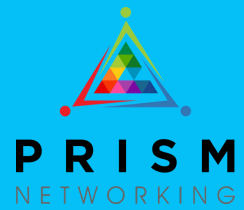


OPTIMIZING YOUR LINKEDIN PROFILE WHILE IN CAREER TRANSITION



LinkedIn

Optimizing your LinkedIn profile is one of the most important things you can do in today's job search to help yourself be discovered and NOT fall through the cracks. Briefly to remind you why this is important:

- Most people have a mediocre profile.
- 99% of Hiring Managers/recruiters check your LinkedIn profile as this shows them:
 - You are social media savvy.
 - You know how to complete a task (you have a complete profile).
- The average hiring time period during job search is 2-4 months.
 - You want to try to shorten this.
 - You do not want your application going into the "blackhole" never to be seen at all.

TOP 6 COMPONENTS TO YOUR LINKEDIN PROFILE:

1 PHOTO

2 HEADLINE

3 ABOUT SECTION SUMMARY

4 CUSTOMIZED URL

5 EXPERIENCE

6 SKILLS & ENDORSEMENTS

1 Profile Photo

Simply put: have a clean, professional headshot.

You do not need a professional photograph, but have someone else take the picture of you (no selfies).

This should be a photo of just you. Lastly, make sure the background is clean and not full of distractions.

- Clean headshot
- Smile, look pleasant and approachable
- Professional in appearance
- Up-to-date photo

2 Headline

These 120 characters are prime real estate on your LinkedIn profile.

This is a heavily weighted component of the LinkedIn search algorithm. Hiring Managers and recruiters will search keywords to find potential employees. You need to make sure your headline includes keywords of the job/s you are searching for. As you work through the exercise below, you should see a pattern of keywords.

EXAMPLE: Financial Analyst | Accountant | Budgeting | Tax Preparation | Data Analysis | Payable | Receivable

To get started you will need to do some research:

- Find 5-8 job positions/posts which you are interested in online.
- Discover the keywords each post uses in their job descriptions and requirements.

List the keywords for each position you are interested in:

- You will want to use your best keywords in the first positions of your headline.
- Keywords can also take note of an industry you want to be in, such as "Pharmaceutical."
- If there are two industries you are interested in, put keywords in the order of industry preference.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

3 About Section Summary

These 2000 characters are prime real estate because the summary is the first place a Hiring Manager/recruiter goes on your LinkedIn profile.

YOUR ABOUT SECTION SUMMARY SHOULD INCLUDE:

1 **POWER STATEMENT**

This is where you describe what you are good at.

EXAMPLE: Degreed Financial Analyst with 10+ years experience in forecasting, reporting and financial analysis. Expert financial leader specializing in identifying emerging financial trends and measurement of key performance metrics.

2 **HEADING WITH EMAIL ADDRESS**

Again, here you will want to use the same main keywords as the job you are searching for. Remember the reason for including it in this section is because 2nd & 3rd connections will not be able to see your information above.

EXAMPLE: Financial Analyst/Forecaster
Becky@123email.com

3 **PARAGRAPH OF WHY I SHOULD HIRE YOU**

State what you do that you excel in, have an expertise in, lead, etc.

This section can be 1 -2 short paragraphs with approximately 2-3 sentences.

EXAMPLE 1: Senior Analyst excelling in monitoring and providing analysis of ongoing actual spending versus...

EXAMPLE 2: Expert accounting leader specializing in preparing and posting month-end journal entries...

3 Continued...

YOUR ABOUT SECTION SUMMARY SHOULD INCLUDE:

4 CORE COMPETENCIES

Think of this as your skills list.

Use density rich keywords without being repetitive. Use bullet points in this section to create white space and make for easy reading on mobile devices.

EXAMPLE: CORE COMPETENCIES:

- Forecasting
- Data Analysis
- Financial Reporting
- Tax Preparation
- Inventory Controls
- Training & Mentoring

5 TOP 3 ACCOMPLISHMENTS

You will want to list 2-3 accomplishments relevant to the job you are seeking.

- Lead with the result, outcome, or benefit you brought about.
- Each accomplishment should have 2 lines of relevant content.
- Be sure to use words which highlight your accomplishments.

Here are some suggestions to help you find that perfect word:

Directed, guided, lead, launched, influenced, initiated, installed, introduced, motivated, persuaded, pioneered, produced, prompted, trail-blazed, spurred.

EXAMPLE: Bolstered the workforce efficiency from 40% to 80% and reduced TAT by 2 days by overhauling the haphazard computer system with a team of 5.

6 CALL TO ACTION

Close with a call to action.

EXAMPLE: Contact me @ (email or phone #) for any financial analyst opportunity.



70% of recruiters will look at LinkedIn on a mobile device, so make sure you know what it looks like on all devices. The About Section needs to be visually appealing online, which is why we outlined how each of these components should be formatted.

4 Customized URL

Customizing your LinkedIn URL will give insight to the recruiter if you are tech savvy.

This is easy to do, it takes 30 seconds.

- Go to your profile page.
- In the upper right hand corner, click "Edit public profile & URL."
- Click the blue pencil to create your personal URL.

EXAMPLE: linkedin.com/in/firstname-lastname

5 Experience

In this section, list your past experience.

- In one sentence give an overview of the company you worked with.
- Next paragraph, give a brief intro of what you did while you worked there. This is 2-3 sentences.
- In the last paragraph, list 2-3 accomplishments.

You want to pack this section with powerful title keywords of what you did, specifically your accomplishments.

EXAMPLE:

Financial Analyst

United Health · Full-time

2010 – Present · 10 yrs

Greater Minneapolis-St. Paul Area

United Health Group is dedicated to helping people live healthier lives, earning approximately \$230 billion in annual revenue.

Prepared financial reports and analysis used during month-end close. Prepared and managed internal monthly reporting packages including Income Statement, Balance Sheet, Variances Analysis to Budgets/Forecast, and Trend Analysis. Performed quarterly external reporting packages including fluctuation analysis submitted to UHG Corporate and the external auditor.

* Spearheaded financial analysis for 3.7 billion joint venture

* Consensus-driven communicator; liaise across various business units

* Provided robust modeling and reporting to facilitate executive-level decision making.

6 Skills & Endorsements

In the skills section, you able to list 50 skills.

- Aim to list 40-45 skills, so you have room to add new skills.
- Make sure your key words in the About and Headline section are also in your skills.

You will want to ask some of your 1st Degree contacts for an endorsement.

- The more endorsements you have for a skill, the higher LinkedIn places your profile in search results.

Final Note

DO NOT UPLOAD YOUR RESUME ONTO LINKEDIN.

Why? Because your profile can be tossed out if the keywords a prospective employer is searching for are not in your resume.

Your resume should be customized for each job posting your are applying for, meaning you will end up with multiple different resumes. You will want to track which resumes you send to which prospective employer.



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