LEAP into LinkedIn
Steps to Complete a LinkedIn Profile

Steffany Dignum
Program Manager, Pomeroy Recreation and Rehabilitation Center
Why should I do this?

**138M**

people or 62% of employables in the US are on LinkedIn

**44K**

job applications are submitted through LinkedIn daily

**87%**

of recruiters use LinkedIn to find candidates for jobs

**94%**

of recruiters use LinkedIn to vet job candidates
Set Profile Picture

Click your mouse anywhere in the profile picture area
Set Profile Picture

Click “change photo” to upload a professional photo of yourself.
Bad Profile Pictures

Bad Lighting

Blurry

Not professional

Can see others in the photo
Good Profile Picture

Good Lighting

Clear

Professional Appearance

Alone in Photo
Set Profile Picture

Use this area to position your photo in the circle.

There are also options to zoom and straighten if needed.
Set Profile Picture

Don’t Forget to Save
Set Location

Location is one of the top 5 things that employers look for when searching for an employee.
Set Location

Make sure to add your current location

Country/Region *
United States

Postal code
94132

Locations within this area
San Francisco, California
Set Location

Don’t forget to save
Choose Industry

- Show education in my intro
- Education:
  - Regis University
- Country/Region:
  - United States
- Postal code:
  - 94132
  - San Francisco, California
- Industry:
  - Non-profit Organization Management

Save
Choose Industry

Narrowing it done here makes it easier for employers to know your interests and experience.
Choose Industry

Edit intro

- Show education in my intro
  - Education
    - Regis University

- Country/Region *
  - United States

- Postal code
  - 94132

- Locations within this area
  - San Francisco, California

- Industry *
  - Non-profit Organization Management

Don’t forget to save
Edit URL
Edit URL

Public profile settings
You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren’t signed in to LinkedIn will see all or some portions of the profile view displayed below.

Edit your custom URL
Personalize the URL for your profile.
www.linkedin.com/in/steffany-dignum-9342101b

Edit Content
This is your public profile. To edit its sections, update your profile.
Edit contents

Edit Visibility
You control your profile’s appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.
Learn more

Your profile’s public visibility
On

Basic (required)
Creating a custom URL makes it easier for employers to find you.
It is important to choose something that is easy to remember, search and is professional. Don’t forget to save.
Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren’t signed in to LinkedIn will see all or some portions of the profile view displayed below.

Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/steffany-dignum

Edit Content

You will see your new custom URL above
Add Skills

These skills should focus on your strengths.

They should also be skills that would be good for the job you want.
Add Skills

Things you are good at that will help you do a job

**Soft Skills** - You should add a few of these regardless of the job you want. These skills work well for any job.

**Hard Skills** - These are skills that are directly related to a particular job and are usually gained through training, education or experience.
Keywords
These are Important

Keyword - A significant or descriptive word.

Keywords will
● be used throughout your profile
● can be found in job descriptions
● should focus on your strengths
Keywords

Example of keywords in a job description

Qualifications:

- Experience using **IT Service Management systems** (BMC Service Desk Express, SupportWorks, Magic, Remedy, ServiceNow)
- Solid **hardware troubleshooting skills** (laptop, desktop, printer, Cisco, mobile devices)
- Working knowledge of **computer software** (Windows 7/8/10, MAC OS X, Active Directory, Microsoft Office 2010, SCCM, WebEx, Go-to-Meeting, Adobe Acrobat, Bomgar, Citrix XenDesktop, VPN, RSA SecurID, MDM)
- Exceptional customer service skills
- Excellent written and verbal communication skills

There are good descriptive keywords to include (blue-highlighted), as well as some great employer-specific ones (yellow-highlighted).
Soft Skills Keyword Examples

Things you are good at and work for any job. Feel free to ask someone you trust for help.

- Active Listening.
- Adaptability.
- Negotiation.
- Conflict Resolution.
- Decision-making.
- Empathy.
- Customer Service.
- Decision Making.
- Management.
- Leadership.
- Organization

- Creativity.
- Interpersonal Communication.
- Critical Thinking.
- Problem Solving.
- Public Speaking.
- Customer Service.
- Teamwork.
- Communication.
- Collaboration.
- Accounting.
Hard Skills Keyword Examples
These are specific to the job you want

Office and Administrative Jobs
- Data Entry
- Answering Phones
- Billing
- Scheduling
- MS Office
- Office Equipment
- QuickBooks
- Shipping
- Welcoming Visitors
- Salesforce
- Calendar Management

Sales, Retail, and Customer Service Jobs
- Product Knowledge
- Lead Qualification
- Lead Prospecting
- Customer Needs Analysis
- Referral Marketing
- Contract Negotiation
- Self Motivation
- Increasing Customer Lifetime Value (CLV)
- Reducing Customer Acquisition Cost (CAC)
- CRM Software (Salesforce, Hubspot, Zoho, Freshsales)
- POS Skills
- Cashier Skills
Hard Skills Keyword Examples
These are specific to the job you want

**Engineering & Technical Jobs**
- STEM Skills
- CAD
- Design
- Prototyping
- Testing
- Troubleshooting
- Project Launch
- Lean Manufacturing
- Workflow Development
- Computer Skills
- SolidWorks
- Budgeting
- Technical Report Writing

**IT Jobs**
- Programming Languages
- Web Development
- Data Structures
- Open Source Experience
- Coding Java Script
- Security
- Machine Learning
- Debugging
- UX/UI
- Front-End & Back-End Development
- Cloud Management
- Agile Development
You can do a keyword search using the search bar.

Or choose skills that LinkedIn suggests.
Add Skills

Select relevant skills and click “add”
To edit your Headline start by clicking here
Use keywords to tell employers what you can do for them
Headline

Examples -

**Web designer** – uniting art and tech to *bring company visions to life* and keep customers returning for more

**Supply Chain Management & Logistics** Student – *Procurement, Shipping, Inventory, Risk Management* – Graduate June 2020

**Product manager and designer** – Helping startups turn great ideas into viable products that *customers adore*

**Software Engineer** – Built solution on-time and under budget that *boosted customer retention by 236%*

These example does two things -

1. **List the title of the job you have or want**
2. **Use Keywords related to the job or accomplishments to stand out**
   a. Only use numbers if they are true and impressive

Source - https://theinterviewguys.com/linkedin-headline-examples/
Headline

2-3 lines that state your relevant skills or accomplishment and how that can benefit employers

Don’t

- Don’t use words like “expert,” “best or “hard-working”
- Don’t use “I” Language
- DON’T USE ALL CAPS
- Don’t use numbers of they don’t stand out
  - A 2% increase in sales may not look like much

Do

- Do speak directly to the job you want
- Do use keywords
- Do state what you can do for the employer
- Use numbers if they stand out
  - If that 2% increase equalled $25,000 it may be worth it to list that
Product manager and designer – Helping startups turn great ideas into viable products that customers adore.
**Add Experience**

<table>
<thead>
<tr>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Manager</strong></td>
</tr>
<tr>
<td>Pomeroy Recreation &amp; Rehabilitation Center</td>
</tr>
<tr>
<td>Jul 2016 – Present · 4 yrs 3 mos</td>
</tr>
<tr>
<td>San Francisco, California</td>
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| **University of Idaho**  |
| Bachelor of Science (B.S.), Natural Resources Conservation and Research  |
| 2006 – 2011  |
Add Experience

- Include your current job title or most recent job title
- Add Company Name
Add Experience

- Include start and end date
- Description should be less detailed than your resume and highlight accomplishments
  - Include Keywords

Description Example -

In my most senior role at Company A, I supported the Continuous Monitoring Program (CMP) and military contracts with the US Navy and Airforce; managed dozens of employees between the two programs and millions of dollars in resources. My achievements include:
- Coordinated plan to migrate the CMP to a new datacenter location as well as the first successful COOP exercise.
- Championed proposal efforts as proposal manager, review lead, and review team member.
# Add Education

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Add Education

The basic way to add your education

- School
- Degree
- Field of study
- Start and End (or projected)
Add Education

For more detail include activities/societies and or a description of your studies

- Highlight Achievements
- Don’t forget the Keywords
  - They are how you get noticed by the jobs you want

Keywords

- Alpha Phi Omega, Marching Band, Volleyball

Share with network

On

If enabled, your network may be informed of job changes, education changes, and work anniversaries. Learn how these are shared and when

Save
If you scroll down you will see the “About” section. Click the icon to edit.
About/Summary

300-350 word summary of your skills and talents
LinkedIn will create a summary based on your work experience.

About

Experienced Program Manager with a demonstrated history of working in the individual and family services industry. Skilled in Management, Customer Service, Data Analysis, SPSS, and NVivo. Strong program and project management professional with a Master of Science (MS) focused in Non-Profit/Public/Organizational Management.

About/Summary should

- Show your Personality
- Use “I” Language
- Use Keywords

This example doesn’t

- Show your Personality
- Use “I” Language.
As a Leader in Program & Project Management, I offer expertise in overseeing all aspects of project planning, from budgeting and resource allocation to ensuring quality deliverables while achieving complete compliance to contract terms and conditions. As a result, I capture high levels of customer satisfaction and loyalty for my employers.
As a Leader in Program & Project Management, I offer expertise in overseeing all aspects of project planning, from budgeting and resource allocation to ensuring quality deliverables while achieving complete compliance to contract terms and conditions. As a result, I capture high levels of customer satisfaction and loyalty for my employers.

I provide expert problem solving and creative solutions to overcome obstacles and achieve business goals. My teams achieve peak performance and large, multiyear contract wins. Examples include:

- Supported Company A’s Continuous Monitoring Program (CMP) and military contracts, managing 30 employees between the two programs while controlling millions of dollars in resources.
- Assumed leadership of a struggling IT project that needed additional support staff/resources to ensure completion; worked with HR to hire new staff and improved team moral/engagement while strengthening relations with client leadership to demonstrate the company’s commitment to the contract.
- Established and achieved cost saving goals, allowing the division to exceed a profitability target of $30M.
- Drove capture and proposal efforts on a $100M contract and a $30M recomplete win for Company A.

As a graduate of University Name in Analytical Management, I have spent my career working on complex, high value corporate and government contracts and held high level security clearances. I also completed a Masters in Financial Management from University Name and earned my PMP from the Project Management Institute.
Open to Work

This will let employers know you are looking to get hired
Open to Work

Edit job preferences

Job titles:
- Program Manager
- Director
- Deputy Director
- Program Coordinator

Add title +

Job locations:
- San Francisco, California, United States
- Oakland, California, United States
- Chicago, Illinois, United States
- Portland, Oregon Metropolitan Area

Add location +

Share with recruiters only
People using LinkedIn’s recruiter product

I’m no longer open

Save
Open to Work

Make sure to choose whether you are looking for Full-time, Part-Time and/or Internships.
Open to work

Select who you will see that you are looking for work.
Open to Work

Here you will choose your start date

Don’t forget to save
References:

https://theinterviewguys.com/linkedin-headline-examples/
https://zety.com/blog/what-skills-to-put-on-a-resume
https://www.zipjob.com/blog/linkedin-work-experience-section/
https://www.jobscan.co/linkedin-optimization
https://careersidekick.com/what-to-put-on-linkedin-profile/
https://www.jobscan.co/blog/linkedin-summary-examples/
https://resumeworded.com/target-start.php
https://zety.com/blog/cover-letter-tips
https://workalpha.com/networking-online/linkedin/linkedin-profile-program-manager/