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.

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.

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.

Pro tip: Add in your pronouns and name pronunciation.
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.

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
  - 6 endorsements

Research

- **Marketing Specialist at Serenity Project**
  - Endorsed by 2 colleagues at Serenity Project

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 futures. 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.