

Advanced LinkedIn Resource Guide

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Additional Resources:

*To learn more about using LinkedIn at a basic level, sign up for the **'Social Media Networking'** web event through RightEverywhere.com.*

Or, to check out LinkedIn's advice for users, attend one of their free 101 webinars (live or recorded) at learn.linkedin.com/training or visit learn.linkedin.com/jobseeker/resources.html for job search articles.



After the Webinar- Your Next Steps

If your head was spinning after the Advanced LinkedIn webinar, here are 5 steps to help you focus on what to do next:

1. Settings:

- Make sure your activity broadcasts are off before profile editing!

2. Tackling the Profile:

- Research job postings for keywords
- Integrate and repeat 5-7 core keywords in the profile
- Work on Headline, Current Position, Summary especially
- Be sure to include accomplishment statements
- Get to All-Star status!

3. Grow your Network:

- Aim for 250+ 1st degree connections
- Gain quick impact by connecting with select recruiters, LIONs or open networkers, and local well-networked contacts
- Join groups, especially a few large ones

4. Generate Traffic:

Make a weekly habit of...

- Posting 1-2 status updates
- Starting or commenting in at least 1-2 group discussions
- 'Sharing' interesting news with individuals
- Reaching back to people who visit your profile

5. Proactive Research:

Expand your information and referral network by locating...

- Decision makers and recruiters for jobs you've applied for
- New or existing contacts at target companies
- People in the field or role you are exploring
- People you are interviewing or networking with



FAQs and Quick Tips

For comprehensive answers to questions you don't see here, we encourage you to visit LinkedIn's Help Center at help.linkedin.com.

How do I prevent updates from going to my network when I edit my profile?

From your settings [move your cursor over your photo thumbnail in the top right of your homepage and select Privacy & Settings or type linkedin.com/settings], select *Turn on/off activity broadcasts*, and make sure the box is unchecked. You can leave this off permanently, or may choose to turn it on when you complete editing your profile. Note: a broadcast about a new 'current position' will still go to your network even if activity broadcasts are set to off.

- For info on all settings, visit: http://help.linkedin.com/app/answers/detail/a_id/66

Can I take down my profile while I build it/edit it?

Although LinkedIn doesn't offer the option to temporarily disable your account, you can turn off your *activity broadcasts* so when you make significant changes to your LinkedIn profile you are not notifying your connections (see above).

Additionally, you can [edit your public profile](#) and make it "visible to no one" or adjust what you want others to see. Remember- this only affects your profile on search engines, not on LinkedIn.

How can I delete a duplicate profile?

If a search for yourself on LinkedIn yields more than one profile for you, you can request that LinkedIn merge your two profiles, or delete one. If you are able to log-in to the duplicate profile, you can delete it yourself in the Settings area of your account.

- For detailed instructions, visit: http://help.linkedin.com/app/answers/detail/a_id/1275

Can I block someone from seeing my profile?

LinkedIn doesn't have a setting that allows you to block another member from viewing your profile. However, you can do the following.... although we generally don't recommend it, as these things may impede your ability to be found by recruiters:

- Hide the public version of your profile that's visible on search engines.
- Hide your profile photo.
- Change your profile display name.
- Adjust your settings for who can send you invitations/InMail/Introductions.

How can I get my profile to All-Star status (100% complete)?

According to LinkedIn, these are the requirements for completing your profile:

- Your industry and location
- An up-to-date current position (with a description)
- Two past positions
- Your education
- Your skills (minimum of 5)
- A profile photo
- At least 50 connections



How can I customize my Public Profile URL for my resume, business cards, etc?

- From 'edit' profile mode, click on the 'edit' button to the right hand side of your public profile link (under your picture). It looks something like: linkedin.com/pub/123xyz
- On the right side of that page, find a box that says "your public profile URL".
- Click on "customize your public profile URL".
- Try to include your full first and last name in your customized link; some candidates also include their middle initial or a keyword if their name has already been taken.

Do I have to choose only one industry at the top of my profile?

Yes. LinkedIn makes you select from a pull down menu of industries. Some recruiters use this as a search filter, so choose your industry carefully, and be forward looking. If you can't find a good match, you may want to look at the profiles of other leaders in your industry/from your past company to determine any industries that are being commonly used. Listing other industries where you have experience in your Summary section can help you address these other areas.

What should I do about choosing a postal code if I want to relocate?

Most recruiters begin their sourcing search with a postal code radius. Unfortunately, this means you may be filtered out of a search even though you are open to relocation. In order to combat this, some candidates leave out their exact postal code, but this does not solve the problem; if you leave out a postal code, you will be filtered out of candidate searches for companies who are open to relocation and local positions. A great place to demonstrate your interest in relocation is in your Summary section. You can treat this almost like a cover letter- a place to talk about your strengths and explain special circumstances like wanting to relocate or changing industries.

Should I say that I am a job seeker in my profile?

Having phrases in your profile like "seeking opportunities", "available" or "job seeker" can give recruiters the impression that you are desperate, when their biggest priority is to quickly assess if you have the right skills and experience for the job. So, think about filling your profile with your skills and accomplishments vs. the fact that you need a job. If you do want to talk about your job search in your profile, your Summary or the description under your Current position (if using a branding statement) can be a good place for this.

How do I add an email address or change my existing one in LinkedIn?

You can [add, change or remove email addresses](#) on your LinkedIn account from the Account section of your [Settings](#) page. Many candidates choose to add a 'secondary' email to their account as a safety in case they ever lose access to their primary LinkedIn email address and also can't access that address for a password reset.

- Add a new email address: Enter the email address, click 'Add email address', and then confirm the new email address.

IMPORTANT: You must CONFIRM the email address to add it to your profile. Confirm your address by signing in to the newly added email account and clicking the link in the confirmation email LinkedIn will send you.

- Choose a new primary address: Click Make Primary next to a confirmed email address. Your primary email address is where you want LinkedIn communications to be sent.
- Remove an email address: Click Remove next to the existing email address



Advanced LinkedIn- Class Notes

Settings- The Big 3

1. **Turn on/off your activity broadcasts:** uncheck this box to prevent updates about profile changes from being sent to your network. Note: Updating your photo or current position generates an update that cannot be prevented by turning your activity broadcasts off.
2. **Select who can see your activity feed:** this is the box at the top of your profile that shows who you have been connecting to, groups you've been joining, changes to your profile, status updates, etc. Depending on your usage, you may want to limit or expand who can see this information. For instance, if you are frequently sharing status updates with your network (home page), you will want your activity feed to be more broadly visible- think: 'my network' or 'everyone'.
3. **Select what others see when you've viewed their profile:** use this setting to control whether others see your full name or a more anonymous view when you look at their profile.

Optimizing Your Profile

Think of your profile as your “brand.” Is it tuned for your target market? Are you using the keywords/phrases that a recruiter would use to find someone with your skills? Also, are you positioning yourself as an ‘industry insider’- someone with knowledge to share and value to add to others?

If you aren't sure which keywords to use, job descriptions are a great place to start. Collect 10+ postings for jobs you'd like to have and study them to determine which skills and experience keep coming up. See the keyword research exercise on page 15 for step-by-step instructions on using word clouds to identify keywords.

Increase your Visibility – LinkedIn likes Connections & Completeness:

1. Completing your Profile

- Having a complete profile plays a role in your ability to be found on LinkedIn- those with complete profiles are 10x more likely to receive opportunities, according to LinkedIn. The highest level of completion is All-Star: you can see your completion level in the right hand column in the regular view mode for your profile.
- According to LinkedIn, these are the requirements for completing your profile:
 - a. Your industry and location
 - b. An up-to-date current position (with a description)
 - c. Two past positions
 - d. Your education
 - e. Your skills (minimum of 5) in Skills & Expertise section
 - f. A profile photo
 - g. At least 50 connections

2. Adding Keywords

- Having keywords in your profile that reflect your specific skills and expertise is a critical factor in helping you be found; recruiters use these terms in their searches to help them find qualified candidates.
- For detailed instructions on finding your keywords refer to page 15.
- Once you have identified a handful of keywords (~5-7) targeted to your skills and what

you want to do next, work to "weave them into a story", repeating those words many times throughout your profile without making it look like you have keyword-loaded.

Sections where keywords are particularly important:

- Headline
- Position Titles
- Summary
- Experience
- Skills & Expertise

Building a strong headline:

- Your headline appears directly below your name and should quickly capture the reader's attention by showing what you do and how you add value to an organization.
- Building blocks: your title, your solution statement, credibility (optional, ie: certs, awards, etc)
- Can use characters like | or ►
[visit the Matthew Chan demo profile to copy the arrow:
www.linkedin.com/in/matthewchancpa]
- Example: Marketing Leader ► Develops and Executes Integrated Marketing Campaigns to Translate Strategy into Operational Results
- See page 16 for additional samples.

Current position:

- We recommend that you move your most recent position to 'past' after 2-3 months.
- Since the current title/description has high visibility and can be important for keywords, you may consider creating a current position that reads like a 'branding statement' or 'state of being' in its place.
- To create, 'add a new position'→ Example:
 - Title: "Head of Marketing" OR "Targeting Head of Marketing Roles"
 - Company Name: Drives Business Growth & Brand Awareness through Online and Offline Marketing Strategies
 - Description: Take advantage of this space to show a recruiter how you are staying sharp during your transition or reiterate your value proposition.

Company Name *
Drives Business Growth & Brand Awareness through Online and Offline Marketing Strategies [Change Company]
Title *
Targeting Head of Marketing Roles
Location
Time Period *
Choose... 2013 – Present
<input checked="" type="checkbox"/> I currently work here
Headline
<input type="checkbox"/> Update my headline to:
Description
Add content here, such as: <ul style="list-style-type: none">- volunteer work- consulting/contracting work- studying/certification renewal, etc- branding statement- brief paragraph about roles/industries targeted and what you contribute

- See page 16 for additional samples.

Summary:

- Since your Summary is so prominently placed at the top of your profile, consider using it to include a variety of information, such as: resume summary or bio excerpt, 3 key accomplishments, a bulleted list of your specialties, explanation of your desire to relocate or change industries/functions, technical information, certifications, board or current leadership experience, and contact information like email/phone. Use bullets and paragraph spacing to separate these different components.
- See pages 17-18 for samples.

3. Building a Large Network

- Because LinkedIn is built on relationships (who you know, who they know, and so on), the size of your network directly affects your ability to find people and information, and other people's ability to find and reach you. You may notice that the profiles/last names of many 3rd degree connections are truncated or completely blocked when you try to view them—this is a testament to how LinkedIn makes information harder to get to if you have a small network. In job search especially, it is recommended that you aim for a network of at least several hundred people. You may also choose to connect with some recruiters, as well as LIONS (LinkedIn Open Networkers) to exponentially increase your network reach.

Other Branding Tips:

[see 'Tips for a Powerful Profile' on page 11 for further details]

- URL: be sure to customize your public profile URL.
- Adding Sections: use 'add sections' feature to reflect specific achievements/skillsets, such as "Certifications" or "Projects".
- Rich media: add files or links to your Summary/Experience/Education sections that promote your brand and expertise. In profile edit mode, look for the graphic below your Summary, Experience and Education sections that prompts you to add a file or link.
- Skills & Expertise: include skills that capture keywords you have listed elsewhere in your profile and give/get endorsements.
- Interests: include keywords in "Interests" subsection (Additional Information section of profile) for increased optimization.
- Recommendations: ask former managers, clients, vendors, and leaders for recommendations of your work or a certain project you were involved with; offering to write an outline or providing focus areas is helpful.
- Contact info: be sure to include your email address somewhere in your profile; summary recommended.

Gaining Momentum Beyond the Profile

If your keyword-filled profile isn't giving you the momentum you expected on LinkedIn, it is time to get more proactive about communicating with your network and promoting your brand. Here are a few tips to help you generate more profile traffic and conversations.

1. **Status updates:** At the top of your home page, use status updates to send customized messages to your network that help them remember you and see you as the expert. Create updates about: great articles related to your industry/skills, conferences or events, a new certification or venture, news about a target company.
2. **Sharing:** Under each status update on your homepage, you will see a 'Share' button that allows you to share that content in several ways. Add value to your network by sending an interesting article to someone you just met or sharing that content to one of the groups you are in. Recruiters tend to hang out in targeted groups to locate experts, so starting/joining a group discussion can be a great way to stand out. Same guidelines as status updates—be sure that the content you are contributing speaks directly back to your skillset and what you want to do next.

3. **Custom URL:** Put your custom profile URL wherever you can- on your resume, business cards, networking brief, email signature, etc. You want to make it easy and compelling for people to learn more about you.
4. **Gauge your effectiveness:** These types of proactive activities can help to engage your network and drive profile views. To monitor your effectiveness, watch your number of profile views and times you've come up in search results in the right column of either your home page or profile page, under "Who's Viewed your Profile". You should see your profile views spike with these kinds of actions.

Advanced Searching

The Advanced Search feature is your secret weapon for finding decision makers, networking contacts, recruiters and more. Here are some ideas for powerful searches:

The screenshot shows the LinkedIn Advanced People Search interface. The left sidebar contains search filters: Keywords, First Name, Last Name, Title (with the text "recruiter OR talent acquisition" entered), Current, Company, School, Location (set to "Located in or near:"), Country (set to "United States"), Postal Code (with "02115" entered), and Within (set to "50 mi (80 km)"). The main search area on the right is titled "Advanced People Search" and includes sections for Relationship (with checkboxes for "1st Connections", "2nd Connections", "Group Members", and "3rd + Everyone Else", all of which are checked), Location, Current Company, Industry (with checkboxes for "Farming", "Financial Services" (checked), "Fine Art", "Fishery", and "Food & Beverages"), Past Company, School, and Profile Language. Red circles highlight the Title field, the Relationship section, and the Postal Code field.

Example 1: You want to locate and connect with recruiters in your target industry (Financial Services) and location (Boston). Title search for recruiter → recruiter OR talent acquisition OR staffing OR executive recruiter. Using capitalized ORs in any search field on LinkedIn allows you to search for multiple options at one time.

Example 2: You worked at IBM previously and want to find former colleagues who now work at your target company, Oracle. Narrowing by postal code is optional, but can be helpful.

The screenshot shows the LinkedIn Advanced People Search interface. The left sidebar contains search filters: Keywords, First Name, Last Name, Title, Company, School, Location (set to "Located in or near:"), Country (set to "United States"), Postal Code (with "80237" entered), and Within (set to "50 mi (80 km)"). The main search area on the right is titled "Advanced People Search" and includes sections for Relationship (with checkboxes for "1st Connections", "2nd Connections", "Group Members", and "3rd + Everyone Else", all of which are checked), Location, Current Company (with a checkbox for "Oracle" checked and an "+ Add" button), Industry, Past Company (with a checkbox for "IBM" checked and an "+ Add" button), School, and Profile Language. Red circles highlight the Current Company section, the Past Company section, and the Postal Code field.

People
Jobs

Advanced People Search

Keywords
research patent

First Name
[text box]

Last Name
[text box]

Title
[text box]

Company
general mills
Current [dropdown]

School
[text box]

Location
Located in or near: [dropdown]

Country
United States [dropdown]

Postal Code
[text box] Lookup

Relationship
☒ 1st Connections
☒ 2nd Connections
☒ Group Members
☒ 3rd + Everyone Else

Location
[text box]

Current Company
[text box]

Industry
[text box]

Past Company
[text box]

School
[text box]

Profile Language
[text box]

Search Reset

Example 3: When you aren't sure what someone's title might be, try searching by keyword instead. This search is targeting scientists or researchers at General Mills. The results list will provide a variety of titles to narrow the search with.

Example 4: Do an 'advanced' search through the address book of a 1st degree connection to prepare for a networking meeting or request connections from networking contacts who are willing to introduce you to anyone they know. To search: visit the profile of a 1st degree connection, scroll down to the Connections box near the bottom of their profile (below), click on the magnifying glass, type in a search term like "IT manager" or "company name", and search. Once you start your search, you will also see an 'advanced search' hyperlink appear (at left) that allows you to do further filtering through their contacts.

Connections

Step 1

All (500+) Shared (8) New (33) **IT manager** [X]

Step 2

275 results **advanced search**



Contact Options and Tricks

- Is their email listed in their profile?—contact them directly!
- Do you have a mutual connection?—get introduced!
- Are you both members of the same group?—message them for free through the members area!
 - If not, join a group they are already in, then message them.
- Ask them to connect; you can customize a very short message here.
- Send them an InMail (paid feature- must have upgraded account).
- 'Share' the profile and copy yourself to unlock a truncated name or profile.

Company Research

Building a Target Company List:

1. From 'Interests' tab (top center), select 'Companies'
2. Then select 'Search Companies'
3. Use the filters on the left to narrow by location, industry, etc. Add a twist by filtering by relationship, only adding companies where you have 1st and 2nd degree connections to see direct networking options.

Groups

Groups are an important part of your LinkedIn strategy! They give you a free way to communicate with other members, expand your network, and recruiters use them frequently to find candidates with specific skillsets or backgrounds.

- Join a variety of groups:
 - industry/functional
 - career groups for target companies
 - alumni for past employers + schools
 - local
 - job seeker
 - groups with the most members (quickly expands your access and visibility to others)
 - ➔ to find the largest groups on LinkedIn, click on the Interests tab (top center of your screen), then Groups, then click the magnifying glass (leave the search box blank). The groups displayed will automatically be in order of membership; the Jobs group should be the top result.
 - ➔ or, to find specific groups, click on the Interests tab, then Groups, and enter keywords (ie: your function, industry, certification, location), to locate groups focused on those areas.
- Great way to get group ideas: visit the profiles of recruiters from your target companies and see where they are hanging out!
- Get involved!- start/comment on discussions, network with others, use Jobs tab to track job postings and 'career discussions' postings.

LinkedIn: Tips for Building a Powerful Profile

As you build your profile and presence on LinkedIn, think strategically about the brand “YOU.” Are your profile keywords aimed at your target market? Are you positioned as an industry insider—someone adding value to their network through resources, group participation and robust connections? Your LinkedIn profile will be an important part of communicating your professional brand to both employers and professional contacts.

Remember- your LinkedIn profile is NOT your resume.... it is how you are an Industry Leader and Solution and a very powerful marketing tool for selling your skills and expertise. The LinkedIn algorithm likes completeness and contacts.

The image shows a LinkedIn profile for Jane Smith, a Design Driven Security Analyst. The profile includes a professional photo, a headline, a summary, and a list of current and previous roles. Callout boxes provide tips for building a powerful profile:

- Adding a photo is recommended.** A professional-looking shot personalizes your profile and makes it easier for people to locate you; capture shoulders up.
- If applicable, you may choose to add certifications or advanced degrees** after your last name for increased visibility.
- Your Headline is your most visible branding statement.** Use it to highlight your skills, unique selling points, and expertise. Include 3 parts: Title, Solution, Credibility. Use the Pipe (|) symbol (shift and \) or ► to make it visually appealing. Limit 120 characters including spaces. Keywords are especially important here!
- Location and Industry:** be forward-looking as recruiters can filter their searches this way!
- A large network is a key to success on LinkedIn-** it will help others find you and vice versa. Strategically build your network to include: former colleagues, clients, service providers, alumni, etc. Always personalize connection requests!
- Customize your LinkedIn URL** to brand yourself. Include in your resume, email signature, business cards, networking brief, etc.
- Contact info:** remember, the email address here ONLY SHOWS to your 1st degree connections. Make yourself reachable by also including email in your Summary or elsewhere! Consider adding a phone number, twitter handle, website or blog here as well.
- Share an update to engage your network and showcase your expertise.** Updates can include links to articles, event information, blog link, or (occasional) updates about progress- such as a newly earned certification, etc.

The profile also shows a current role at a company, previous roles at IBM, Sun Microsystems, and General Dynamics Information Technology, and education at California State University Sacramento. The profile has 350 connections and buttons for 'Improve your profile' and 'Edit Profile'.

Background



Summary

I'm a design-driven Security Analyst able to leverage my deep Network Management background to design and manage IT security services. In addition to having my CISSP, I'm rather skilled at managing security policy practices, including both development and validation.

If you review my profile, you'll find my background includes examples of where I've provided a broad-range of security services across multiple accounts and industries.

From a business perspective, my risk-based analysis focus ensures that I'm thorough when doing Violation Tracking & Management, Patch Management, and Security Compliance Checking. I've led security implementation and management projects and their scoping including having tracked and managed projects to completion.

A listing of my core competencies includes:

- ✓ Vulnerability Management
- ✓ Security Policy Management
- ✓ Patch Management
- ✓ Risk Management
- ✓ Vulnerability Scanning
- ✓ Compliance Management
- ✓ Change & Issue Management
- ✓ Network Security

Please contact me at janesmith10010@gmail.com

TECHNICAL SKILLS:

Current Certifications:

CISSP, CCNP, SCP (Sniffer Certified Professional)

Platforms:

Windows (9x, WinNT/2000, 2003, 2008, XP, Vista, 7),
UNIX (AIX, SunOS, Solaris, BSD, Linux)

Languages:

Java, SQL, HTML, CSS, C++, Ada, Lisp, Perl,

Build on the Summary from your resume or bio: limit- 2000 characters including spaces. Expand on your branding from your Headline and continue to repeat your keywords. Use first person or resume language. The Summary is also a place where you can include plans to change industries (and why), special activities like board involvement, or even openness to relocation.

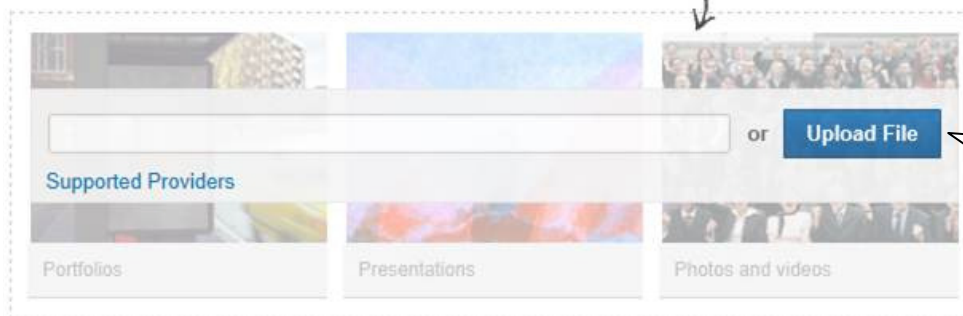
Highlight accomplishments: Your summary is also a great place to add 2-3 of your most important accomplishments (not shown), bulleted. This will give them high visibility and capture the reader's attention early in the profile.

List your Areas of Expertise or Core Competencies. Repeat keywords and use special characters ✓ ♦ ► to stand out. You can build a bulleted list in Microsoft Word and paste to your profile.

CRITICAL: make it easy for recruiters to reach you! Include your email (and/or cell#) here. Remember, your contact info only shows to 1st degree connections.

Include Technical Skills, Computer Proficiencies and highlight Certifications, if applicable.

Get discovered for your work! Add your videos, images, documents...



Adding media to your profile: Use this feature to attach documents, presentations or videos to your profile for customization and credibility. Look for this prompt in your Summary, Experience and Education sections.



Experience

IT Security Analyst

Ensuring IT Security across Networks in Multiple Industries

2013 – Present (less than a year)

Analyze IT security threats and make valid recommendations for remediation. Enforce and sustain controls in the area of Security, Governance, Risk Management and Compliance in a cost effective and efficient manner.

Security Analyst II

IBM

2008 – 2013 (5 years)

Provided security services for newly acquired accounts ensuring accounts were in compliance and ready for production. Interpreted / verified customer accounts were in compliance with security documents; designed and configured security policies based on customer / contract requirements, then used for health checking servers. Scanned servers to identify and remedy defects before certifying devices for production. Managed several AIX systems used to provide multiple services for security scanning.

- Led project that reduced manual effort; developed automated tools to complete daily functions and reduce work load.
- Conducted system risk analysis on security defects found during compliance checking. Determined exposure, projected implications and potential costs, and recommended countermeasures.

Security Analyst I

Sun Microsystems

2004 – 2008 (4 years)

Managed vulnerability scans for several accounts with over 9000 servers. Determined severity level for all findings and created reports for customer review. Tracked high level security finding until risk was mitigated through patching or countermeasures.

- Analyzed vulnerability reports for both UNIX / Windows environments. Documented high severity findings for customer review and mitigation.



When building Experience, note: LinkedIn requires 3 positions (Current + 2 previous) as part of a complete or All-Star profile.

Current Position– An alternative for leaving "Current" blank when in transition is to use this area creatively to showcase "Your State of Being". Highlight your skills and impact to an organization to create consistency with your Headline & Summary; position yourself as the Solution. Tip – use wording from a well-written job posting.

HOW TO CREATE CURRENT POSITION: Add a new position with dates 'I Currently Work Here'.

Company Name – Position Your Impact "Ensuring ____ or Demonstrated Success in ____" and include keywords. Should complement your Headline.

Title – Title you want or had.

Description- Limit to 2-3 lines max. Include a branding statement, info about roles or industries targeted, volunteer or consulting work, new training/schooling, etc.

Add past positions from resume here (keeping in mind relevance). Include job scope statement and a few of your accomplishments. Add quantitative figures where possible; add variety with acronyms; keep visually concise.



Skills & Expertise

Most endorsed for...

3	CISSP			
3	Threat & Vulnerability...			
3	CCNA			
2	Enterprise Network...			
2	Vulnerability Scanning			
2	Security Compliance			

Make sure the skills in this area reflect other keywords you have repeated elsewhere in your profile. And, while they may seem pointless, endorsements for those skills contribute to the strength of your profile, and increase the likelihood of being discovered for opportunities related to them. They also add credibility and show that your professional network recognizes your expertise in that area.



Education

California State University Sacramento

Bachelor of Science (BS), Computer and Information Sciences and Support Services

Customize your specific discipline and school of study to differentiate (e.g. Computer and Information Sciences and Support Services instead of only B.S.); dates not required - omit dates attended by selecting "-" in the date range. Option to list scholastic honors, activities or societies.



Certifications

Cisco Certified Network Professional (CCNP)

Certified Information Systems Security Professional (CISSP)

Include any relevant certifications you may hold. You should also mention certifications throughout your profile- in the headline, summary, even as part of your last name, for keyword optimization.

Recommendations

Received (1)

Security Analyst I

Sun Microsystems



Renee Zung

Career Coach | Web Facilitator | Job Strategist| Resume ► LinkedIn Optimization Increase Network & Career Advancement

Jane is insightful and able to proactively implement processes to ensure that the computing tools that are relied on daily remain up-to-date, reliable, and secure. She has this innate ability to find potential problems as well as current ones that no one else is even aware of. Not only is **Jane** technically savvy, she is a team player who easily communicates with every... [more](#)

April 11, 2013, Renee was with another company when working with Jane at Sun Microsystems

Quality over quantity! Aim for a few per position; ask: someone with a prominent title/reputation, customers/clients, a leader in your company, somebody you managed.

Best practice: suggest skills or characteristics you want to highlight; you can even offer to write a draft.

Groups



Certified IT Security P...
[+ Join](#)



IT - Audit & Network S...
[+ Join](#)



Information Security E...
[+ Join](#)



Information Security ...
[+ Join](#)

Groups are another critical piece to helping you find and be found on LinkedIn. Join a mix of groups (up to 50) specific to your function, industry, location, target and past employers, etc. Remember- recruiters post jobs to groups AND groups allow you to message other members for FREE!

Following

News



IT
610,755 followers
[+ Follow](#)

Follow News and Companies to stay current on your industry trends and announcements, job postings, etc, from your target employers.

Companies



Tips for Finding the Right Keywords:

Having a targeted profile with the right keywords is critical to being visible and found on LinkedIn! Follow the steps below to identify which keywords your target market is using- then incorporate those words throughout your profile- especially in your Headline, Current/Past Positions, Summary and Experience sections.

- To find the keywords your target market is using:
 1. Collect 10+ job postings that are a match for your skills/target role from your favorite job boards, like indeed.com, linkup.com or even LinkedIn's job board.
 2. Copy/paste those 10+ job descriptions into a Word doc as you collect them.
 3. Remove headers and company information from the job descriptions.
 4. Paste all 10+ job descriptions at one time into one of the following word cloud sites:
 - www.Tagcrowd.com or www.Wordle.net
 5. Identify several (around 5-7) of the most repeated keywords in the word cloud.
 6. Integrate those keywords into your LinkedIn profile, thinking of creative ways to talk about those skills through your accomplishments, specialties, etc.
- Other ways to use word clouds:
 - Create a word cloud for your LinkedIn profile or resume.
 - Create separate word clouds for your resume and a job you are applying for to see if your resume is focused on the right skillsets for that posting.





Profile Samples

Demo Profiles:

See our demo profiles for up-to-date ideas-

- Matthew Chan: www.linkedin.com/in/matthewchancpa
- Jane (Patel) Smith: www.linkedin.com/in/janesmith10010

Sample Headlines:

Sales & Operations Executive ► Strategic Thought Leader who Executes Solutions to Drive Profitable Growth

Procurement & Supply Chain Exec ► Lean Six Sigma Leader, Driving Cost Reduction & Vendor Management thru ERP Utilization

Marketing & Innovation C-Level Executive ► Strategic Problem Solver, Inspires Executional Excellence, Delivers Results

Partner: Big Data, Business Intelligence & Analytics
► Strategy | Vendor Alliances | Practice Leadership | Team Building

Sr. Corporate Finance Leader Creating Growth thru Strategic Financial Counsel ► Forecasting, Analysis, & Data Integrity

Transactional Tax Leader ► Blends Unique Skills in ERP Systems and Tax Laws to Drive Solutions to Complex Tax Problems

General Manager ► Operations Executive, Strategic Planning and Execution, Sales and Business Development

Sample Current Positions:

Ideas for "current company" name-

- Grows Financially Strong Organizations w/ Strategic FP&A, M&A Due Diligence, Inspired Leadership
- Drives Sales Strategy & Execution in Solutions-Selling Environments
- Building & Inspiring Cross-functional Teams to Focus on a Common Vision and Get it Done
- Expertise in Global Supply Chain & Logistics | Perishable Goods
- Ensuring IT Security across Networks in Multiple Industries

Sample Summaries:

Example 1-

Written in resume voice with accomplishment statements, specialties, and contact info.



Summary



Financial Executive & CPA with proven success leading organizations to financial health and sustained profitability. Strategic partner and dedicated leader with strong expertise in financial planning, modeling and alignment. Known for developing strategic partnerships with functional leaders to effectively bridge the gap between operational decisions and financial targets.

- **FINANCIAL PLANNING & ANALYSIS:** Developed and implemented financial measurements and metrics enhancing management decision-making and timeliness. Re-engineered all key financial processes, including business planning, reporting, new business opportunity pricing, payables, receivables, and credit/collection practices
- **MERGERS & ACQUISITIONS:** Led \$10M acquisition of key strategic business as part of teaming alliance with global corporation; planned, organized and executed financial due diligence, negotiated teaming alliance contract and asset purchase agreement, and led financial integration activities including all third party agreements.
- **BUSINESS METRICS DESIGN AND IMPLEMENTATION:** Invented industry first "Total Cost of Ownership" model used with potential clients to reveal impact of offer on financials. Fostered superior customer satisfaction as member of Customer Governance Boards that oversaw contract performance, reflected in 90% customer retention rate.

Key Competencies:

- Financial Planning & Analysis (FP&A)
- Forecasting & Reporting
- CPA & MBA
- Team Leadership: Engagement, Mentorship, Retention
- Business Metrics Design & Implementation
- Mergers & Acquisitions Due Diligence (M&A)
- Strategic Planning

Contact info: matthewchan@email.com

Example 2-

Written from 1st person with no Specialties list and addition of special content.



Summary



I am a Financial Executive & CPA with proven success leading organizations to financial health and sustained profitability. As a strategic partner and dedicated leader, I have strong expertise in financial planning, modeling and alignment. I've often been recognized for developing strategic partnerships with functional leaders to effectively bridge the gap between operational decisions and financial targets.

- **FINANCIAL PLANNING & ANALYSIS:** Developed and implemented financial measurements and metrics enhancing management decision-making and timeliness. Re-engineered all key financial processes, including business planning, reporting, new business opportunity pricing, payables, receivables, and credit/collection practices
- **MERGERS & ACQUISITIONS:** Led \$10M acquisition of key strategic business as part of teaming alliance with global corporation; planned, organized and executed financial due diligence, negotiated teaming alliance contract and asset purchase agreement, and led financial integration activities including all third party agreements.
- **BUSINESS METRICS DESIGN AND IMPLEMENTATION:** Invented industry first "Total Cost of Ownership" model used with potential clients to reveal impact of offer on financials. Fostered superior customer satisfaction as member of Customer Governance Boards that oversaw contract performance, reflected in 90% customer retention rate.

Contact info: matthewchan@email.com



Matthew Chan- Panelist: Global M&A Roundtable
2013



LinkedIn Outreach Letter Templates

Research shows that online communication is most effective when utilizing these best practices:

- Lead with something in common.
- Get to the point, fast - the entire message should be VERY short, maybe 30 seconds to review.
- What makes you qualified?
- What do you want from the person?
- Use details to demonstrate you did your research and won't waste anyone's time.
- Be sensitive to and grateful for their time, "I would really appreciate it..."

***PLEASE NOTE:** These templates are suggestions; you will need to customize each depending on the context of your relationship and your personal communication style.

****INCLUDING YOUR EMAIL:** It is important to include your contact information when reaching out. When sending an invitation, LinkedIn will prevent you from including your email address unless you use a format such as email [at] gmail [dot] com. For messages, you can write your email normally.

MESSAGE TO RECRUITER

Outreach to Recruiter about a Job you Applied for:

Hello (Recruiter Name),

I recently applied for the XX Position Title/ID and am a close match for the requirements in the job posting. My experience spans X, X, and X, and I meet the requirements for X, X, and X. Your company has long been an organization that I have admired for X, and I would love the opportunity to speak with someone about my potential fit for this position. Can you please let me know who I should be in touch with?

Thank you,
Your Name
Email Address
Phone Number

Invitation to Internal Recruiter to Join Network and/or InMail Message:

Hello (Recruiter Name),

I came across your profile and I understand that you're currently sourcing for XX positions and with XX company. I have been following Company XX for the last year(s), and have been so impressed with the (insert little known fact about company, research about company, etc.) One thing that continues to fascinate me is the cultural shift within organizations. I would be very interested in following your company to stay in the loop on all of the positive activity that is happening.

Would you be open to connecting with me on LinkedIn so I can continue to follow your company's progress?

Thank you,
Your Name
EmailAddress [at] email [dot] com
Phone Number



Invitation to 3rd Party Recruiter to Join Network and/or InMail Message:

Hello (Recruiter Name),

I came across your profile and I understand that you're currently sourcing for XX positions and with XX companies. I have worked with companies such as XX, XY, XZ, and have built a solid network within the XX industry. I think I may be able to provide some referrals to corporate clients for you.

Would you be open to a 10 minute conversation on how I can help you? I will call you within the next two days to follow up.

Thank you!

Your Name

EmailAddress [at] email [dot] com

Phone Number

USE AN INTRODUCTION REQUEST TO GET FROM A 1ST TO A 2ND DEGREE CONTACT:

To your contact (1st Degree):

Hi _____,

I see that you are connected to XX and I am very interested in speaking with him/her about his/her experience at the company/industry. Please let me know if you are comfortable forwarding this introduction. Thank you in advance!

Warm Regards,

Your Name

To 2nd degree contact you are getting introduced to:

Dear _____,

I am looking to network with experienced XX professionals to learn more about XX. I've connected with our mutual contact, (insert 1st degree connection name) and asked for this introduction through LinkedIn. I see that you are currently working at XX company (or work within the XX industry), as an XX Director and it would be great to hear your thoughts on the following:

(List 1-2 specific questions you have, to make them feel more comfortable about why you are reaching out to them...)

- 1.) Strategies for...
- 2.) Advice about...
- 3.) Information / best practices on...

If you would be open to a 10-15 minute phone conversation, I would very much appreciate your time!

Thank you,

Your Name

Email Address

Phone Number



MESSAGE TO SOMEONE YOU DON'T KNOW

Fellow Group Member:

Dear (Name),

I came across your name/profile on LinkedIn and see that we belong to the same Group (name Group). I also see that you have a very unique background in XX industry, and I'd be curious to speak with you about what you're seeing in your industry and the local market. Would you be open to a 10 minute conversation? It'd be great to hear your perspective on XYZ.

I appreciate your time and look forward to a mutually beneficial connection.

Thank you,
Your Name
EmailAddress
Phone Number

OR

Dear (Name),

I was very intrigued by your response within the Group (name Group) around how (make a connection about a topic that was discussed within the Group). You come across as very knowledgeable in this area and it'd be great to hear your thoughts on XX. Would you be open to a 10 minute conversation? I'd love to hear your perspective on XYZ.

I appreciate your time and look forward to a mutually beneficial connection.

Thank you,
Your Name
EmailAddress
Phone Number

Target Company Contact, No close LI Connection: (least likely to get a response)

Dear (Name),

I came across your name/profile on LinkedIn and see that you have a very unique background in XX industry. I'm looking for professionals to network with and continue my professional development. Would you be open to a 10 minute conversation about what you're seeing in your industry/function and the local market? It'd be great to get your perspective.


I appreciate your time and look forward to a mutually beneficial connection.

Thank you,
Your Name
EmailAddress
Phone Number

OR

Dear (Name),

I am a Marketing Executive with 15+ years in the Telecommunications industry. Currently, I am going through a transition where I am eager to explore all career options, including pursuing new industries. I would like to



connect with you to ask your advice and learn about your area of expertise/industry. I'd like the opportunity to take you out for a coffee and discuss this topic further. I will follow-up with you in two days via phone if we haven't connected before then.

I appreciate your time and look forward to a mutually beneficial connection.

Thank you,
Your Name
EmailAddress
Phone Number

INVITATION MESSAGE – TO SOMEONE YOU KNOW BUT HAVEN'T SEEN IN A WHILE

Casual:

Hi (Name),

I was excited to come across your profile on LinkedIn. It's been a while since we worked together at XX company- but would love to reconnect via LinkedIn.

Let's get together for coffee soon to catch up!

Warmly,
Your Name
EmailAddress [at] email [dot] com
Phone Number

Formal:

Hello (Name),

We haven't seen each other since our time together at XX company and I see that you've had many successes since then. If you're open to it, let's reconnect through LinkedIn, and perhaps get together to catch up. I'm very interested to hear what you're doing at XX company.

Thank you,
Your Name
EmailAddress [at] email [dot] com
Phone Number