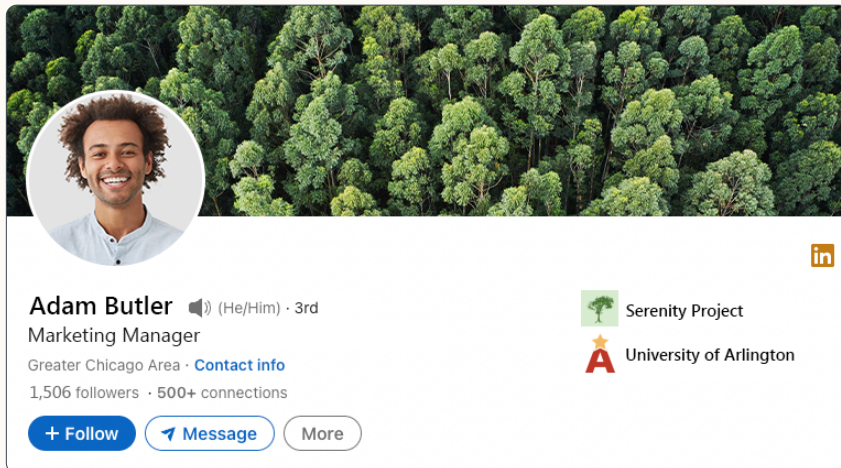


# How to build a strong LinkedIn profile

Make your profile stand out with these tips.



**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!

## 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.

### Featured



## 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

- **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

## 4 Experience

Starting with your current position, write about projects, accomplishments, and the value you bring to your team and organization. Make sure to weave specific hard and soft skills into this section. Keep it clear and concise, and focus on impact and results. Bullet points work great to highlight key accomplishments.

## 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.

## 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.

## Skills

### Content Marketing



2 experiences across Serenity Project and 1 other company

### Copywriting



Endorsed by Hailey Smith who is highly skilled at this



5 endorsements

### Research



Endorsed by 2 colleagues at Serenity Project

Show all 10 skills →

## 6 Skills

Add skills you want to be known for — and that can be endorsed by your connections. List both hard and soft skills, including ones mentioned in your “About” and “Experience” sections, and demonstrate your proficiency for hard skills with skill assessments.

## 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.

## 7 Optional Sections

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



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.