



21 HANDSHAKE



LinkedIn Profile Review

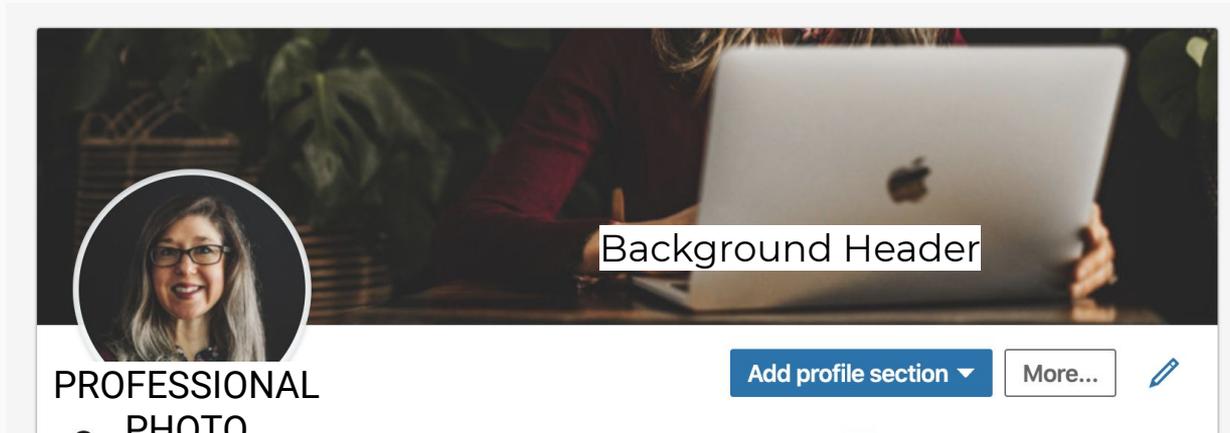
How to Rework Your LinkedIn Profile for Increased
Networking Opportunities



6 Key Areas of Your LinkedIn Profile

1. Photo + Background Header
2. Headline
3. About Section
4. Featured
5. Background Experience
6. Recommendations

1. Photo + Background Header



Tips to Shine:

1. Professional Photo that is current and does not include any other people
2. Background Header that is Professional or Showcases your business. (truck with logo, building, group of employees)

2. Headline

PROFESSIONAL HEADLINE

Sarah Hayes

Content Strategist | Social Media Expert | Digital Marketing
System Maker

Grand Rapids Metropolitan Area · [188 connections](#) · [Contact info](#)

Tips to Shine:

1. Proven Formula:

Job title/company +
Keywords

3. About Section (aka profile summary)

About



Experienced digital marketing account manager with a drive for creating marketing strategies that lead to increased business growth. I think you are never too young or too old to stop learning and I put a high value on education, reading and trying new tactics. Collaborative input makes me a team player, but I also thrive on being independent and at the end of the day find a balance of the two makes me a productive and valuable employee.

From building client relationships to content creation, I bring a detailed oriented approach to successful project completion. I believe strongly in the power of inbound marketing and meeting customers where they are at in their sales journey. A savvy digital marketer I believe, knows a little of all trending techniques - whether that be CRM management or SEO - but also knows when to rely on outside expertise to take that a step further.

Engaging customers and prospects on social media is a learning experience every day. From running successful ad campaigns to directing social campaign strategies, I delight in learning new techniques, staying on top of trends and then implementing those for success in reaching new levels of social engagement.

I have been described as friendly and energetic and my type A personality means that I dive into projects wholeheartedly using all resources available to me. In out of office hours, you can find me managing household routines, coaching kids extracurricular activities, or planning our next vacation.

6 tips to make your about section stand out from the crowd

1. **Lead with 'what makes you tick'.** Passion is the heart of some of the best summaries. Opening up about what you love to do adds context to your career
2. **Explain your present role and describe what you do in the simplest terms.** Don't repeat your job title! Share the problems you solve, for whom, and how. This is a great way to demonstrate your skills, industry knowledge, and/or work style.
3. **Frame your past** in a way that shows how it is helping you achieve success now and in the future.
4. **Highlight successes** by citing the biggest takeaway from your experience section. If you are in mid career, combine accomplishments if you can.
5. **Reveal your character!** Great summaries hint at traits such as gratitude, humility, and humor. Authenticity is key, so be honest with yourself. Think of the one trait you're most known for, and weave it in.
6. **Show life outside of work.** Round out your identity by sharing a hobby, interest, or volunteer role. Relate your outside passions to your work if you can.

7 tips on how to write your about section

1. **Make your first sentence count.** If you don't hook your audience right away, you'll lose them. Avoid things like 'Hi, my name is and I do this job.' Be bold and cut right to the good stuff!
2. **Include keywords.** To improve your search rank on LinkedIn and Google, include keywords that highlight your top skills. Use keywords related to your job and your industry.
3. **Cut the jargon.** Avoid overused words that have lost meaning, like "strategic," "motivated," and "creative." Tap a thesaurus for alternatives, or better yet, show you have those traits with an example or quick story.
4. **Write how you speak.** Think about how you would speak to new contact at a conference, and write that way. Read your summary out loud so you can check your voice. If you wouldn't say it, don't write it.
5. **Tell stories.** Stories will make you rememberable! Your profile at its core is a marketing tool. Storytelling can build trust and likability.
6. **Create whitespace.** People will skim your summary, so help by breaking up the text. Steer clear of long paragraphs. Use bullet points when appropriate.
7. **Ask for what you want.** An invitation to connect is a great way to end, but depending on your goal, you may ask for something else. Be specific and you'll be more likely to get what you want.

4. Featured

Featured

is can I answer



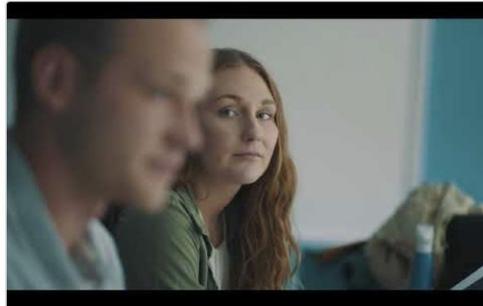
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21 Handshake 2017 Video Rewind

YouTube

A small collection of some of our favorite shots of a fun packed 2017.



Our Story: Digital Marketing for the 21st Century

YouTube

At 21 Handshake, we help brands become 'likeable' online. From creating online...



Tips to Shine:

Showcase work samples that you're most proud of.

1. Feature posts that you've authored or re-shared
2. Articles you've published on LinkedIn
3. External media like videos, documents or presentations.

5. Background Experience

Experience



Account Manager/Marketing Consultant

21 Handshake

Dec 2014 – Present · 5 yrs 5 mos

Greater Grand Rapids, Michigan Area

Experienced digital marketing professional with strong skills in ideation and execution.

- ✓ Project Management
- ✓ Social Media Strategy and Ad Campaign Management
- ✓ Content Strategy & Management
- ✓ Inbound Marketing Management
- ✓ Organizational Planner
- ✓ Wordpress Website Editor
- ✓ SEO Optimization



21 Handshake | Creating
new business...



Tips to Shine:

1. Include only past experience that is relevant to your current career (goals)
2. Use bullet points to highlight skills.

6. Recommendations

Recommendations

Ask for a recommendation 

Received (1) Given (3)



Isaac Oswalt
Entrepreneur, Strategist, and
Conscious Capitalist
March 5, 2018, Isaac managed
Sarah directly

Sarah has been a pillar to our success at 21 Handshake. She's committed to her profession and handles a variety of projects and tasks with the utmost organization. Her skills have deeply expanding into several areas of marketing, customer relationship management, and project management. What is very unique about Sar... [See more](#)

Tips to Shine:

1. If possible gather at least one recommendation for each LinkedIn Experience entry.
2. Asking for a recommendation is one way to keep your network active and top of mind.

Recommendations give validation to everything you have written in your profile.

Stay Visible on LinkedIn with Frequent Content Publishing

Guiding Principle 1: Whatever your niche/industry, it's really important that you post relevant information.

Guiding Principle 2: Use First Person Voice When Posting

*this includes even when you share a curated article; give context on what you personally thought about the article.

Guiding Principle 3: Posting Your Own Content Always Gets Higher Engagement