10 TIPS FOR THE PERFECT LinkedIn PROFILE

1 Sell yourself! Your headline should be catchy

Lynn Kumonz
Account Manager @LinkHumans - Social Media Agency
London, United Kingdom | Marketing and Advertising

Current Link Humans
Previous LinkedIn
Education University of Brighton

2 Add the industry you work in to your profile

Send a message

500+ connections

Posts

3 Publishing posts is a great way to get noticed*

Published by Lynn

19,498 followers

How to Get the Most Out of LinkedIn Groups
April 24, 2014

The Social Job Seeker in 2014 [STUDY]
March 6, 2014

Background

4 Be sure to include keywords so you will be found in searches

Summary

I am a well presented, highly professional Account Manager for Link Humans, a social media agency based in London. We help organisations use social media for marketing, sales and recruiting.

I identify the needs of our clients, running and delivering sales and marketing campaigns. My areas of expertise are in audience insight, strategy & planning.

Experience

Account Manager
Link Humans
January 2012 – Present (2 years 6 months)

I am the Account Manager for Link Humans - a Social Media Agency in London.

- Client Account Management
- Social Media Management
- Social Media Consulting
- Strategy/Planning

5 Don't just say it, display it! Add rich media to make your profile pop

Link Humans: What We Do and Who We Are

LinkedIn Groups: How and Why to Use Them

Account Planner
LinkedIn
January 2009 – January 2012 (3 years 1 month)

Account Planner for LinkedIn, biggest professional Social Networking service.

- Sales Planning
- Customer/Client Support
- Insights
- Research
- Analytics

6 Be precise! Don't be afraid to use detail

Top Skills

7 You can reorder skills, place more important ones at the top

- 99+ Social Media
- 99+ Social Media Marketing
- 99+ LinkedIn
- 99+ Social Networking
- 99+ Digital Marketing

Groups

Personal Branding U... Visible
Social Media London Visible
Social Media Marketi... Visible
The Undercover Recr... Visible

8 Join relevant groups, these will be visable on your profile

Volunteer Experience & Causes

Charity Fundraiser
Childreach International
January 2001 – June 2001 (6 months) | Children

Marathon Runner
National Autistic Society
April 2013 | Health

ChildLine Volunteer
NSPCC
January 2012 | Children

9 Volunteering can be just as important as work experience

Education

University of Brighton
Bachelor of Arts (BA), International Event Management
2000 – 2003

Activities and Societies: Women's Badminton, RaG Brighton

City of London School for Girls
1992 – 1999

10 Be specific about your education, it *will* get noticed

FACT FILE

14x
Adding a profile photo could result in 14 times more views than someone without

A summary of 40 words or more makes you more likely to turn up in a future employer's search

13x
Members who include skills get around 13 times more profile views

15x
Adding an industry could get you 15 times more profile views

5x
Your profile is 5 times more likely to be viewed if you join & are active in groups

10x
Members who have an education on their profile receive an average of 10 times more profile views than those who don't

42%
42% of hiring managers surveyed by LinkedIn said they view volunteer experience as equivalent to formal work experience

*This feature will be rolled out to all LinkedIn users throughout 2014

GOT ANY LINKEDIN QUESTIONS? GET IN TOUCH!

LINKHUMANS
A Professional Approach to Social Media

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