

LinkedIn Summary Approaches + Examples

Your LinkedIn Summary is the most important section in your entire LinkedIn Profile. How you write this section - the style and the content you choose to include - will set the tone for every other aspect of your profile.

There are several ways to write a powerful Summary. Here, we present you with four options that we have tried and tested many times with our clients. You don't want to outright copy these, but at least they will give you a solid idea of some different ways to approach writing this content.

Approach 1: Personal Story / Bio

This approach is tricky but very powerful if you are good with words and can craft just the right sentences. The Summary becomes a short story of you. The idea is to come across as interesting, authentic, and convince everyone that what you do is also who you are. Such a personalized approach should include a CTA at the end.

Background



Summary

I'm an experienced digital media strategist, with expertise in audience metrics analysis, social media marketing, SEO best practices, online advertising, and content creation and promotion.

For over a decade I have worked across multiple online and offline platforms and technologies, and with an array of reporters, web developers, data analysts, and communications experts.

I have had the good fortune to work for several great non-profits, philanthropies and foundations, and to live and work abroad, gaining incomparable international experience. All in all, though, my professional value can best be summed up as follows:

- I have been professionally involved with web development, new and social media since the late 90s.
- I like people; I work well in teams.
- I am calm under pressure and thrive in time-critical, fast-paced, information-sensitive environments.
- Mistakes can cost a fortune, I believe in erring on the side of caution.
- I do my homework. I don't speak until I've seen the data and done the analysis.
- I believe in improving things. "Because we've always done it that way" is heresy.

Reach out if you want to talk technology, digital media, music, or anything else -> storyclient@gmail.com

Approach 2: Skills & Accomplishments

This approach is suitable for anyone who wants to focus on accomplishments - and is able to highlight a track record of results. This approach is about showing the impact you have had in the world and the value you have consistently brought to your employers, clients, and connections. It is about establishing credibility.

Background



Summary

Internationally experienced supply chain, logistics, and operations expert, with several years in multinational merchant transportation and shipping. Have worked in the U.K., Germany, Dubai and Korea, and bring strong skills in operations strategy and business development, as well as cross-cultural exposure and leadership.

SKILLS AND COMPETENCIES:

- Supply chain management and operations: third party logistics (3PL), procurement, inventory management, distribution, safety issues, and quality control.
- Problem solving and project management: significant experience leading complex projects and cross-functional teams internationally.
- New business development: initiated new services lines and shipping routes in most recent position, and previously have consistently built relationships and brought in new clients.

KEY ACCOMPLISHMENTS:

- Led 4-member team to spearhead a key car export initiative through auction markets and generated US\$50M in revenues; included using market intelligence and accurate projections to persuade team leaders to launch new routes from Japan to Sri Lanka, Argentina to Brazil, UAE to Kenya, and Saudi Arabia to Jordan.
- Took initiative to build a strategic relationship with VW and BMW by launching new service between Germany and China after recognizing demand at inventory management in China, yielding US\$20 Million in 2008.
- At Hyundai, planned and optimized routing to deliver 80,000 Hyundai exports monthly to European countries, achieving over US\$5M in savings through a combination of cluster basis scheduling and use of space measurement tools.

Approach 3: Functional Competencies

This method is about identifying key areas of skill or competency, and is very similar to the “functional resume” approach. This works well for career switchers, where it’s all about identifying the underlying transferable skills. It allows you to highlight and call out for the reader the relevant skills right out of the gate.

Background



Summary

Lead all aspects of property management for three large Class A commercial properties, average size 70,000 sq. ft.; owned and occupied by the world’s largest association for Human Resource Management.

Marketing

- Organized 20+ tenant events to market building in a competitive (greater Washington DC metro area) leasing environment; worked with brokers to design targeted marketing content and leasing materials.
- Helped design and execute annual client service quality survey (five years running) to 300+ participants; included data collection, analysis, and presentation to senior management.

Operations & Budgeting

- Manage operating budget of \$2.7 million within owner-designated budget marker (or under budget) year on year for six consecutive years; includes proper forecasting and operational efficiency to manage expenses.
- Handle all aspects of lease compliance, manage personnel and vendors, regularly inspect property, and resolve about 20+ client-tenant requests per month.
- Construct and supervise the planning, budgeting and control of operating and capital expenditures, including calculation of special billings, to meet client-owner’s strict financial guidelines.

Client Service

- Create and maintain relationships with 40+ stakeholders, including key tenant accounts of industry and trade associations, government representatives, and public service organizations, as well as vendors.
- Provide superior service through regular communication and anticipating and responding to client needs.

Approach 4: “Have fun with it” Creative

If you really want to stand out from the crowd, to differentiate yourself in a remarkable and memorable way (and comfortable with taking a little risk) try this one! One of our client favorites, this approach is popular with millennials and students. If you decide to go with an approach as creative as this though, you must ensure that your actual content is solid - do not combine a light and breezy format/approach with fluffy content.

Background



Summary

My self-summary

I am an MBA graduate from a top business school, with 7+ years analytical and data-modeling experience across industries- from large-cap financial companies to high-growth startups.

What I am doing with my life

Developing my own business in business intelligence and big data, and available for short-term or ongoing opportunities in Europe and the United States.

I'm really good at

Qualitative and quantitative research – everything from harvesting data, knowing where to look, to explaining and building a persuasive case to show the value your company has, or modeling your business objective in a way that is engaging and captivating to your audience.

Favorite software/communication tools

Data mining– JMP, Tableau, SQL; Statistical analysis – Excel, Minitab; visualization – Adobe suite, PowerPoint, Prezi, HTML

I spend a lot of time thinking about

Narratives which are clear, forthright, and visually compelling to tell the story of your business, arguments to build a case or persuasion, creative solutions to everyday pain points/problems.

I'm looking for

SMEs that need intermittent advisory assistance for their business operations; whether it be modeling revenues for a potential avenue of business, evaluating which customer segments are most profitable, or building pitch decks for potential clients.

You should reach out to me if

If you are interested in chatting about big data and operational strategy -> creativeclient@gmail.com