

**Background image:** Replace the standard “geometric blue” with imagery that is meaningful to you or provides context to your professional expertise. This is a way to stamp your profile page with personality and make your listing more memorable.

**Headshot:** This photo should be a professional headshot.

**Headline:** Instead of listing your current title and company (which the reader will see in your Experience Section), use this space for a general descriptor(s) of your expertise, discipline focus, and/or topical focus. For example: Digital Marketing Expert, Loyalty Marketing, Keynote Speaker. Also, be mindful of keywords as you make your descriptor choices here.

**Highlights:** If you visit another person’s profile, this section will highlight any mutual connections or shared groups you have. It also details your areas of expertise in case people want to reach out.

**Tell your story:** This is the space to succinctly summarize, in your own voice, your career focus and to spotlight the areas about which you are most passionate—be sure to incorporate clients, industries, and your leadership philosophy. Also make sure you’re using keywords to describe the skills and workplace approaches that set you apart from the crowd. (e.g. veteran “team builder,” “analytics-based marketing” guru, passionate “customer care specialist,” etc.)

**Hold yourself accountable for your results:** Use these spaces to continually evaluate how you’re ranking for views on your shared content. Take regular time out to review how your posts are performing. Figure out which types of outreach are working best for you and then create more of it!

**Best-practice tip – Use this space to actively participate in the platform:** Challenge yourself if you don’t already, to participate daily in the platform. Find articles and share with your perspective, comment on posts within your network, create original content with value.

## Top Tips Series: LinkedIn Builder

This outline is designed to provide you with specific tips and strategies for getting the maximum value out of your LinkedIn activity. Remember that for many companies and HR departments, LinkedIn is the first “go to” place for checking out workforce colleagues, so it pays to make your profile as rich and distinctive as possible.

### Making the most of the LinkedIn tool...

Once you’ve optimized your LinkedIn profile, you’ll want to continually engage within the platform as a way to re-enforce your professional brand and keep yourself front-and-center with your network and recruiters.

### Network building

- › Think of all areas of your life that offer meaningful connections you can capitalize upon, such as your alma mater, past colleagues, partners, etc.
- › Send connection requests, referencing shared connections or professional interests
- › Peruse LinkedIn’s “People You May Know” and write a personal note to connect
- › Follow and/or connect with thought leaders or LinkedIn influencers in your industry

### Platform engagement

- › Commit to spending 30 minutes/day to monitor and interact on the platform
- › Join Groups that relate to your professional experience
- › Share articles with your perspective regularly (3x/week to start)
- › Share original posts with content that is valuable to your industry
- › Like AND comment on posts shared by your network
- › Give AND ask for recommendations

## Experience



**TorchLight Hire**  
 2 yrs 8 mos

**Vice President, Business Development and Account Management**

**Full-time**

Jan 2020 – Present · 5 mos  
 Alexandria, Virginia

Promoted to lead the business development and account management efforts for this niche staffing and recruitment firm serving the Mid-Atlantic Region.

- Established a separate Direct Hire practice for the firm with Q1 2020 goal achievement

- Managing a team of 3 account staff to help them reach their personal and professional goals

- Part of the Leadership team for the firm guiding the ideation and delivery of new products and services for our client and talent community [...see more](#)

**Director of Enterprise Business Development**

Oct 2017 – Jan 2020 · 2 yrs 4 mos  
 Washington D.C. Metro Area

As the Director of Enterprise Business Development for TorchLight Hire, I was focused on driving growth of the firm through the expansion of our enterprise client portfolio in the D.C. Metro area.

At TorchLight, we know the recruitment and hiring process AND the D.C. Metro area job mar [...see more](#)

**Experience:** Pull data-driven, impactful statements from your resume (e.g. successful campaigns, programs, projects, teams built/managed). However, don't list all of your examples from the resume.

## Education



**University of Lynchburg**  
 BA, History / Theater

Activities and Societies: Kappa Delta, Dance Team, Theater Performance, Center for the History and Culture of Central Virginia, Resident Associate, Phi Alpha Theta, Alpha Psi Omega, Omicron Delta Kappa

I earned a Bachelor of Arts in History, with a minor in Theater Performance and Production from Lynchburg College in Lynchburg, Virginia, and spent time studying Medieval and Renaissance Studies at Keble College, Oxford University, Oxford, England.



**Centre for Medieval and Renaissance Studies, Keble College, Oxford University**  
 Study Abroad, Semester Study

**Education:** List your relevant educational experience, with appropriate context (e.g. completed degree(s); certifications and executive learning programs. Do not list education dates if over 10 years ago.

**Recommendations:** Continually ask for recommendations—from past managers, colleagues, clients, and partners—and reciprocate when you can. Recommendations like this add instant credibility and provide a real-world understanding of what others see as your talents and gifts.

**Skills and endorsements:** The Skills section is another area, outside of the “About” and “Experience” sections, where you can insert keywords related to your top skills. This area also allows your network to engage with your profile and endorse you for your expertise.

## Skills & Endorsements

+ Recruiting · 99+



Endorsed by Susan H. Pullen, PHR, SHRM-CP and 10 others who are highly skilled at this



Endorsed by 10 of Stephanie's colleagues at Profiles

+ Marketing · 99+



Endorsed by Peter Paputsos and 4 others who are highly skilled at this



Endorsed by 2 of Stephanie's colleagues at Human Capital Consultants, LLC

+ Management · 99+



Endorsed by Jim Magan and 2 others who are highly skilled at this



Endorsed by 3 of Stephanie's colleagues at Profiles

**Volunteer experience:** Use this section to further show what you care about as a well-rounded person. Remember that hiring managers are ultimately assessing your personality and character at all times, and are looking to hire a full person, not a robot, so here's where your interests and passions should shine.

## Volunteer Experience



**Actor / Performer**  
 Baltimore / DC Community Theater



**Volunteer**  
 Maryland New Directions  
 Social Services

MND's mission is to train and coach people facing career and life transitions to overcome barriers, restore self-belief, and acquire the skills and tools needed to secure employment.

## Recommendations

Received (12)

Given (8)



**Christine Parnhart,**  
 M.S., APR  
 Marketing & Communications  
 Executive | Communications  
 Strategist | Top Performer  
 January 22, 2019, Christine was a client of Stephanie's

I initially reached out to Stephanie after reading one of her LinkedIn posts. I was so impressed and I wanted to thank her for the valuable information she shared. When I later had the opportunity to speak with her, it was obvious that she has a passion for the work that she does - and a passion for ... [See more](#)