

# Intellectual POINT

TRANSFORMING LIVES &  
SHAPING CAREERS

- Cybersecurity, Cloud, Data Science Training and Certifications
- Next Gen IT Solutions Using Machine Learning & Artificial Intelligence
- Professional Services, Workforce Development & Job Placement



EXCELLENCE  
THROUGH  
EDUCATION

Intellectual  
POINT

## How To Make Your Professional LinkedIn Profile

Follow this helpful guide to update your LinkedIn Profile.



[www.intellectualpoint.com](http://www.intellectualpoint.com)



## Let's Get Started On Your LinkedIn Profile!

Before you start making any changes to the profile, you must edit the settings so the changes will not be broadcasted to your network of connections.

### To do this:

- Click on the "Me" icon directly below your small picture image which is located on the top right-hand corner of the page. Choose **Privacy & Settings**.
- Choose **Visibility**.
- Underneath the **Visibility of Your LinkedIn Profile** section, choose **Share job changes, education changes, and work anniversaries from profile** and specify your selection (**No**).

## STEP 1: Update Your **Headline**

**\*\*Copy and paste the content below exactly how it is listed.**

### **First and Last Name**

Joseph Alexander

### **Your Professional Headline**

*This is a short statement or a few words that best describes you. This section is below your name when you log in to edit your LinkedIn profile.*

Seasoned and Solutions-Oriented Development Project Manager and VP of Acquisitions

### **Country**

USA

## **EXPERT TIP:**

It doesn't matter whether you go by Lawrence or Larry or if you prefer to include your middle initial in your full name or not. The key is to make sure your name is consistently represented across your resume, LinkedIn profile, and any other online accounts you want to associate with your professional brand.

## STEP 2: Update Your About Section

**The About section is the time to tell your story. Keep in mind that you should have those all-important keywords within your summary. If it's not searchable information, you should not include it.**

**SUMMARY:** The profile summary can be used to provide additional descriptions about your experience, expertise, awards, etc. It is also the section of your profile which has the highest character count. This is where you can give viewers a glimpse into who you are, what your background is, what you are looking to accomplish, and additional places they can find you online or contact.

**MEDIA:** If you have a personal website or an online portfolio of your work that is relevant to your job search, we recommend utilizing the Media option located directly underneath the summary. Simply click the „Link” option to post the URL of your website/portfolio. You can also utilize the „Upload” function to add media examples of your work.

**CONTACT INFO:** Choose which information you would like to be visible for your connections. This includes your email address, phone number, IM account, and address. If you are actively searching for a job and would like employers and networking contacts you've connected with to reach you, I recommend including the email address you're using for your job-search activities and your mobile phone number (the same one on your resume).

**ONLINE REPUTATION MANAGEMENT:** There is also a spot to add information that will be visible to everyone on LinkedIn. If you maintain a blog that is relevant to your field or an online portfolio of your work, I recommend adding these links to the Websites section. If you have a Twitter account and use it to support your professional brand and tweet about industry-specific topics, then feel free to add it as well.

## STEP 3: Update Your Experience Section

### EXPERT TIP:

Here are some common symbols that work well as bullets in the **Description** part of each job:

**STARS:** ★☆☆☆☆

**ARROWS:** →⇒✓✓X×XX»

**TRADITIONAL BULLETS:** ◆■◆●

**TICKS:** ✓☐✓✓X×

This is where your work history and job experience go. Be sure to fill in at least 3 experience fields.

**Title**

**Company Name**

*(Make sure you find the best option, preferably with a logo)*

**Location**

**Time Period (Start Date - End Date)**

**Description**

**Key Accomplishments to Consider:**

## STEP 4: Update Your Skills and Endorsements Section

Your LinkedIn connections will have an opportunity to endorse or recommend you based on these skills chosen.

Skills are important to include because they are also keywords within your industry that will stand out to hiring managers.

YOU CAN:



1. Add skills to your Featured Skills & Endorsements section by selecting Add A New Skill.



2. Add up to a maximum of 50 skills & endorsements.



## STEP 5: Update Your Education Section

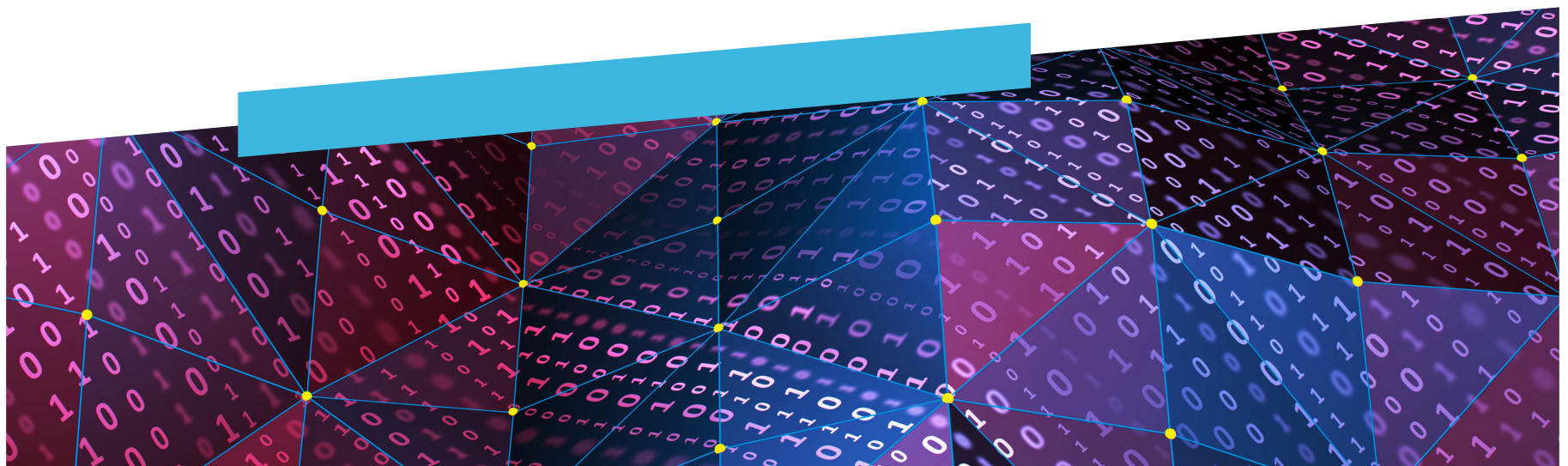
If you received your degree more than 10 years ago, we recommend leaving the Dates Attended fields blank.

## STEP 6: Update Your **Certifications** Section

If you have never added a certification, please go to your profile summary (main page) at the top right-hand side and click **Add New Profile Section**. Choose **Accomplishments** to see a full list of the sections you can add. Select **Certifications** and type in your information. For community service/volunteer experience, choose **Background** and then select **Volunteer experience**.

A study by the Avid Careerist found that you will rank more highly in LinkedIn search results if you have a greater number of endorsements for the skill a recruiter is seeking. Learn how to maximize your LinkedIn endorsements at <http://bit.ly/1ZVpryK>.

Also, your top 3 skills are visible before having to click „See More“. LinkedIn’s default is to order your skills by the number of endorsements (Highest to Lowest). If there are skills that you would like to highlight that are not listed in your top 3, use the Reorder function to move up those skills you’d like to emphasize. For instructions on how to reorder your skills, see: <http://bit.ly/2yoP3RL>





## STEP 7: Additional Tips and Information

To maximize your LinkedIn profile, follow these tips:

- **Incorporate a background image that represents you.** A few good options are a banner that highlights your career goals/path, a skyline of your local city, a landscape image or an abstract image.
- **Add a professional headshot.** Not only does this make your profile more formal, but it provides a personal touch and puts a face to the name/background.
- **Ask your network for recommendations.** On LinkedIn, recommendations are like references. They make a huge impact on the reader and can help you gain more traction.
- **Media links pull the profile together.** We suggest incorporating 2 or more media links under each of the last 3-5 positions. These can represent the work you completed or can be directly about the company.
- **Customize your URL to remove the extra characters that are generated.** One your profile page, in the top right corner you will see "Edit Public Profile and URL." Select this and choose an appropriate URL. Ideally your name (i.e. john-smith or johnsmith) would be best.
- **Network! Network! Network! Want to get the most out of your profile?** Build your connections. The magic number is 500, so network with as many people as you can so you can reach this number.



## STEP 8: Optional Categories

The following sections are optional and can be added onto your profile should you need them.

- Courses
- Test Scores
- Languages
- Special Projects
- Licenses and Certifications
- Volunteer Work
- Organizations and Professional Affiliations
- Honors and Awards
- Patents
- Publications

### RECOMMENDATIONS & TIPS

In addition to the information I listed above, there are a number of changes and additions you can make to optimize your LinkedIn profile and improve your personal brand. For additional help and pointers, check out [LinkedIn's Help Center](#).

### CUSTOMIZE YOUR LINKEDIN URL

Studies have shown that [93 percent](#) of recruiters will search for your social media profiles after they review your resume. Make it easy for people to find and connect with you by customizing your profile's public web address. Click on the following link for instructions on how to customize your LinkedIn profile URL: <http://bit.ly/1Ma3WtB>.

### INCLUDE AN APPROPRIATE HEAD SHOT

Studies have shown your LinkedIn profile is 40 percent more likely to get clicked on when you include a profile picture. However, not just any photo will do. When choosing your profile picture, opt for a standard head shot of you that supports your personal brand and portrays you as professional and friendly. Avoid using a group shot, an awkward selfie, or a cropped image where half of your hair is cut out or covered by someone's arm. To avoid the image looking blurry, select a photo that's 400 x 400 pixels or larger. If either width or height exceeds 20,000 pixels, your photo will not upload. Click on the following link to learn how to add or change your profile photo: <http://bit.ly/1QHI74t>.

## STEP 8: Optional Categories

### ADD A RELEVANT BACKGROUND IMAGE

Upload a background photo or branded graphic that helps tell your story. The new recommended size is 1584 wide by 396 high. (4:1 proportion). If your background image appears blurry or pixelated, choose an image with a file size as close to the maximum (8 MB) as possible, as images with larger file sizes typically look better. Photos will also look better than images with logos. Click on the following link to learn how to add or change your background image: <http://bit.ly/2a5Cklr>.

### ADD MEDIA SAMPLES TO YOUR PROFILE

There's no better way to give employers a better sense of your accomplishments than showing them visual samples of your achievement. You have the ability to provide samples of your work by adding links and uploading presentations, videos, and images to projects you've worked on that demonstrate your expertise and skills. Learn how to add, edit, move, and remove work samples to the **Summary, Education, and Experience** sections on your profile here: <http://bit.ly/1Sehoyq>.

### REQUEST RECOMMENDATIONS

How many times have you asked your friends for a recommendation on a product or checked out a company's reviews on Yelp before purchasing an item? As humans, we often make decisions based upon what's known as social proof. The same process goes on for hiring decisions. Hiring managers, recruiters, and HR professionals are on the lookout for "social proof" of your talents. LinkedIn recommendations are a perfect opportunity to share reviews from your former employers, managers, peers, direct reports, customers, and clients.

Click on the following link for step-by-step instructions on how to request a recommendation: <http://bit.ly/1JJgtmn>. For more tips on how to select and approach the right people for your recommendations, visit <http://bit.ly/1Sekv9p>.

## STEP 8: Optional Categories

### SHOW OFF YOUR ADDITIONAL TALENTS

You have the ability to add additional sections to your profile to give employers a more personal, 360-degree view of you as a professional. If you speak multiple languages, volunteer in your spare time, or participate in relevant professional associations, add this information to the appropriate sections of your LinkedIn profile. For more information, visit <http://bit.ly/1nRTDPv>.

### JOIN LINKEDIN GROUPS

Join and actively participate in LinkedIn groups that are specific to your industry and field. Recruiters are notorious for trolling these groups in search of qualified candidates. Don't forget to join any alumni groups that exist for your alma mater or previous employers. Click on the following link to learn more about joining LinkedIn groups: <http://bit.ly/1QHSHbJ>.

### TURN ON YOUR RESUME FOR RECRUITERS

LinkedIn gives you the opportunity to privately signal to recruiters you're open to new job opportunities. Simply „Turn On” your profile by clicking the option at the top of this page, and by filling out the information below: <http://bit.ly/2qCjaBc>



# LinkedIn Action Steps to Enhance Your Job Search

LinkedIn is a formidable professional networking platform, as well as a powerful job board and search engine. 94% of recruiters use social media, in particular LinkedIn, to fill open positions. It is also known to be the most effective channel for engaging with people and organizations that could potentially hire you. Also, in a recent survey, 77% of LinkedIn users said that it helped them research people and companies. There are more than 277 million people on LinkedIn at last count. Since your online reputation management and job search success are important to us, we have implemented search engine optimization (SEO) into your profile. Therefore, the right keywords will get you found by people who are using those terms.

## ● NUMBER OF CONNECTIONS

You will want to establish professional connections with as many people of possible. Of course, you need to be strategic with your selections, yet the bigger your audience, the greater you will attract attention for prospective jobs. Also, having a high number of connections demonstrates that you are very experienced and connected to people in your industry..

## ● FEATURED SECTION

This is an area where you can provide copies of degrees and certifications. It is also an area where you can publish projects, presentations, and/or customer testimonials.

## ● RECOMMENDATIONS

In order to acquire new recommendations on LinkedIn, it is always a great gesture to write reviews for your colleagues or industry contacts first, and then ask for them to reciprocate with a recommendation in return.

## ● JOIN GROUPS AND ENGAGE

There are hundreds of thousands of groups on the platform for every single industry imaginable. First, post useful and interesting content in your groups. This may include articles and blog posts you read (or wrote), a work-related video you watched, or a major report on your industry that just hit the news. Second, make it easy for others to engage with you. Ask a question where people can give a very short answer, for example, "What do you think is the secret to ultimate job satisfaction: i) talent, ii) passion, or iii) money?" Always remember to engage back; reply to all comments you receive, even if it is just a short thank you!

## ● WRITE THOUGHTFUL AND ENGAGING NETWORKING EMAILS

You can directly message anyone in or outside of your network with LinkedIn Premium.  
You will find that this is an outstanding and helpful tool!

## Benefits of Purchasing LinkedIn Premium

- **Extended LinkedIn network access**, which removes the search limitations of the commercial use limits with the free account.
- **InMail is usable**. You can send a message directly to someone you are not connected to, such as a hiring manager.
- **You gain visibility** to who has viewed your profile.
- **Access to LinkedIn Learning**, which incorporates over 13,000 free continuing education courses.



[www.intellectualpoint.com](http://www.intellectualpoint.com)