Pimp your profile & build your personal brand
Top tips for your profile

1) Real Name (no email)
2) Write a cool headline
3) Include links to your personal blogs, twitter account & volunteer or student association
4) Update your personal linkedin url
Tip 1: Don’t cut and paste your CV

LinkedIn hooks you into a network, not just a human resources department. You wouldn’t hand out your CV before introducing yourself, so don’t do it here. Instead, describe your experience and abilities as you would to someone you just met. And write for the internet and screen, in short blocks of copy with visual or textual signposts.
Tip 2: Reinforce your personal brand

Fill in your **student** and **internship** history - Keep your network informed about articles you find interested to share.

Add your **education** - Enter your **school / university** and LinkedIn can help you to be found and re-connect with your classmates and meet fellow alumni.

By filling in correct informative information you will be able to maximize the power of LinkedIn better.
Tip 3: Write a personal tagline

That line of text under your name? It’s the first thing people see in your profile. It follows your name in search hit lists. It’s your brand!

You might need to distil your professional personality into a more eye-catching phrase, something that at a glance describes who you are.
Tip 4: Sell yourself

Use the Summary section to engage readers. You’ve got 5–10 seconds to capture their attention. The more meaningful your summary is, the more time you’ll get from readers. Showcase what you represent and display pride and enthusiasm. Sell yourself!

I am a hardworking, intelligent, and ambitious person, and I strive for success in my professional career, as well as in other parts of my life. I have a strong work ethic and try to perform to the best of my ability in any given situation. I’m optimistic regarding my future and the future in general, and I aim for a consistently positive attitude. Also, I (try to) think of others (at least) as much as I think of myself.

Though only a few jobs are displayed below, I have been working since 2006 at different businesses, picking up knowledge and experience along the way. Those previous employers include a UNH dining hall, two restaurants in southern New Hampshire, the Nashua Country Club, a McDonalds, and Fairgrounds Elementary School.
Point out your skills & specialties

Think of the Specialties and Skills fields as your personal search engine optimiser, a way to refine the ways people find. This searchable section is where that list of industry buzzwords from your CV belong.

Do some research on what employers are looking forward and add the skills and specialties that apply to you.
Tip 5: Be found

SEO (Search Engine Optimisation) is very important on LinkedIn so optimise your profile with **keywords** related to your position and the role you want.

Think like a recruiter and what they would search for

Be **specific** and **don’t lie**
Tip 6: Check out the Recommended for you feature

Found on the Edit Profile page
Add in your relevant certifications & qualifications

Certifications
- Certified Public Accountant
  The American Institute of Certified Public Accountants (AICPA) | January 2004
- Certified Financial Planner
  Certified Financial Planner Board of Standards (CFP) | August 2005
- Better Business Bureau Accredited
  Better Business Bureau (BBB) | June 2011

Give more info on your education with courses

Courses
- Robotics 965 (Northwestern University)
- Linear Algebra 257 (Northwestern University)
Tip 7: Build a network

Establish your online profile – a well made profile is the 1st major step

Search and connect within LinkedIn for classmates, colleagues, friends and contacts that you know. Set goals for connecting, reach out to career services, recruiters, HR & graduate recruiters.

Spend just 15 to 30 minutes each week connecting and developing your network online – you’ll be surprised with your progress

Personalize your connections and message. Explain why you want to connect.
Tip 8: Get recommended by people you’ve helped

Ask for meaningful recommendations

If you’ve added value to others, they’ll reciprocate

Request Specifics

Lara Simitci, Search Operations Manager, GroupM (colleague)
worked directly with you

"Brion identified himself as the leader very quickly within his campaign management team and did so by being naturally motivated, logical and gaining the respect and trust of all those working around him. Brion has an analytical mind, and has a calm, confident and kind personality, expressed by showing an unlimited level of support to his team and a genuine interest in doing a good job for his clients. I would trust Brion with any project and, hand-on-heart, would recommend him for any job that's after a smart, likeable and ultimately successful candidate." January 8, 2011

Request a new or revised recommendation from Lara Simitci
Tip 9: Join groups

This group is exclusive to alumni of London Business School.

Your request to join this group will be approved only if we are successfully able to match your records with the school alumni directory.

- Please send your request only if you were awarded alumni status by London Business School and you have already graduated. Current students should request to join only after their graduation.

- Using London Business School email on your LinkedIn account when sending this join request will expedite the approval.

Group Management Team

Join Group  Share group  Report as...

Group Members in Your Network

Dan Wang
Co-founder at Just Evolved
2nd

Rosco Paterson
Serial Technology Entrepreneur, Investor & Government Advisor on Strategic Wealth Creation (LION 7,500) rosco@rakoda.com
2nd

Andre V. Popov
Partner at management consulting firm, focused on Telecommunications, Media, Technology, Private Equity
2nd

Christine Dandy
Senior Business Development Manager/ Career Development Coach
2nd
Tip 10: Integrate LinkedIn With Other Tools