



Linkked In

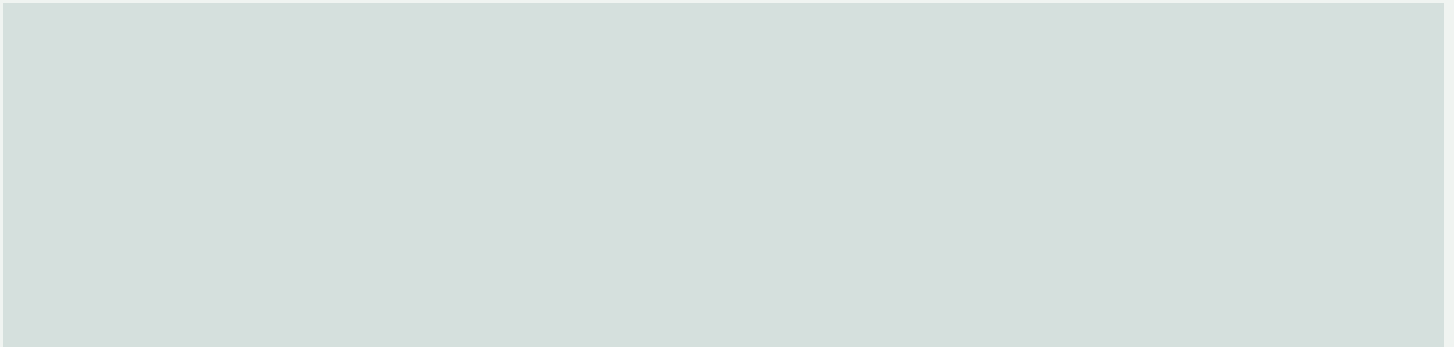
maximize your reach
+ network your own way

1 | top section

- PROFESSIONAL PHOTO
- CURRENT OR PLANNED LOCATION
- CUSTOMIZED LINKEDIN URL

2 | key words

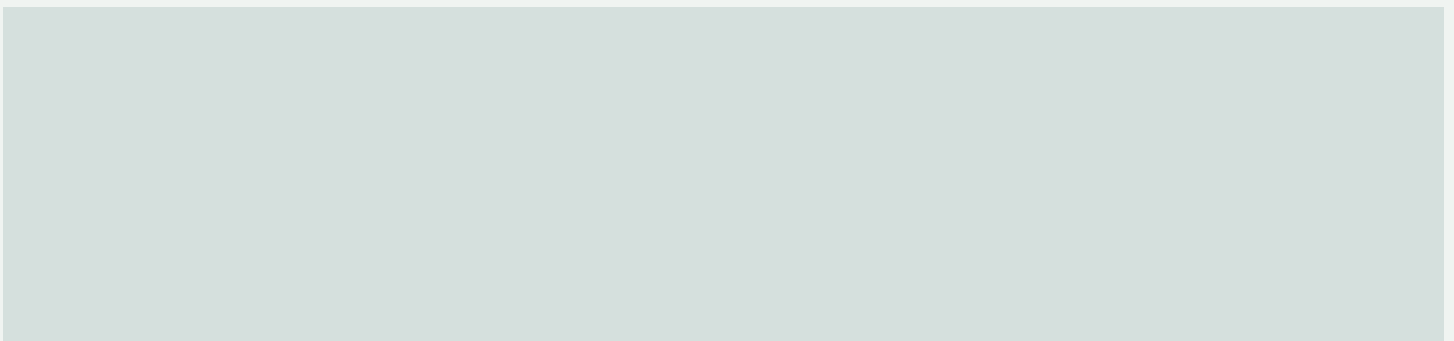
What keywords or specific skills do you see from job descriptions you are interested in? Are there focus areas or keywords do you find repeated from looking at individuals' profiles that are in roles you are pursuing?



3 | headline

Develop a headline that helps readers focus and understand who you are quickly. We want it to be relevant and appealing for future job options.

Logistics Coordinator | Transportation Professional | Veteran



4 | summary

This section allows you to tell your story and explain why someone would need you within their organization because of your experience or training.

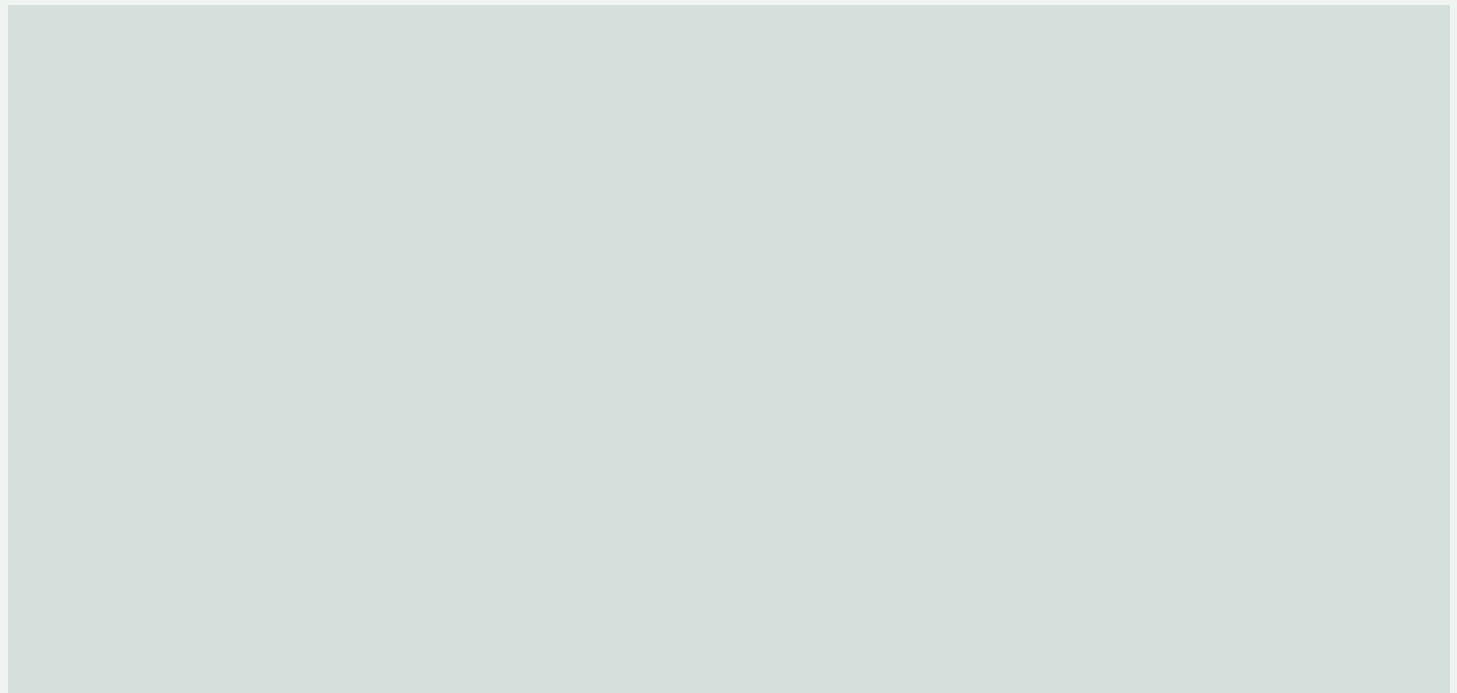
WHO ARE YOU AND WHAT DO YOU DO?

WHAT HAVE YOU ACCOMPLISHED?

WHY ARE YOU UNIQUE?

WHAT DO YOU WANT PEOPLE TO KNOW ABOUT YOU?

SPECIALTIES



5 | experience

- REVERSE CHRONOLOGICAL ORDER + RELEVANT
- BULLET POINTS USING ACTION VERBS + SHOWCASING ABILITIES/ACCOMPLISHMENTS
- EXAMPLES OF WORK OR PROJECTS

6 | recommendations + skills

Who do you know in your network that could share a recommendation and what skills you would want them to mention - **focus on future employers.**

7 | education

Include trainings, professional development, formal degree programs.

8 | sections to consider

- PROJECTS
- LANGUAGES
- HONORS + AWARDS
- CERTIFICATIONS
- ORGANIZATIONS

List out what you want to include of the sections you checked - **are you part of an organization relevant to your career search?**

9 | tactical approach to connecting

- ADD CONNECTIONS + FOLLOW YOUR COMPANIES
- SHARE RELEVANT, PROFESSIONAL CONTENT
- ALUMNI CONVERSATIONS OR COFFEE
- JOB SPECIFIC INFORMATIONAL INTERVIEWS