

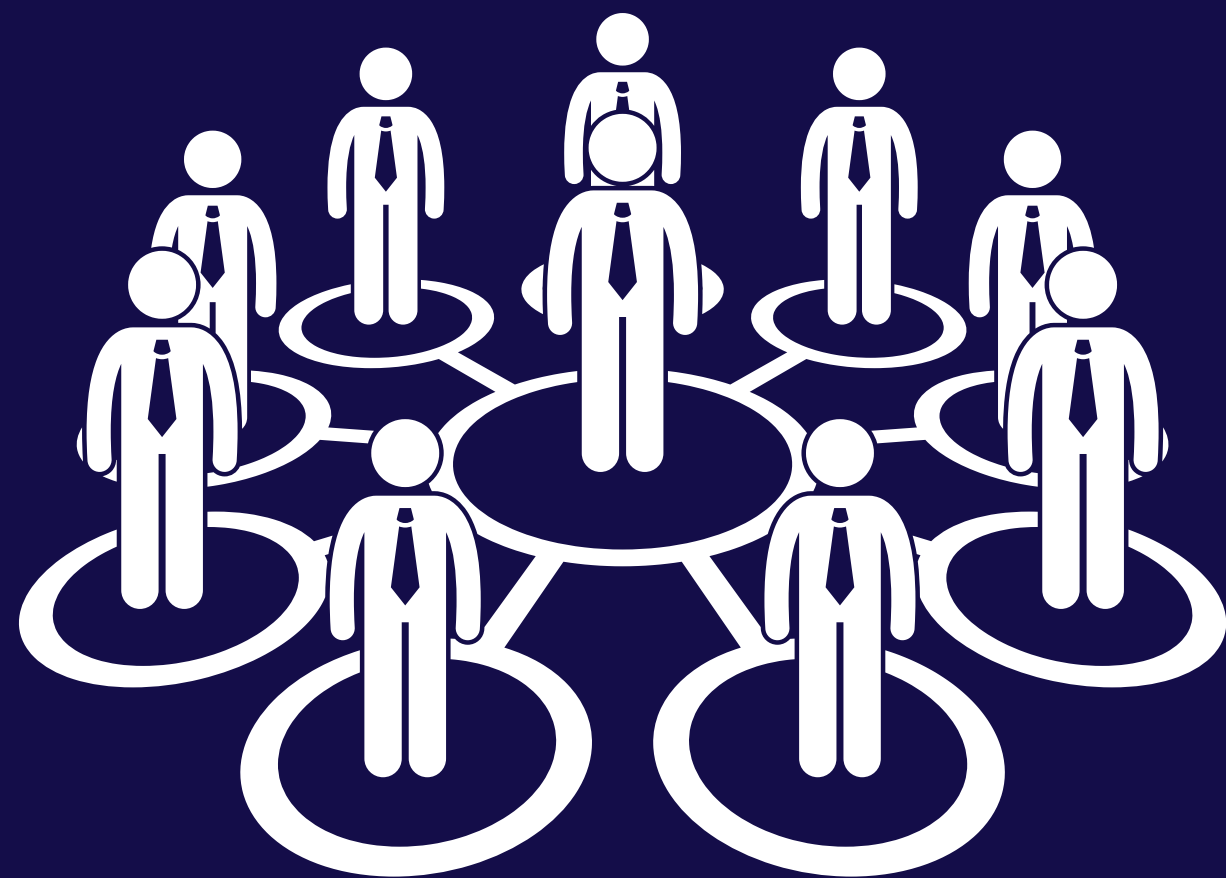
2024

LinkedIn

Basics

George Memorial Library





What is LinkedIn?



LinkedIn is a professional networking platform where users can create profiles, connect with colleagues, and showcase their skills and experience. It serves various purposes:

- Networking: Connect with industry peers.
- Job Searching: Find and apply for job openings.
- Personal Branding: Highlight expertise and share content.
- Learning: Access courses and resources.
- Industry Insights: Follow companies and influencers for updates.

Overall, LinkedIn helps professionals grow their careers and access valuable resources.

Note: Most employers use LinkedIn to initially screen applicants.

WHY SHOULD YOU BE ON LINKEDIN?

First and foremost: To get a job!

And, it's your job is to make it easy for your reader to hire you, and to do that, you need to tell them how you can do the work they need you to do, and that you have the characteristics of their ideal employee.

Second: Networking

You'll also grow your professional network and maintain a positive online presence that may help you in your future work or job search.



YOUR PROFILE IS YOUR “FIRST IMPRESSION”

1

HEADLINE

A summary of your professional expertise, industry, and value proposition. The default is your current job title and company name.

2

SUMMARY

An overview of your professional skills and accomplishments. You can also mention your professional aspirations or opportunities you're looking for.

3

EXPERIENCE

Detailed information about your previous work experience. You can use bullet points to list your skills and experiences.

4

EDUCATION

Lists your academic qualifications.

AS YOU START EDITING YOUR PROFILE

Please turn off your notifications for your edits until you're ready to launch...or your connections will be notified about every little change you make and that gets annoying!

Notify network

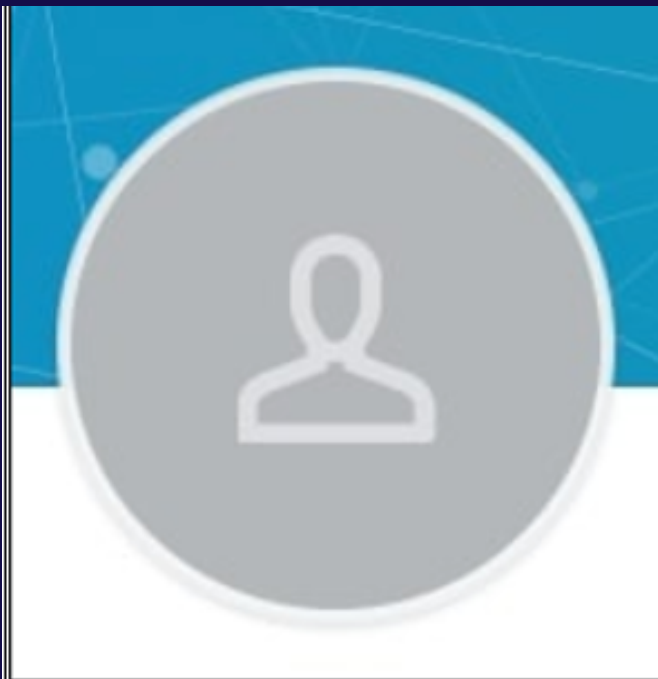
Turn on to notify your network of key profile changes (such as new job) and work anniversaries.

Updates can take up to 2 hours. Learn more about [sharing profile changes](#).

On



START YOUR GREAT FIRST IMPRESSION WITH A PROFESSIONAL PHOTO



START YOUR GREAT FIRST IMPRESSION WITH A PROFESSIONAL PHOTO

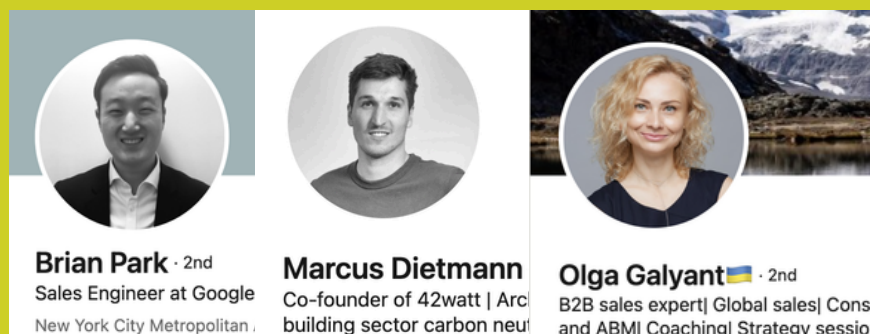


HEADLINE: SHOWCASE YOUR SPECIALTY



Here are a few formulas you can use to write a great LinkedIn headline:

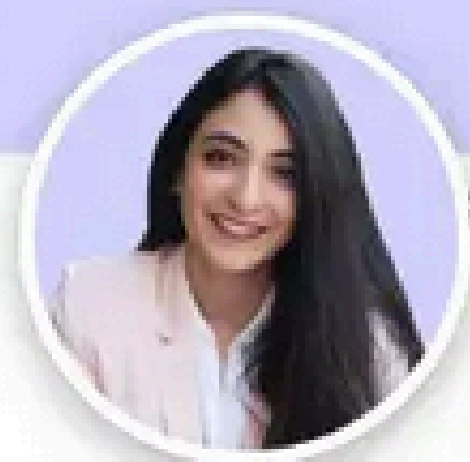
- (Title) at (Company) – Helping USP (Unique Selling Proposition)
- (Title) | (Company) | (USP)
- Title + Company + benefits of working with you | keywords related to your niche | personal touch |
- [Job Title]: Helping [X] do [Y]



Brian Park · 2nd
Sales Engineer at Google
New York City Metropolitan

Marcus Dietmann
Co-founder of 42watt | Arc
building sector carbon neu

Olga Galyant · 2nd
B2B sales expert | Global sales | Consi
and ABM | Coaching | Strategy session



Kiran Shahid

Freelance content writer for B2B SaaS companies like Sprout Social, HubSpot, Semrush, and Zapier.

Toronto, Ontario, Canada

7K followers · 500+ connections

let's create **content**
that generates **leads**
& maximizes **conversions**


DM to book a free strategy call




 **Kiran Shahid**

 **University of Warwick**


 **Personal Website** 



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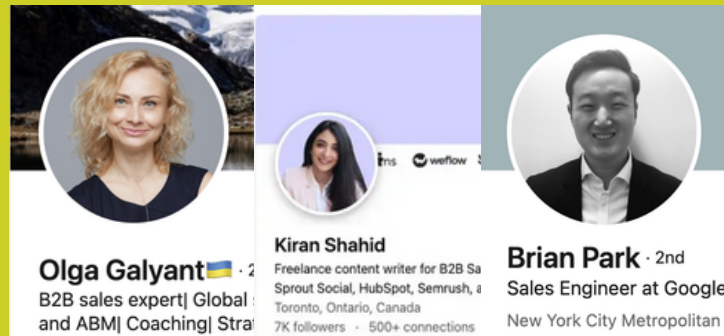


Olga Galyant 🇺🇦 · 2nd
B2B sales expert| Global sales| Consultative selling| Lead generation
and ABM| Coaching| Strategy sessions moderation



Global Swiss GroupAG 🇨🇭
Manufacture|FMCG|Pharma|
Vitamins|Medicaldevice|Petf
ood|expo|Switzerland





Marcus Dietmann · 2nd

Co-founder of 42watt | Architect | My mission: to make Germany's building sector carbon neutral.

The **most simple way** to
climate neutral buildings.



42watt



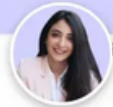
Technische Universität
München



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[University of Wan](#)
[Personal Website](#)



Brian Park · 2nd
Sales Engineer at Google

New York City Metropolitan Area · [Contact info](#)

A COMPELLING SUMMARY

The summary is really your virtual handshake and personal introduction that you might have in a face-to-face networking opportunity. You want to use the same genuine, conversational voice that you would use if you were meeting someone over coffee – personal and descriptive – just tell your reader what you do...and maybe a little bit of why.

A COMPELLING SUMMARY

A strong summary accomplishes the following goals:

1. Provides an overview of your background
2. Outlines your key areas of expertise
3. Tells visitors what you are interested in
4. Invites visitors to contact you
5. Builds your personal brand

Ever since I [personal anecdote or early experience], I knew that [your field or profession] was my calling. The sense of [related feeling or accomplishment] from [related activity or task] has driven me ever since.

In my current role as [your current job title] at [your current employer], I [brief description of your main responsibilities]. My key skills include [core skills], which I use to [description of how your skills translate into real impact]. For example, I have [specific example of how you've used your skills to achieve something significant].

Over the past [number] years, I have [specific achievement with numbers]. My [specific initiatives or focus areas] have resulted in [specific outcome with numbers].

Employers in my field seek [skills, experience, and qualities employers look for]. By [specific actions you've taken], I have consistently delivered results that align with business goals. My ability to [specific abilities] makes me a valuable asset to any organization aiming for [specific goal or improvement].

Outside of work, I am passionate about [personal interests or hobbies], which has taught me [related lessons or skills]. I am also dedicated to [related passion or volunteer work], which fuels my drive to continuously learn and contribute positively to both my field and community.

Let's connect! I'm always eager to meet new professionals and exchange ideas. Feel free to reach out to me on LinkedIn or email me at [your.email@example.com]. I look forward to connecting with you!

EXPERIENCE

The experience section is where you list your work experience. Much like a resume, you can fill in your title, company, location, dates of employment, and description for each role. Additionally, you can add role-related skills and media, such as links to articles, videos, and more.



Content Marketing & Distribution Manager

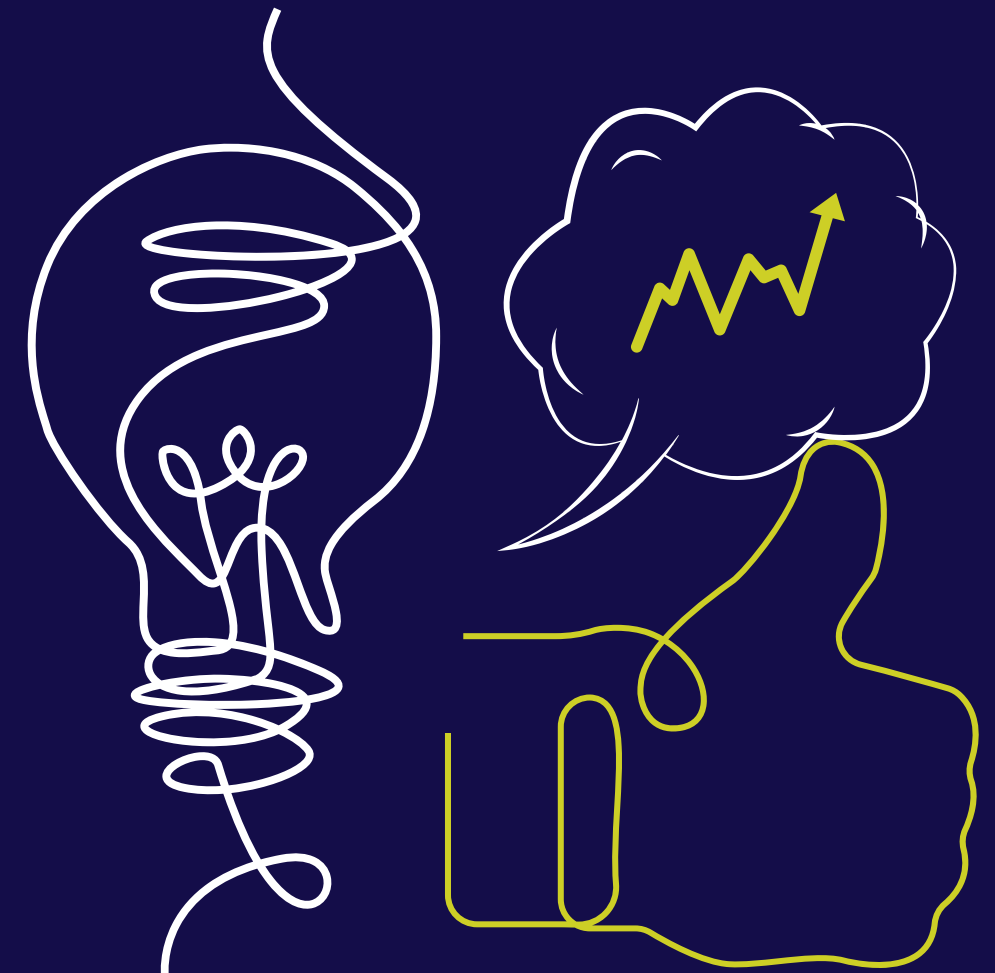
Upwork

Sep 2017 - Sep 2019 · 2 yrs 1 mo

San Francisco Bay Area

As content marketing and distribution lead, I oversaw the editorial roadmap and work with a team of freelancers to produce thought leadership articles and content that answer questions in the customer journey. I led content distribution through cross-functional marketing campaigns, including email programs for clients and prospects, direct mail of our print magazine, newsletters, and in-product integration. I optimized content through tactical execution and strategic amplification.

Skills: Google Analytics · Search Engine Optimization (SEO) · Content Marketing



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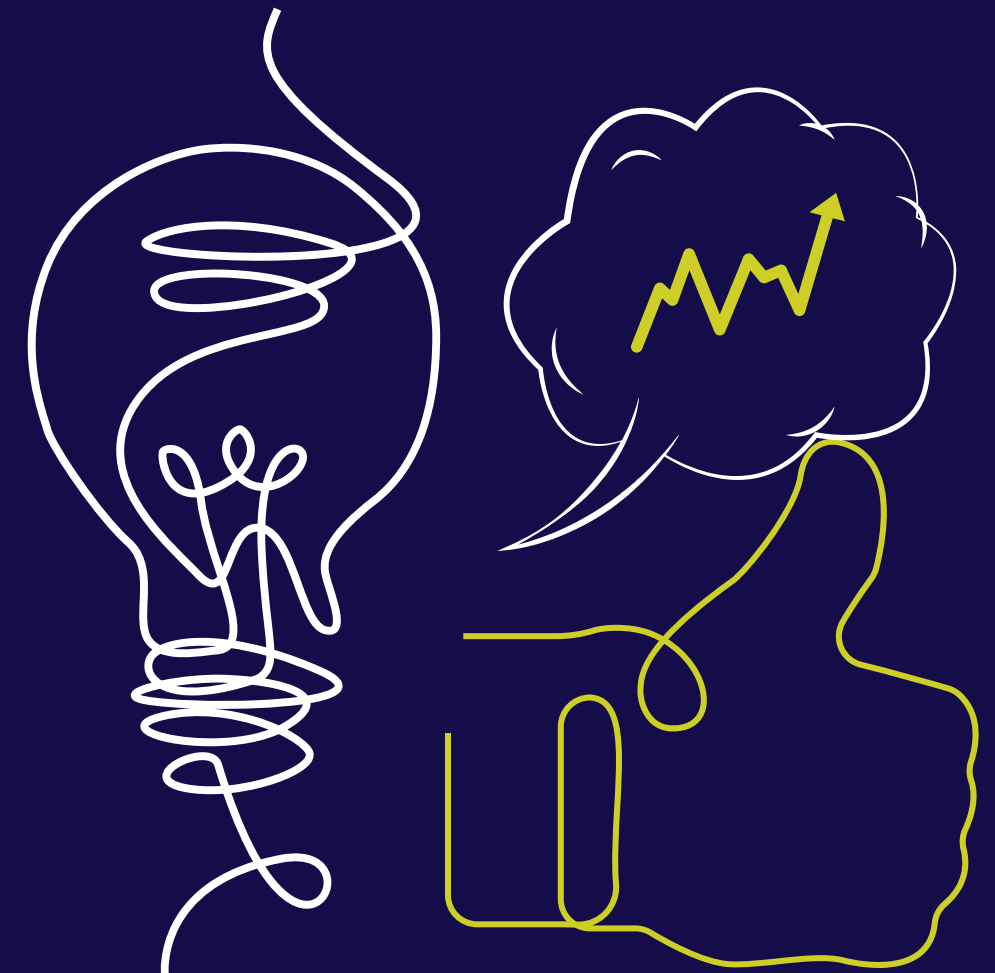
Lead Technical Recruiter

OpenArc, LLC. · Full-time

Jan 2015 – May 2021 · 6 yrs 5 mos

Greater Pittsburgh Area

- Actively sourced candidates using tools available to me including LinkedIn, Stack Overflow, Github, social media and other sources
- Recruited for all technical positions including but not limited to Software Developers, QA testers, Devops, Designers, Network and Systems Engineers.
- Helped establish and execute hiring plans with technical and non-technical managers
- Became familiar with numerous ATS systems through different clients including JazzHR, Lever, Workday, and Taleo
- Balanced a workload of 50-60 open requisitions at a time, prioritizing the most important and urgent positions.





Education



- Education is the foundation!
- Members who list a school get 10x more views on average
- Add your school, major, and degree name
- Include clubs you lead and honors you have earned



Education

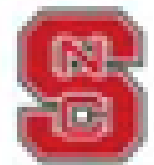
North Carolina State University

Bachelor of Arts (B.A.), English (Language, Writing, & Rhetoric)

2011 – 2014 (expected)

Minor in French

Activities and Societies: Sigma Tau Delta International English Honor Society (NCSU Chapter), College Republicans, English Honors Program



SKILLS

- List tangible skills that you are comfortable using in the workplace
- Skills can be acquired on the job or in school
 - Speak Mandarin?
 - Know JAVA programming?



NEXT STEPS FOR YOUR PROFILE

1

NETWORK

Start building your network by requesting to connect with people you know.

2

JOB SEARCH

LinkedIn helps you find relevant jobs that suit your skills and qualifications.

3

FOLLOW

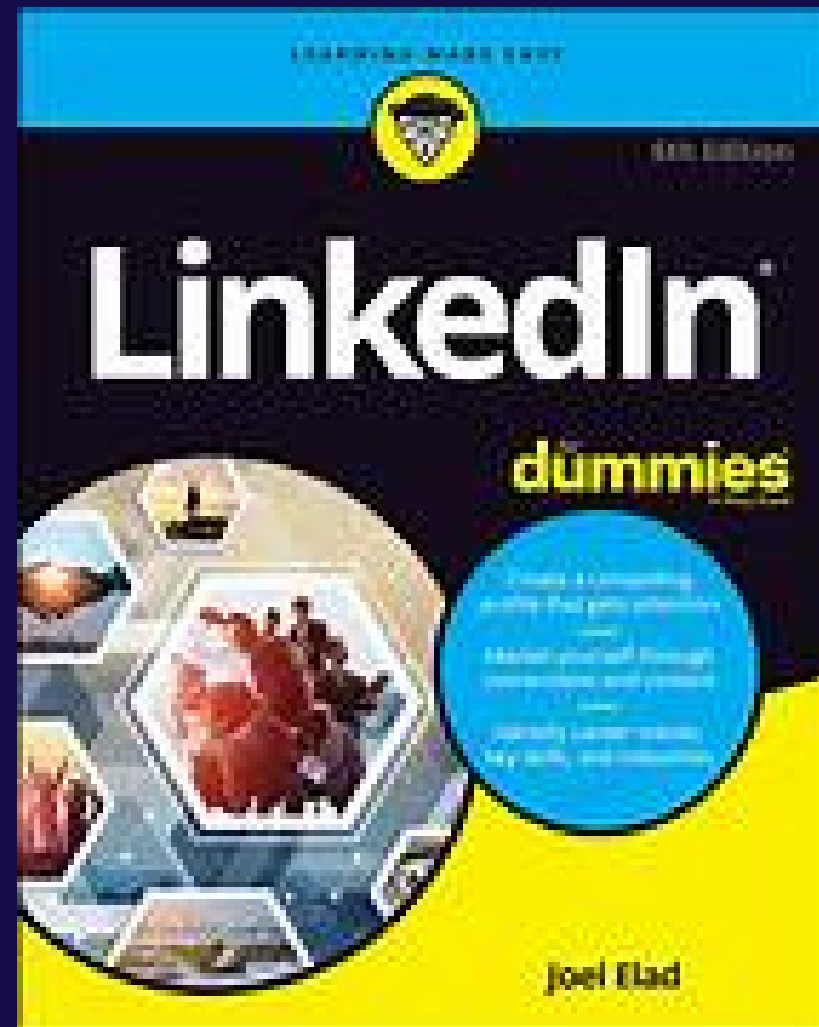
Stay up-to-date with industry trends and leaders by following organizations and people relevant to your interests to see updates and posts on your home feed.

4

SHARE

You can demonstrate your expertise and insight by sharing original posts, and potentially spark conversations and learning opportunities with others in your field.

LIBRARY RESOURCES



LinkedIn Learning

