



Optimizing Your Linked Profile

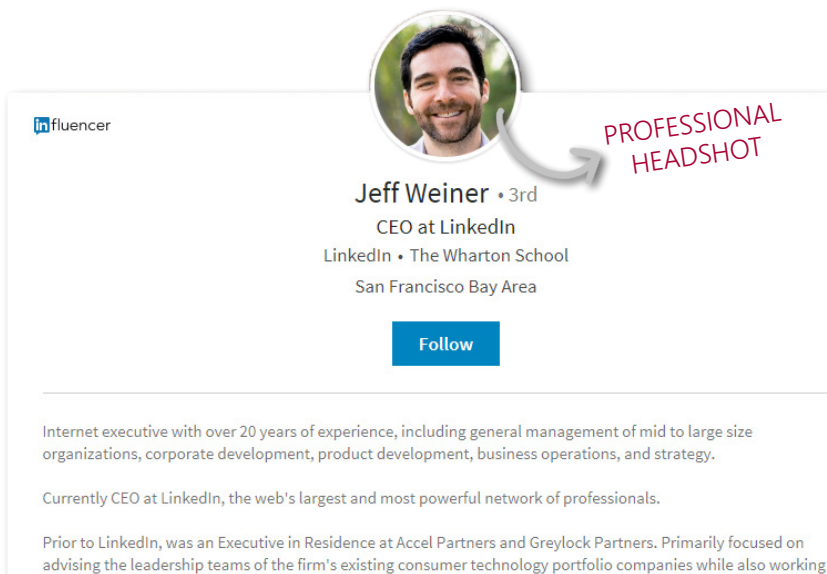
2017

Optimizing Your LinkedIn Profile

OVERVIEW

LinkedIn is a professional networking platform used to build professional relationships, grow your personal brand and professional image, as well as conduct employer and industry research.

► CREATING YOUR PROFILE



fluencer

Jeff Weiner • 3rd
CEO at LinkedIn
LinkedIn • The Wharton School
San Francisco Bay Area

Follow

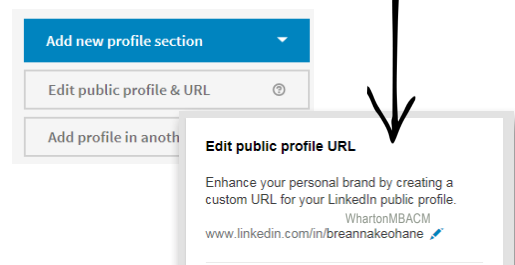
Internet executive with over 20 years of experience, including general management of mid to large size organizations, corporate development, product development, business operations, and strategy.

Currently CEO at LinkedIn, the web's largest and most powerful network of professionals.

Prior to LinkedIn, was an Executive in Residence at Accel Partners and Greylock Partners. Primarily focused on advising the leadership teams of the firm's existing consumer technology portfolio companies while also working

Top Profile Tips

- Use a professional headshot
- Write profile in first person
- Update regularly
- Share relevant industry news, articles and blogs twice monthly
- Customize your profile URL



Add new profile section

Edit public profile & URL

Add profile in another language


Edit public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

WhartonMBACM
www.linkedin.com/in/breannaakeohane

Professional Introduction

- Headline should state who you are, what you do, and provide general background line.
"MBA Candidate at The Wharton School | Focus in technology and a background in project management"
- Summary should provide an overview of your background and current focus
 - "Prior to Wharton, was "X title" at "X company" [use strong words: managing, leading...]
- List your strengths and important skills that relate to your background and future industry/function
- Be clear and concise
- 3-4 separate paragraphs, 1-2 sentences max



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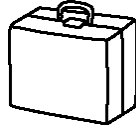
Previously served in key leadership roles at Yahoo! for over seven years, most recently as the Executive Vice President of Yahoo!'s Network Division managing Yahoo's consumer web product portfolio, including Yahoo's Front Page, Mail, Search, and Media products.

Specialties: general management, corporate development, product development, business operations, strategy, product marketing, non-profit governance

See less ^

Experience

- Title and company where you have worked
- Short description, 1-2 sentences. List important or relevant projects and quantify results, if possible
 - "Led a team of #, increased revenue by %, developed X project..."
- Share any relevant media (videos, presentations, websites, etc.)



CEO
LinkedIn
Dec 2008 - Present • 8 yrs 11 mos

Connecting the world's professionals to make them more productive and successful. Since joining the company in December 2008, LinkedIn has expanded its global platform to 23 languages and more than 30 offices around the world, grown its membership base from 33M to more than 500M, and increased its revenue from \$78M to over \$4B in 2017.

Media (8)

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Bay Area Council 2012: The Next Human Leap



The Art of Conscious Leadership, Wisdom 2.0 2013



Member, Board of Directors

Intuit
Apr 2012 - Present • 5 yrs 7 mos
Mountain View, CA

With revenue of \$4B+ and approximately 8,000 employees, Intuit is a leading provider of innovative business and financial management solutions for small and medium-sized businesses, consumers, accounting professionals and financial institutions.

Interests/Following

- Follow relevant companies and influencers in your target industries
- Like and share relevant posts and blogs

Featured Skills/Endorsements

- Add skills that are relevant to your experience
 - These tags will come up when a recruiter searches for those specific skills
 - Connect with current/past colleagues - endorsements are a plus

Your featured skills and endorsements are what make you visible to a recruiter!
These are important to showcase your top skills

Education

- School, degree, area of study, year, relevant organizations
 - VP of Career Reps, Technology Club

Education

The Wharton School
Bachelor of Science, Economics
1988 - 1992

Featured Skills & Endorsements

Leadership · 99+

Endorsed by Ambassador Shabazz and 19 others who are highly skilled at this

Endorsed by 135 of Jeff's colleagues at LinkedIn

Entrepreneurship · 99+

Endorsed by Dharmesh Shah and 26 others who are highly skilled at this

Endorsed by 46 of Jeff's colleagues at LinkedIn

Strategy · 99+

Endorsed by DJ Patil and 51 others who are highly skilled at this

Endorsed by 79 of Jeff's colleagues at LinkedIn

Jeff is also good at...

Product Develop... · 94

Product Marketing · 99+

Executive Manag... · 99+

Business Strategy · 99+

Strategic Planning · 99+

Product Manage... · 80

LinkedIn · 73

Social Media · 68

User Experience · 48

Corporate Develo... · 36

Non-profits · 30

Analytics · 30

Mergers & Acquisi... · 28

Team Leadership · 13

Thought Leadership · 12

► RESEARCH TIPS AND TOOLS

The screenshot shows the LinkedIn search bar with 'Amazon' entered. Below the search bar, there are two filter options: 'People who work at Amazon' and 'Jobs at Amazon'. To the right, the 'Filter people by' section is visible, with expandable sections for 'Connections', 'Keywords', 'Company', 'School', and 'Connections of'. A text box on the left contains instructions on how to use the search bar and filters. Arrows point from the text box to the search bar and the filter sections.

Use the search bar, and refine your search by using filters. Search for:

- Alumni
 - Search School - click "See Alumni" - keyword search or add filters
- Current and former employees at your target companies
- Classmates
- Colleagues

Select target companies →

Use Wharton as a school filter to find alumni →

Use your searches to find and make new connections, learn about career progression, and discover and join groups relevant to your target industries.

► BEST PRACTICES

- Be professional. Use proper spelling and grammar
- Be mindful of your privacy settings before searching for other profiles
- Connect with family, friends, classmates, colleagues and alumni to grow your network
- Use LinkedIn to research companies, employees, recruiters before networking, EIS's and coffee chats
- Be specific when requesting connections - who are you and why you would like to connect (use your pitch!).
- Don't directly ask for a job or overstep on first outreach
- A premium account is not necessary - basic is all you need for most networking and research activities