

No matter how you define success, it starts with your profile.



1 Profile picture

2 Location: San Francisco Bay Area

3 Summary: Passion and purpose are key in life. In my professional career, this manifests as an ethical external communications professional building culture at LinkedIn as the Corporate Communications Manager tell the stories of how LinkedIn's world class culture has fueled its success by sharing the experience...

4 Experience: Corporate Communications Manager at LinkedIn. Jul 2017 – Present · 1 yr 5 mos. San Francisco, California. I tell the external culture stories at LinkedIn; the things that make people want to work here, and the reasons why our employees love their jobs. Leveraging corporate communications campaigns, an extensive awards & rankings program, and the @LinkedInLife social channels (Instagram, Twitter, etc.), I work with media and nonprofits to positively position LinkedIn's brand, externally.

5 Media: Top projects I've led include: the announcement of a new office opening in Detroit; growing social media following by 90 percent in the first sixth months; and the global comm... See more

6 Education: University of Miami. Bachelor of Science, Media Management and Sport Administration. 2006 – 2010. Activities and Societies: Dean's Student Circle, University of Miami Television. University of Miami's Nanga Award Recipient

7 Skills & Endorsements: Social Media · 77. Endorsed by Michael T. and 5 others who are highly skilled at this. Public Relations · 44. Endorsed by Bill Whitman Jr. and 4 others who are highly skilled at this.

1. Photo

For starters, add a photo. It helps you build credibility with others and be authentic. It doesn't need to be perfect or professionally shot. Just choose something recent that shows the real you. And when you upload it, you can enhance it with our filters.

2. Location

Details are good. The more you add to your profile, the more LinkedIn can help you find your next opportunity. When you add your location, you're more likely to be contacted by recruiters and employers about jobs in your area.

3. Summary

This is your career snapshot. Think of it as your personal "elevator pitch." Describe what you do and highlight your strengths. Pro tips: Stick to a few short paragraphs. Lose the jargon. And be your authentic self.

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. Bullet points work great here.

5. Pictures and videos

Adding media is a great way to engage other people. Posting photos, videos, and more helps you tell your professional story in eye-catching ways.

6. Education

Be sure to include where you went to school and what you studied. People who list these details get up to 11x more profile views.

7. Endorsements

Add skills you want to be known for—and that your connections can endorse you for. Every new endorsement adds credibility to your profile.