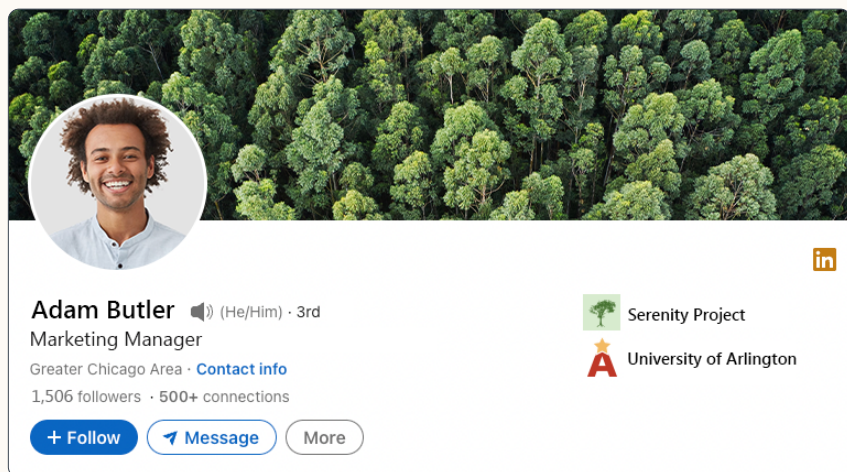


How to build a strong LinkedIn profile

Make your profile stand out with these tips.



1 Photo

Adding a profile photo helps to put a friendly face to your name. Choose a photo that shows how you look today and how you usually dress in professional settings. Avoid group shots and aim for a photo with soft, natural light.

Be sure to add a cover photo, too. Ideas include images that represent your organization, workplace, or professional expertise.



Pro tip: Add in your pronouns and name pronunciation.

About

I was drawn to a career in marketing for one reason: I love telling stories. In my role as Marketing Manager for Serenity Project, I am able to improve my storytelling skills and exercise my creativity every day. I have also developed research, problem-solving, and project management skills, all while contributing to the organization's mission to create a greener future for us all 🌱

I'm passionate about sustainability in both my work and my personal life. In my spare time, I volunteer at a local nonprofit to support their youth gardening program. This role has also allowed me to hone skills I rely on every day in my career, like working as part of a thriving team and being a clear communicator. Plus, I'm never afraid to roll up my sleeves when it's time to tackle a new task, even if it's one I'm unfamiliar with.

I am always seeking ways to grow my knowledge and welcome opportunities to connect with others interested in sustainability or marketing!

2 About

Use the “About” section to tell your story. Think of it as your professional “elevator pitch.” Introduce yourself, describe what you do, and highlight your strengths. Stick to a few short paragraphs, use first-person language, avoid using jargon, and be your authentic self.

Featured

A screenshot of the 'Featured' section of a LinkedIn profile. It displays three featured items in a row. The first is a 'Post' with a colorful graphic of a smiling sun and balloons, titled 'Excited to share that I've been promoted to Marketing...'. The second is an 'Article' with a photo of trees, titled '5 Ways Serenity Project Helps the Environment'. The third is a 'Link' with a photo of a tree, titled 'Support Serenity Project'.

3 Featured

The “Featured” section is a great place to add media and bring your work to life. Add the videos, pictures, links, posts, and articles that you are most proud of to tell your professional story in eye-catching ways.

Experience



Serenity Project

2 yrs 3 mos

Marketing Manager

Full-time

Sep 2022 - Present · 1 yr

Chicago, Illinois, United States

- Lead a small but passionate team of marketing professionals and volunteers to research, execute, and measure Serenity Project's marketing strategy ...see more

Skills: Content Marketing · Copywriting

Marketing Specialist

Full-time

Apr 2021 - Sep 2022 · 1 yr 3 mos

Chicago, Illinois, United States

- Developed content marketing ideas to help Serenity Project raise awareness
- Spearheaded copywriting efforts for Giving Tuesday 2021 campaigns, analyzing marketing data and industry trends to inform messaging ...see more

Skills: Research

Education



University of Arlington

Bachelor of Business Administration

2010 - 2014

Grade: Summa Cum Laude

Activities: Served as editor for the student newspaper in my senior year.

4 Experience

Starting with your current position, write about projects, accomplishments, and the value you bring to your team and organization. Keep it clear and concise, and focus on impact and results. Bullet points work great to highlight key accomplishments. Then, click "Add skill" and list the top hard and soft skills you use/used in the role.

5 Education

Add any relevant licenses or certifications you've earned, and include any schools you've attended, courses you've taken, or accomplishments you've achieved.

6 Skills

Add your skills and associate them with other areas of the profile, like "Experience," for more context and visibility as you tell your skills story. Adding skills to your profile will also result in more relevant skill matches when you search for jobs.

7 Optional Sections

Tell your story by filling out any optional sections that are relevant to you (ex: volunteering, publications, honors, and awards).

Skills

Content Marketing



2 experiences across Serenity Project and 1 other company

Copywriting



Marketing Manager at Serenity Project



Endorsed by Hailey Smith who is highly skilled at this



5 endorsements

Research



Marketing Specialist at Serenity Project



Endorsed by 2 colleagues at Serenity Project

Show all 10 skills →

Volunteering



Garden Coordinator

Youth Empowerment Initiative

Mar 2015 - present

The Youth Empowerment Initiative is a nonprofit organization that aims to empower young people to lead productive future lives. I currently volunteer in the organization's gardening program and am responsible for planning the gardening calendar, ordering and keeping inventory of gardening supplies, and supporting the Head of Garden Programming with any other miscellaneous tasks.



Refresh your profile at least every 3–6 months. Remember to update it after every major life change (ex: name change, promotion, or a job change).

Looking for more profile tips? Check out [this blog post](#) from the LinkedIn team.