LinkedIn® Tips for a Powerful Profile (Personal Branding)

LinkedIn is the largest professional network in the world and a key networking and research tool for job seekers. As you build your profile and presence on LinkedIn, think strategically about the brand "YOU". Are your profile keywords aimed at your target market? Are you positioned as an industry insider - someone adding value to their network through resources, group participation and robust connections?

Using LinkedIn as part of your networking toolkit can open doors to opportunities, by helping you leverage the professional relationships you already have and new strategic contacts you develop! It's not just who you know, but who they know. Use this document to help you get started on LinkedIn with a powerful and targeted profile, key privacy settings, and the keywords you need to be found.

Adding a photo is recommended. A professional-looking image personalises your profile and makes it easier for people to locate you - best photos are from the shoulders up.

Your Professional Headline is your most visible branding statement because it's the first thing that a prospective employer sees when they conduct a search. An engaging headline has three parts: Job Title, Solution and Credibility. You have 120 characters to work with, so make every one count. Use it to highlight your skills, expertise and credibility. List your key words in order of importance and separate each job title with a pipe (|) symbol [Shift + Backslash]. Keywords are especially important here!

Claire Marshall
Design Driven Security Analyst | Leverage Network Management Background | Design and Manage Security Services
Birmingham, United Kingdom | Retail

Current   Ensuring IT Security across Networks in Multiple Industries
Previous IBM, Sun Microsystems
Education The University of Birmingham

Send a message

500
connections

uk.linkedin.com/in/clairemarshall27/   Contact Info

Your location doesn't have to show where you live. Enter a postcode for your preferred work location. **Try to be forward looking with your industry** as recruiters can use this to filter searches!
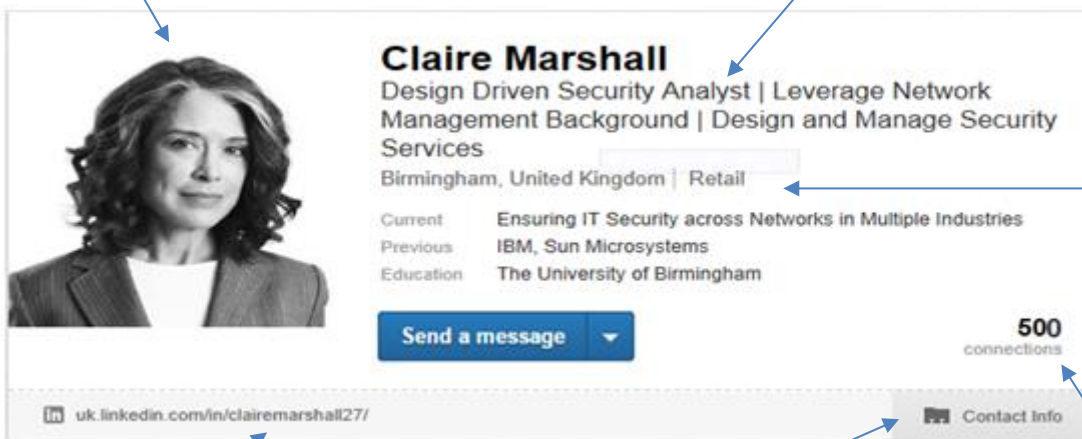
Customise your LinkedIn URL to brand yourself. Include on your CV, email signature business cards, networking brief, etc.

Remember, **your email address only shows to your 1st degree connections**. Consider adding a phone number, twitter handle, website or blog as well.

A large network can be a key to success on LinkedIn – helping others find you and vice versa – but try to be strategic with your connections. Build your network to include former colleagues, clients, service providers, alumni, etc. Aim for 50 connections to start with, then grow from there.

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Background

Summary

I'm a design-driven Security Analyst able to leverage my deep Network Management background to design and manage IT security services. In addition to having my CISSP, I'm rather skilled at managing security policy practices, including both development and validation.

My background includes a broad range of security services across multiple accounts and industries.

From a business perspective, my risk-based analysis focus ensures that I am thorough when doing Violation Tracking and Management, Patch Management and Security Compliance Checking. I've led security implementation and management projects and there scoping including having tracked and managed projects to completion.

Core Competencies include:
* Vulnerability Management
* Security Policy Management
* Patch Management
* Risk Management
* Vulnerability Scanning
* Compliance Management
* Change and Issue Management
* Network Security

TECHNICAL SKILLS

Current Certifications:
CISSP, CCNP, SCP (Sniffer Certified Professional)

Platforms:
Windows (9x, WinNT/2000, 2003, 2008, XP, Vista, 7)
UNIX (AIX, SunOS, Solaris, BSD, Linux)

Languages:
Java, SQL, HTML, CSS, C++, Ada, Lisp, Perl

Build on the summary from your CV. Maximum limit is 2000 characters including spaces. Expand on your branding from your headline and continue to repeat your keywords. Use first person or CV language. The Summary is also a place where you can include plans to change industries (and why) special activities like board involvement, or even openness to relocation.

Highlight achievements. Your summary is also a great place to add 2-3 of your most important achievements (not shown), bulleted. This will give them high visibility and capture the reader's attention early in the profile.

List your areas of Expertise or Core Competencies. Repeat keywords and use special characters, such as * >, to stand out. You can build a bulleted list in Microsoft Word and paste to your profile.

Include technical skills and proficiencies and highlight certifications, if applicable.

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Experience

Remember, **LinkedIn requires a minimum of 3 positions** (current + 2 previous) in the Experience section for an All-Star profile.

IT Security Analyst
Ensuring IT Security across Networks in Multiple Industries
2013 – Present (2 years)

Analyse IT Security threats and make valid recommendations for remediation. Enforce and sustain IT controls in the area of Security, Governance, Risk Management and Compliance in a cost effective and efficient manner.

Current Position - An alternative for leaving "Current" blank when in transition is to **use this area creatively, to highlight your skills and impact** to an organisation to create consistency with headline & summary; position yourself as the solution.
Tip – use wording from a well written job advert.

Security Analyst
IBM
2008 – 2013 (5 years)

Provided security services for newly acquired accounts ensuring accounts were in compliance and ready for production. Interpreted / verified customer accounts were in compliance with security documents, designed and configured security policies based on customer / contract requirements, then used for health checking servers. Scanned servers to identify and remedy defects before certifying devices for production. Managed several AIX systems used to provide multiple services for security scanning.

* Led project that reduced manual effort, developed automated tools to complete daily functions and reduce work load.
* Conducted system risk analysis on security defects found during compliance checking. Determined exposure, projected implications and protential costs and recommended countermeasures.

Security Analyst
Sun Microsystems
2004 – 2008 (4 years)

Managed vulnerability scans for several accounts with over 9,000 servers. Determined severity level for all finding and created reports for customer review. Tracked high level security finding until risk was mitigated through patching or countermeasures.

* Analysed vulnerability reports for both UNIX / Windows environments. Documented high severity findings for customer review and mitigation.

Add past positions from CV (keeping in mind relevance). Include job scope statement and a few of your achievements. Add quantitative evidence where possible; add a variety with acronyms; keep concise.

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Skills

Top Skills

19	Information Security
14	Network Security
12	Security
9	Vulnerability Assessment
9	Computer Security

Ensure the skills in this area reflect the keywords you have repeated elsewhere in your profile. And, while they may seem pointless, **endorsements add credibility** and show that your professional network recognises your expertise in that area. They also contribute to the strength of your profile, and increase the likelihood of being discovered for opportunities related to them.

Education

The University of Birmingham
Bachelor of Science (BSc), Computer and Information Sciences Services

State your discipline to differentiate (e.g. Computer and Information Sciences Services instead of only BSc.); dates are not required. Use this section to **list Professional Qualifications too**. Do add something in the School box (even if you haven't had a university education).

Certifications

Cisco Certified Network Professional (CCNP)

Certified Information Systems Security Professional (CISSP)

Include any relevant certifications you hold. You should mention certifications throughout your profile – in the headline, summary, even as part of your last name, for key word optimisation.

Add a section to your profile – be discovered for your next career step.

Language
This can help you find a new job, get a promotion, or transfer overseas.

Add language

Volunteering Experience
1 in 5 managers hired someone because of their volunteer experiences.

Add volunteering experience

˅ View More ˅

Add additional sections as long as they add value to your profile. Click on View More to see the full list of available sections.

You can **change the order of sections** so your profile reads logically and makes the most impact – just look out for the black up/down arrow in the top-right corner of each section.

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Recommendations

▼ 2 recommendations

Jennifer LuPiba
Product Marketing Manager, SharePoint at Dell

View↓

Chris Tisdale
Experienced Inform ant / Systems Adm

View↓

Aim for at least 3 recommendations and preferably for your last position. Ask someone with a prominent title/reputation, customers/clients, your boss, a senior person in your company, somebody you managed. Can only be requested from a 1st degree connection.

Best practice: suggest skills or characteristics you want to highlight; you can even offer to write a draft.

Also, why not give recommendations to your connections – but don't reciprocate!

Groups

🔒 **Information Security Network**

🔒 **Certified IT Security Practitioners**

Groups are another critical element helping you to find and be found on LinkedIn. Join a mix of groups (up to 50) specific to your function, industry, location, target past employers, etc. Remember, recruiters post jobs to groups AND groups allow you to message other members for FREE!

Following

TC

TechCrunch
Internet
✓ Following

Follow News and Companies to stay current on industry trends and announcements, job postings, etc. from target employers.

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Privacy Highlights:

Use these privacy settings to control your exposure on LinkedIn. You can find all privacy options in the drop-down under your name at the top right of any LinkedIn screen.
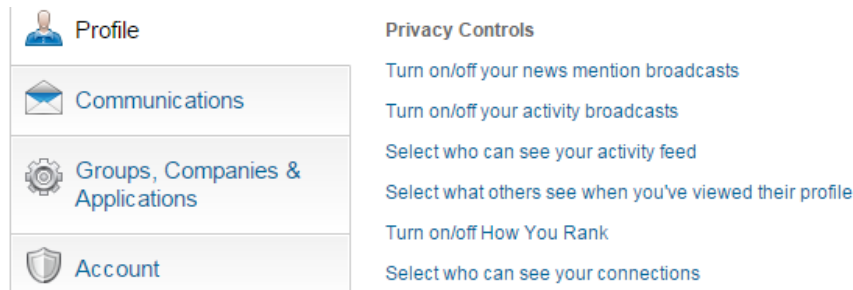
- **Turn on/off your activity broadcasts** – to avoid alerts being sent to connections about your profile updates or other activity, make sure the 'let people know…' box is unticked.
- **Select who can see your activity feed** – choose "only you" to ensure a list of your latest LinkedIn activities are not displayed on your profile for others to review.
- **Select what others see when you've viewed their profile** - control what is shown to LinkedIn users whose profile you have viewed. (Note – in order to see who has viewed your profile, your setting must be on "Your name and headline".)
- **Manage Advertising Preferences** (Account tab) - opt out to prevent LinkedIn using cookies and similar technologies on third party sites to understand your browsing interests to target ads and personalise services.

Tips for Finding the Right Keywords:

Having a targeted profile with the right keywords is critical to being found on LinkedIn. Follow these steps to identify which keywords your target market is using, then incorporate them throughout your profile - especially in your Headline, Experience, Skills and Endorsements sections.

To find the keywords your target market is using:

- Identify recurring words/phrases in job descriptions.
- Search for industry/functional peers on LinkedIn and review their profile content.
- Network with contacts at your target organisations to uncover company-specific lingo.

Use free word cloud sites to identify recurring keywords in job descriptions, or to compare the keywords in a job description to keywords in your CV.

1. Find your keywords by visiting your favourite job board, such as www.indeed.com.
2. Copy & paste 5-10 job descriptions that fit your interests and experience into a Word document.
3. Remove headers and company information from the job descriptions. Paste all 5-10 job descriptions at one time into one of the following word cloud sites: www.Tagcrowd.com or www.Wordle.net.
4. Identify the 1-3 'core' keywords that appear the largest and integrate those into the important keyword sections in your profile.

Now test it! Once you have incorporated your keywords into your LinkedIn profile, do an advanced people search in LinkedIn to see where you show up. Search for peers by postal code and 1-3 keywords. On the results page, filter by "Relationship -All"……..is your profile on page 1 or 2 of the search results?

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