize your connections and message. Explain why you want to connect.

Tip 8: Get recommended by people you've helped

Ask for meaningful recommendations

If you've added value to others, they'll reciprocate

Request Specifics

Lara Simitci, Search Operations Manager, GroupM (colleague)
worked directly with you

"Brion identified himself as the leader very quickly within his campaign management team and did so by being naturally motivated, logical and gaining the respect and trust of all those working around him. Brion has an analytical mind, and has a calm, confident and kind personality, expressed by showing an unlimited level of support to his team and a genuine interest in doing a good job for his clients. I would trust Brion with any project and, hand-on-heart, would recommend him for any job that's after a smart, likeable and ultimately successful candidate." *January 8, 2011*

[Request a new or revised recommendation from Lara Simitci](#)

Tip 9: Join groups



Alumni of London Business School

This group is exclusive to alumni of London Business School.

Your request to join this group will be approved only if we are successfully able to match your records with the school alumni directory.

- Please send your request only if you were awarded alumni status by London Business School and you have already graduated. Current students should request to join only after their graduation.

- Using London Business School email on your LinkedIn account when sending this join request will expedite the approval.

Group Management Team

Join Group

Share group Report as...

Group Members in Your Network



Dan Wang

Co-founder at Just Evolved

2nd



Rosco Paterson

Serial Technology Entrepreneur, Investor & Government Advisor on Strategic Wealth Creation (LION 7,500) rosco@rakoda.com

2nd



Andre V. Popov

Partner at management consulting firm, focused on Telecommunications, Media, Technology, Private Equity

2nd



Christine Dandy

Senior Business Development Manager/ Career Development Coach

2nd

About this Group

Created: February 19, 2008

Type: Alumni Group

Members: 3,359

Owner: [Nandini Vijayaraghavan, CFA](#)

Managers: [Amit Jain](#)

Website: <http://www.london.edu>

Similar Groups



London Business School Worldwide Alumni

Members: 1,560

Join



London Business School MBA Class of 2010

Members: 136

Join



London Business School Active Startup Club

Members: 2,279

Join

[See more »](#)

Tip 10: Integrate LinkedIn With Other Tools



Outlook Gets
LinkedIn

