



HOW TO

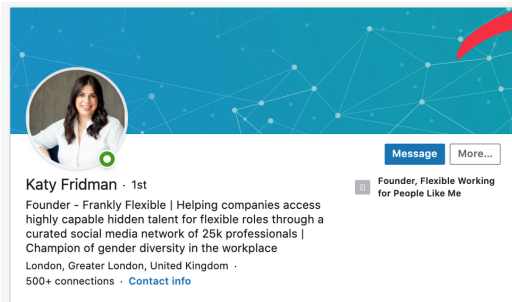
Get your LinkedIn
job ready



It's all about you

PICTURE PERFECT

Your profile picture needs to show you at your professional best. When potential employers, headhunters and recruiters look at your profile you want to ensure you give the right impression. A great profile pic is one that shows you looking 'interview ready'.



MAKE YOUR MARK

Use the wallpaper area to tell more of your story. What brings your role, your experience and your personality to life. Use free image libraries like unsplash.com for inspiring pictures that will help set your profile apart.

HONED HEADLINES

Work hard at crafting your headline. It's always with you. Whether you like, comment or share or come up in searches. People need to understand what you do straight away. Use your job title, industry, and other relevant keywords to make sure you show up in searches. Be clear, be brief, be punchy. Tip: Not enough characters... edit via mobile to get more!

**What you do,
who you do it for,
how you do it.**

TELL YOUR STORY

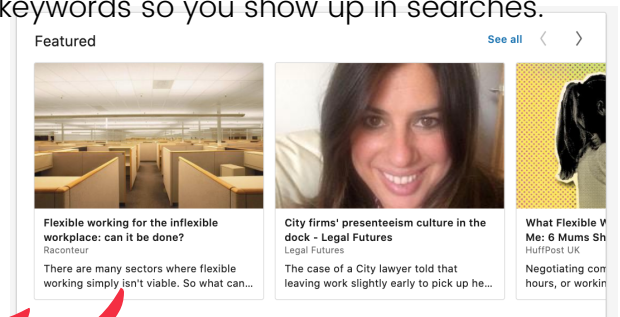
About

Following a successful corporate career in marketing, and motivated by my growing frustration at the lack of senior roles with flexibility; I set up a Facebook Group: Flexible Working for People Like Me. ... see more

'About' is an overview of how you define yourself professionally. What makes you different, stand out, and what gives you an edge? You only have 2000 characters, so write this in long form first, then distil down. Check out your industry peers and try to find your point of difference. Pepper with keywords so you show up in searches.

SHOWCASE YOUR BEST BITS

The Featured section allows you to showcase work examples that you are most proud of - posts you've authored, articles you've published on LinkedIn and even external media. This is a great way to show that you are engaged in sharing and creating content, and if you're looking for a job, this will help you stand out from the crowd. So, find some relevant industry articles or news and link to them, or even better write your own article or feature to show future employers how you think. Be interesting, be engaging and be authentic.



It's all about you

SHOUT ABOUT YOUR EXPERIENCE

Make sure your experience is up to date, written in the past tense, and tells the story of your growing skills. This is your shortcut CV, and it counts just as much. Show your skills, responsibilities and ensure you're using the keywords required for pick up in searches. If you've been out of the workplace for a while, add a sabbatical, consultancy etc. Every little detail counts.



Creative Strategy Director
MADE Worldwide - Part-time
Oct 2013 - Nov 2019 - 6 yrs 2 mos
London
I partnered with a number of blue-chip clients to help steer and support the delivery of their brand and marketing strategies. Clients included: Bacardi Brown Forman, SEAMS Beauty, Naturally Tribal Skincare, My Best Product Ever, Tesco, Pukka Herbs, mophie, PABST Blue Ribbon, Haycocks No9, GSK, Local Government Initiatives.

Creative Associate
Splendid Communications Limited
May 2014 - Sep 2016 - 2 yrs 5 mos
I helped the Jack Daniel's brand regain their roots in the grassroots music scene through partnering with the right venues, festivals, bands and promoters. I was responsible for award-winning campaigns and saw the brand regain its cult status on the live music scene.

Business Director
TEQUILA / TBWA Advertising Agency
Oct 2010 - Nov 2013 - 3 yrs 2 mos
London, United Kingdom
I had the opportunity to be the middle person between brand and agency with a multi-million dollar



ACTIVELY ENGAGE & FILL YOUR FEED

Get commenting, liking and sharing. Find people, pages or companies who you really respect and whose values are most closely aligned to yours. Comment on their posts, share your views. What you say about others, speaks volumes about you. Make this a weekly habit. It will keep you current.

Activity
1,483 followers Manage followers See all

So simple, so vital, so fast.
Jo commented

Looks really interesting Steph, I'm hopeful many brands will be...
Jo commented

It's incredible how it's taken a global pandemic to finally shine the light on...
Jo commented

Incredible to see strong, topical and unashamedly challenging...
Jo commented

RECOMMENDATIONS - GIVE + TAKE

Think about people who you have worked for or with and start giving recommendations. Don't be afraid to ask others for recommendations back, this is one of the most powerful parts of your LinkedIn and can make all the difference when recruiters and potential employers are checking out your profile.

One of the most powerful components of your LinkedIn profile.



SKILLS & ENDORSEMENTS

Skills & Endorsements Add a new skill

Take skill quiz

Integrated Marketing - 47
Endorsed by Patrick Hanson-Lowe and 14 others who are highly skilled at this
Endorsed by 5 of Jo's colleagues at TEQUILA / TBWA Advertising Agency

Creative Strategy - 35
Endorsed by Marcus Iles and 2 others who are highly skilled at this
Endorsed by 5 of Jo's colleagues at TEQUILA / TBWA Advertising Agency

Marketing Communications - 25
Endorsed by 2 of Jo's colleagues at TEQUILA / TBWA Advertising Agency

Industry Knowledge

Brand Development - 29	Strategy - 28
Marketing Strategy - 27	New Business Development - 11
Copywriting - 9	Marketing Management - 7
Advertising - 6	Digital Marketing - 6
Digital Strategy - 6	Relationship Marketing - 4
Direct Marketing - 3	Creative Direction - 2
Corporate Communications - 1	Interactive Marketing - 1
Mobile Marketing - 1	Interactive Advertising - 1
Television	Live Events
Music	Branding
Fast-Moving Consumer Goods (FMCG)	Product Launch

Go through all your skills and endorsements and make sure the people recommending you are the right people for it to help build your credibility. Husbands, parents, best mates, or even ex colleagues who have changed industry and now lack relevant job titles don't count. The skills section is really key for matching to job applications on LinkedIn and will determine whether you are a good fit for a role. Recruiters and hiring managers with premium or recruiter packages, will get stats on profiles that are deemed as a good match for the role, according to your keywords and skills. So, check which ones LinkedIn has chosen to show for you, and if these are not the best three then select your own and re-order. Don't forget, you can have up to 50 skills, which come up in search and don't forget you can add your own.