While some advice about using LinkedIn is universal, we assess each client's profile and recommend tailored improvements. We've used blue text to highlight examples of specific advice for client Jane Doe.

LinkedIn Review: Jane Doe

Headline

Extremely significant—this is what draws people to your profile. For search optimization purposes, **include relevant keywords** and **use most of the allotted space of 220 characters**. Your headline should consist of two parts: an overview and a value proposition.

In the value proposition, try to **include concrete, measurable achievements**. You can see this as a subheading that tells the reader what you can offer them that no one else can.

For example, let's say John J. Smith is an expert unicorn wrangler who also provides unicorn care and grooming services and the keywords he identified are "unicorn wrangler," "unicorn groomer," and "unicorn-sitter." His headline would look something like this:

> Unicorn Wrangler, Groomer, and Sitter at Myths R Us Stables | Five-time winner of the Far Far Away Unicorn Show; here to help you groom and care for your unicorns

Avoid overused buzzwords such as "specialized," "experienced," "skilled," "passionate," "expert," and "motivated."

For yours, Jane, I recommend something like:

> Sustainable Business Strategy Researcher | Bilingual (German and English) academic with 10+ years of industry experience focused on sustainability, management, entrepreneurship, and gender

Profile picture

The privacy settings make it appear as though you do not have a profile photo, but if you do have one, make sure that it is **a well-lit headshot**.

Public profile URL

Your URL looks good. It has been **customized for shareable use** without a string of numbers at the end.

About

We usually advise our clients to make this section much more personal or informal than the type of language used in résumés. Feel free to **include some of your personality, interests,**

volunteer work, subject areas that you're particularly passionate about, etc. Be sure, however, to **keep everything at least somewhat related to your professional life**. In other words, everything should ultimately tie back to business.

I suggest something like this as a starting point:

> Performance-driven self-starter with a natural sense of curiosity and more than a decade of experience in the development of impactful research to address business economic challenges. Seeking to learn more about the work of other researchers and contribute to the development of sustainability in business. Background includes teaching, research, presenting, and other industry-based competencies. Experience is underpinned by a thorough understanding of trends, case studies, SPSS, and additional competitive skills.

The text that follows this opening depends on what you want to achieve through LinkedIn. If you're open to job offers, add a paragraph explaining how your experience and knowledge can add value to prospective employers' companies. If you simply want to expand your professional network, talk about your interests to attract like-minded professionals. However, there is no need to include a timeline of your job experience in the "About" section. That should be removed.

Experience

LinkedIn job descriptions should be **highlights of your job performance, with a particular emphasis on the quantifiable results your employment has helped bring about**. To put it differently, what have you done to go above and beyond the responsibilities your employer expects you to do?

I suggest adding the information on your CV to this section of your LinkedIn profile. The information on your CV is more complete and focused on quantifiable results. I also recommend adding no more than 3 to 5 bullet points per job title.

Also add your teaching experience from 2014 to 2019 that is described on your CV to your LinkedIn profile. Right now, the positions of PhD candidate and director contain no descriptions.

Education

While this section of your profile is mostly complete, it's **a great place to discuss any noteworthy academic achievements and emphasize your campus involvement, volunteer work, awards, scholarships**, etc., that would otherwise take up a great deal of space on your CV. You can also include a brief description of your bachelor's degree.

Connections

You obviously have a good grasp of this aspect of LinkedIn with 300 connections! If you plan to apply to jobs through LinkedIn, it may be helpful to subscribe to LinkedIn Premium, as one of its features shows you the skills other applicants to a position have listed on their profiles.

Endorsements and recommendations

On LinkedIn, a recommendation is typically one or two paragraphs written by someone who knows the quality of your work. This can be a client, supervisor, or coworker. You can choose whether recommendations are public or private. **Try to have at least one or two recommendations for each job, including your current job.**

Skills

Having 19 skills is great, but it would be good to include German on there, as being bilingual is a marketable skill to promote.

Consider completing a <u>skill assessment quiz</u> to validate the skills you list. If you pass the assessment, you receive a badge to display on your profile. If you don't, your results remain hidden, and LinkedIn suggests courses to help you improve that skill.

Accomplishments

You can add **your publications, certifications, projects, honors and awards, and even any courses you completed as part of your professional development**. I see that you've published many papers, so create a "Publications" section and add your list of publications from your CV.

The "Project" subcategory would be a great place to discuss the projects you've worked on in detail. I would use a professional storytelling format here: talk about the problems you encountered, how you approached them, and how you relied on your expertise to solve them.

Job-seeking setting

If you navigate to the jobs section on LinkedIn, you'll find a button marked "Career interests settings." Here **you can enable an option that informs recruiters you are looking for a job** (LinkedIn attempts to hide this from your current company, but it does have a disclaimer about privacy). Additionally, selecting job titles, locations, and position types will greatly increase outreach from those who search for candidates on LinkedIn.

Wrap-up

LinkedIn can be a fantastic tool to demonstrate your accomplishments, find new opportunities, and build valuable relationships. You already seem to have a strong grasp of the site's benefits. However, making some of the changes I've recommended here should further increase your ability to use LinkedIn effectively. Please let us know if you need us to review the more personal components of your LinkedIn profile. Our clients generally find this much easier than writing their résumés and CVs due to the more informal nature of LinkedIn.

Thank you very much for using our services!