

Optimize Your LinkedIn

Profile Picture & Headline

Ensure good lighting, a neutral background, and a friendly, approachable expression in your picture.

Use keywords relevant to your industry and job aspirations in a short but sweet headline



Summary

Write an impactful summary that highlights your key skills, experiences, and career objectives.

Showcase your unique strengths and what sets you apart from others.



Experience

Detail your work experience, including job titles, companies, and descriptions of your roles and achievements.

Make sure to brag a little (or a lot).

You can detail more here than on your resume!



Education

Include your educational background, degrees, certifications, and relevant coursework.

Highlight any academic achievements or honors.



Skills & Extras

List as many relevant skills that align with your expertise and industry as you can.

Customize your LinkedIn URL to make it more professional and easier to share.

Add media such as presentations, articles, or projects to showcase your work.

