

Developing a One-of-a-Kind LinkedIn Profile

- Headline: Call out your job title, company, and competitive differentiator/unique factor.
- Optimize your LinkedIn URL.
- Upload a professional headshot (high quality, must be alone, focusing on your chest to top of head, must look the part for jobs you are seeking).
- Create and upload an eye-catching LinkedIn banner using Canva.com.
- Complete the Open to Opportunities Section.
- Create a stand-out summary in the "About Section" by including a paragraph highlighting your true value, list your most marketable skills, and include your contact information. This should be written in the first person.
- Featured Section: Include photos or media that promote your professional brand.
- Collect at least 3 recent recommendations from managers, colleagues or clients you have worked with.
- Complete your work experience as you would for a resume. Don't forget to include achievements.
- Complete your education.
- Add in other sections by clicking on "Add Profile Section" in your photo/cover photo area.