

MY PROFILE MY STORY

PREPARING TO WRITE YOUR PROFILE

Use this guide to build a profile that quickly tells an impactful, professional story. Give viewers a glimpse into who you are and get them excited to learn more. Be strategic and choose one or two themes that strengthen your value and make you easy to remember.

1. PHOTO

Select a photo that represents you professionally. This helps humanize your profile and makes you more approachable.

Colene Kremers
Changing the way Oceanic Airlines finds great talent
San Francisco Bay Area | Staffing and Recruiting

Current: Oceanic Airlines
Previous: LinkedIn, Dunder Mifflin, Beyond Corporation®
Education: UC Berkeley

500+ connections

www.linkedin.com/in/coleenekremers/ Contact Info

Background

Summary

Working at LinkedIn, I am able to combine my experience in recruiting with my love of sharing knowledge to help recruiters become more successful.

In my spare time, I love to educate candidates on how to maximize their job search. By teaching them the tools available and helping them improve their interviewing skills, they are ultimately able to find the next great step in their careers.

Specialties include: Training, Public Speaking Coaching, Project Management and Process Improvement.

LinkedIn for Students: Top Five Profile To-Do's

GET THE BASICS IN 5 MINUTES

Experience

Recruitment Product Consultant

LinkedIn
January 2011 – Present (3 years 9 months) | Greater New York City Area

I'm a Strategic Recruitment Product Consultant (RPC) at LinkedIn. I serve as a trusted advisor to our strategic customers, helping them to achieve success with LinkedIn products and maximize their return on investment. In addition, I project manage large-scale product implementations, and drive adoption within global recruitment teams.

2. PERSONALIZE

Your profile is the front page of your story. The headline is a great way to show your **value** and **passion** in one quick line. Make the reader want to read more.

3. PITCH

Think of your summary as your “elevator pitch.” It should **tell people what they can expect** from you, and **describe what you do** to someone who's unfamiliar with your job. Highlight your strengths.

4. PICTURES & VIDEOS

Use photos, videos, presentations, and other rich media to make your story jump off the page. This is also a great way to **showcase** your **company & employer brands**.

5. PROSE

LinkedIn is not a job board, so your experience doesn't have to read like a résumé. Simply summarize your experience in 2–3 concise sentences. Describe your **major wins** or **projects** for each position, and the **value you brought to your team**.

6. PASSION

Above all, let your passion for what you do come through in your profile. Get creative and don't be afraid to show your personality.

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Let's create smart and memorable content for your profile. Answering these questions will have you writing your experience, summary, and headline like a pro.

When thinking about the work I do, what words do my clients/peers/managers consistently use to describe my work?

How would I describe what I do to someone completely unfamiliar with my field?

What do I want to be professionally known for?

What can people expect me to bring to the table?

What do I love most about what I do?

Tip: If you're not sure where to start, take a look at your most recent performance review. You may be able to pull good examples from there.