

LINKEDIN

checklist

HEADER

- Photo - High quality and professional
- Background Image - Relevant to role
- Headline - Make it about your purpose
- Turn on creator mode under "resources"

ACTIVITY

- Create and share content relevant to your industry
- Comment, share, and like posts from your industry leaders
- Write LinkedIn articles
- Add "Featured Posts" section

ABOUT SECTION

- Who are you?
- Include industry-relevant keywords
- Add top skills
- Call to action - connect with me or check out my website

EDUCATION

- Add institutions
- Degrees and majors
- Mention relevant organization or teams

HONORS & AWARDS

- State the name of each honor
- Name of issuing organization
- Date of award
- Why was it given and what does it signify

EXPERIENCE

- Job titles you have held
- Name of employers or organizations
- Include pictures if applicable
- Add internships and voluntary work

RECOMMENDATIONS

- Request recommendations from colleagues, supervisors, and subordinates
- Write genuine recommendations for others

LANGUAGE

- Mention all languages you are proficient in
- Clearly state whether you are a native speaker, or possess beginner, intermediate, advanced, or fluent proficiency.

INMAILS & LEAD GEN

- Tailor InMails according to the recipient
- State your purpose clearly
Respond back promptly
- Aim for 50 connections a week

PROFILE EXAMPLE

Profile Photo: [Image of Jane Rey, professionally dressed, smiling, with a clean, neutral background.]

Background Image: [A dynamic office setting with a team collaborating, representing teamwork and leadership.]

Headline: Senior Digital Marketing Strategist | 10+ Years Experience | Helping Brands Maximize Online ROI | Keynote Speaker

About Section: With over a decade in the evolving digital marketing landscape, I've had the privilege of spearheading campaigns for global brands, driving measurable ROI and building strong online presences. From conceptualizing multi-channel campaigns to mentoring budding marketers, my passion lies in leveraging digital tools to tell compelling brand stories. Looking to connect with professionals who share a penchant for innovation. Check out my latest keynote on 'Future of Digital Marketing' below!

Top Skills - Marketing Strategy, Go-To-Market Strategy

Education:

Howard University

MBA in Marketing (2005 - 2007)

Activities: President of the Digital Innovators Club, Member of the Marketing Mastery Society.

Honors and Awards:

Digital Marketing Leader of the Year, Global Marketing Awards 2020

Top 40 Under 40 Marketing Professionals, Marketing Moguls Magazine 2018

Organizations:

Digital Marketing Association (DMA)

Position: Board Member (2018 - Present)

Role: Guiding the direction of DMA's initiatives, mentoring members, and curating annual conferences.

Activity Section: [Jane's latest posts include an infographic on 'Digital Marketing Trends 2023', an article titled 'How AI is Reshaping Marketing', and she regularly engages with posts from industry leaders.]

Experience:

GlobalTech Enterprises - Senior Digital Marketing Strategist (2015 - Present)

Led a team of 20, driving digital campaigns resulting in a 150% increase in online leads.

Pioneered an AI-driven content strategy, boosting website traffic by 60%.

Collaborated with sales teams, translating digital insights into actionable strategies.

MarketMakers Inc. - Digital Marketing Manager (2010 - 2015)

Oversaw multi-channel campaigns for 50+ clients, consistently surpassing KPIs by 30%.

Introduced video marketing, increasing client engagement rates by 45%.

Recommendations:

John Eaken (CEO, GlobalTech Enterprises): "Jane's digital acumen is unmatched. Under her leadership, our digital campaigns have consistently outperformed expectations. An asset to any team she's on!"

Ella Smith (Junior Strategist, GlobalTech Enterprises): "Mentoring under Jane has been a highlight of my career. Her insights into the digital realm are deep and she has an innate ability to simplify complex strategies."

Language:

English (Native); Spanish (Fluent)

InMails & Lead Gen: Jane regularly engages with industry professionals via InMail, offering insights, sharing opportunities, and networking. Her profile also includes a clear CTA for potential clients to get in touch for collaborations.