

10 TIPS

FOR THE PERFECT LinkedIn PROFILE



Lynn Kumonz

Account Manager @LinkHumans - Social Media Agency
London, United Kingdom | Marketing and Advertising

Current Link Humans
Previous LinkedIn
Education University of Brighton

Send a message

500+ connections

1 Sell yourself! Your headline should be catchy

2 Add the industry you work in to your profile

3 Publishing posts is a great way to get noticed*

Posts

Published by Lynn

19,498 followers



How to Get the Most Out of LinkedIn Groups

April 24, 2014



The Social Job Seeker in 2014 [STUDY]

March 6, 2014

Background

4 Be sure to include keywords so you will be found in searches



Summary

I am a well presented, highly professional Account Manager for Link Humans, a social media agency based in London. We help organisations use social media for marketing, sales and recruiting.

I identify the needs of our clients, running and delivering sales and marketing campaigns. My areas of expertise are in audience insight, strategy & planning.



Experience

Account Manager

Link Humans

January 2012 – Present (2 years 6 months)

I am the Account Manager for Link Humans - a Social Media Agency in London.

- Client Account Management
- Social Media Management
- Social Media Consulting
- Strategy/Planning

LINK@HUMANS
A Professional Approach to Social Media



Link Humans: What We Do and Who We Are



LinkedIn Groups: How and Why to Use Them

5 Don't just say it, display it! Add rich media to make your profile pop

Account Planner

LinkedIn

January 2009 – January 2012 (3 years 1 month)

Account Planner for LinkedIn, biggest professional Social Networking service.

- Sales Planning
- Customer/Client Support
- Insights
- Research
- Analytics



6 Be precise! Don't be afraid to use detail

Top Skills

- 99+ Social Media
- 99+ Social Media Marketing
- 99+ LinkedIn
- 99+ Social Networking
- 99+ Digital Marketing

7 You can reorder skills, place more important ones at the top



Groups

- Personal Branding U... Visible
- Social Media London Visible
- Social Media Marketi... Visible
- The Undercover Recr... Visible

8 Join relevant groups, these will be visible on your profile



Volunteer Experience & Causes

Charity Fundraiser

Childreach International

January 2001 – June 2001 (6 months) | Children



Marathon Runner

National Autistic Society

April 2013 | Health

9 Volunteering can be just as important as work experience



ChildLine Volunteer

NSPCC

January 2012 | Children



Education

University of Brighton

Bachelor of Arts (BA), International Event Management

2000 – 2003

Activities and Societies: Women's Badminton, RaG Brighton



City of London School for Girls

1992 – 1999

10 Be specific about your education, it will get noticed

FACT FILE

14x

Adding a profile photo could result in 14 times more views than someone without



A summary of 40 words or more makes you more likely to turn up in a future employer's search

13x

Members who include skills get around 13 times more profile views

15x

Adding an industry could get you 15 times more profile views

5x

Your profile is 5 times more likely to be viewed if you join & are active in groups

10x

Members who have an education on their profile receive an average of 10 times more profile views than those who don't

42%

42% of hiring managers surveyed by LinkedIn said they view volunteer experience as equivalent to formal work experience

*This feature will be rolled out to all LinkedIn users throughout 2014

GOT ANY LINKEDIN QUESTIONS? GET IN TOUCH!

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