



LinkedIn® Marketing Solutions

Rock Your LinkedIn Profile

#LINKEDINTHEKNOW

A portrait of Ahmed Mohamed Zaki, a young man with dark hair and glasses, smiling. He is wearing a dark grey sweater over a red and white checkered shirt, and a blue lanyard with a badge. The background is white.

**Ahmed Mohamed Zaki**  
AI Lead @ Tech-Care  
Social Media Director @ GDG Delta

# Learning Objectives

## Develop

A stellar LinkedIn profile with skills and accomplishments that represent you, what you stand for and what you are passionate about.

## Grow

Your professional skills everyday by stay informed on the latest news and insights from industry leaders, relevant content and groups.

## Build

Your online brand by the latest industry news and your opinion and thought leadership with your audience.

A dimly lit office scene with people working at a table. In the foreground, a person's hand is visible, holding a pen and pointing at a document. The table is cluttered with papers, a laptop, a glass of iced coffee, and a white mug. The background shows other people working, creating a busy, collaborative atmosphere.

LinkedIn's Vision

Create economic opportunity for  
every professional in the world

# Building the Professional Knowledge Graph

THE ECONOMIC GRAPH





# 6 Simple Steps to Rock Your Profile



1

2

3

4

5

6

# Add a professional photo

**14X** MORE LIKELY TO BE VIEWED IF HAVE PHOTO



## Colene Mitchell

1st

Building the World's Favorite UIs, One Pixel at a Time  
San Francisco Bay Area | Internet

Current LinkedIn  
Previous LinkedIn, Laurus Strategies  
Education The University of Georgia

[Send a message](#)**300**  
connections[www.linkedin.com/in/colenemitchell/en](https://www.linkedin.com/in/colenemitchell/en)[Contact Info](#)

### Background



#### Summary

Working at LinkedIn, I am able to combine my experience in recruiting with my love of sharing knowledge to help recruiters become more successful.

In my spare time, I love to educate candidates on how to maximize their job search. By teaching them the tools available and helping them improve their interviewing skills, they are ultimately able to find the next great step in their careers.

Specialties include: Training, Public Speaking Coaching, Project Management and Process Improvement.



LinkedIn's Vision for the Next 10 Years

1

2

Write an  
attention-grabbing headline

3

4

EXPLAIN WHAT IT IS YOU DO  
SHOW YOUR PASSION AND VALUE

5

6



Colene Mitchell

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Building the World's Favorite UIs, One Pixel at a Time

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Previous LinkedIn, Laurus Strategies  
Education The University of Georgia



Reid Hoffman fluencer 2nd [Following]

Entrepreneur. Product Strategist. Investor.  
San Francisco Bay Area • Internet

Background



Michael Susi  1st

Designing Wellness Programs that Help People Unleash Their Greatness  
San Francisco Bay Area • Health, Wellness and Fitness

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Mike Gamson  2nd

Passionate about investing in people  
Greater Chicago Area • Internet

THE ECONOMIC GRAPH

LinkedIn's Vision for the Next 10 Years



1

2

3

## Draft a compelling summary


4

40 WORDS OR MORE  
INCLUDE KEYWORDS BUT  
NOT BUZZWORDS

5

FOCUS ON CAREER  
ACCOMPLISHMENTS

6



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Building the World's Favorite UIs, One Pixel at a Time  
San Francisco Bay Area · Internet

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Education	The University of Georgia

Send a message ▾

300 CONNECTIONS

### Background



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LinkedIn's Vision for the Next 10 Years

LinkedIn's Vision for the Next 10 Years

1

2

3

4

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6

## Detail your past work experience

**12X** MORE LIKELY TO BE VIEWED IF HAVE MORE THAN 1 POSITION LISTED.



### Experience

#### Sr. Customer Success Consultant

LinkedIn

January 2014 – Present (1 year 4 months) | San Francisco Bay Area



As a Strategic Recruitment Product Consultant at LinkedIn, I'm committed to helping our strategic clients attract, recruit, and hire top talent. This goal is accomplished by understanding each client's unique recruitment and employment branding challenges, then developing a customized solution to positively effect change within their organization. I work closely with Talent Acquisition, Website Design, Employment Branding and Marketing to ensure each client's suite of products are maximized to the fullest. Additionally, I drive customer adoption of existing SaaS product lines, as well as, new product releases in tandem with our product marketing teams.



LinkedIn for Students: Top Five Profile To-Do's



How to Change Your Culture for Passive Talent

#### Recruitment Product Consultant

LinkedIn

September 2012 – January 2014 (1 year 5 months) | Greater Chicago Area



As a Recruitment Product Consultant at LinkedIn, I'm committed to helping our clients attract, recruit, and hire top talent. This goal is accomplished by understanding each client's unique recruitment and employment branding challenges, then developing a customized solution to positively effect change within their organization. I work closely with Talent Acquisition, Website Design, and Marketing to ensure each client's suite of products are maximized to the fullest. Additionally, I drive customer adoption of existing product lines, as well as, new product releases in tandem with our product marketing teams.

#### Client Manager

Laurus Strategies



1

2

3

Add skills and get  
endorsement

4

5

INCLUDE A MIX OF HIGH LEVEL  
AND NICHE SKILLS.

6



Education

The University of Georgia

Bachelor of Arts (B.A.), Business, Communication

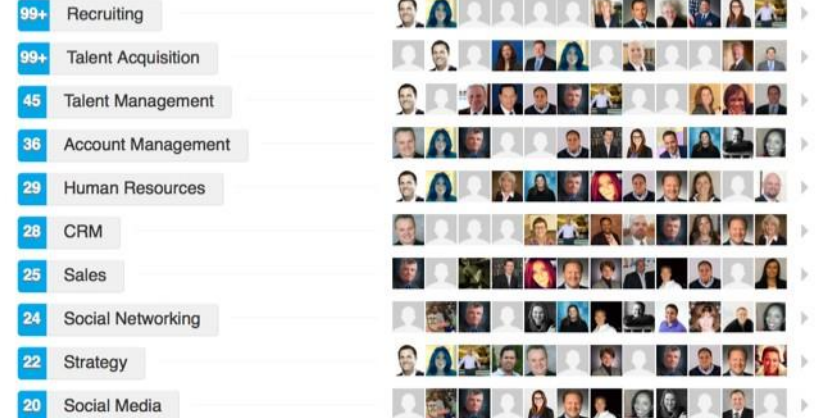
2000 – 2003

Activities and Societies: Delta Phi Lambda



Skills

Top Skills



Colleen knows about...

20 Management 19 Leadership 17 Applicant Tracking... 16 Strategic Planning

1

2

3

4

5

6

## Include volunteer experiences & causes

ALMOST HALF OF ALL HIRING MANAGERS SAY THEY VIEW THEM AS EQUIVALENT TO FORMAL WORK.

Colleen knows about...

20	Management	19	Leadership	17	Applicant Tracking...	16	Strategic Planning
15	Enterprise Software	14	Negotiation	11	Cold Calling	10	Salesforce.com
10	Consulting	9	Onboarding	9	Marketing	8	Employer Branding
8	Training	7	Team Building	6	Business Networking	See 6+ >	



### Volunteer Experience & Causes

#### Board Member

A Ban Against Neglect (ABAN)

March 2012 – Present (3 years 2 months) | Economic Empowerment

ABAN works with street girls in Ghana to teach them a trade (sewing), help them make money, and prepare them for a future off the streets. These girls sew products out of local fabrics, and plastic water bags -- we sell those products around the US and at aban.org.



#### Volunteer

Menstrupedia

January 2015 – Present (4 months) | Children

Menstrual health adversely impacts millions of lives. Menstrupedia will enable parents at scale to teach their daughters about this topic in a way that would otherwise be taboo.



#### Volunteer

Rising International

March 2011 – Present (4 years 2 months) | Civil Rights and Social Action

Giving someone the gift of education and seeing what they can accomplish is one of the most satisfying experiences I've ever had.



Recommendations



# Let's Take A look

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Ahmed Mohamed Zaki



Mahmoud Kassem



Marwa Abdelazeem



Ahmed Awara



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You are \_\_\_\_ times more likely to be  
viewed if you have a professional photo.





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What should you include in your  
professional summary?

# Stay Informed

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Rock your professional brand

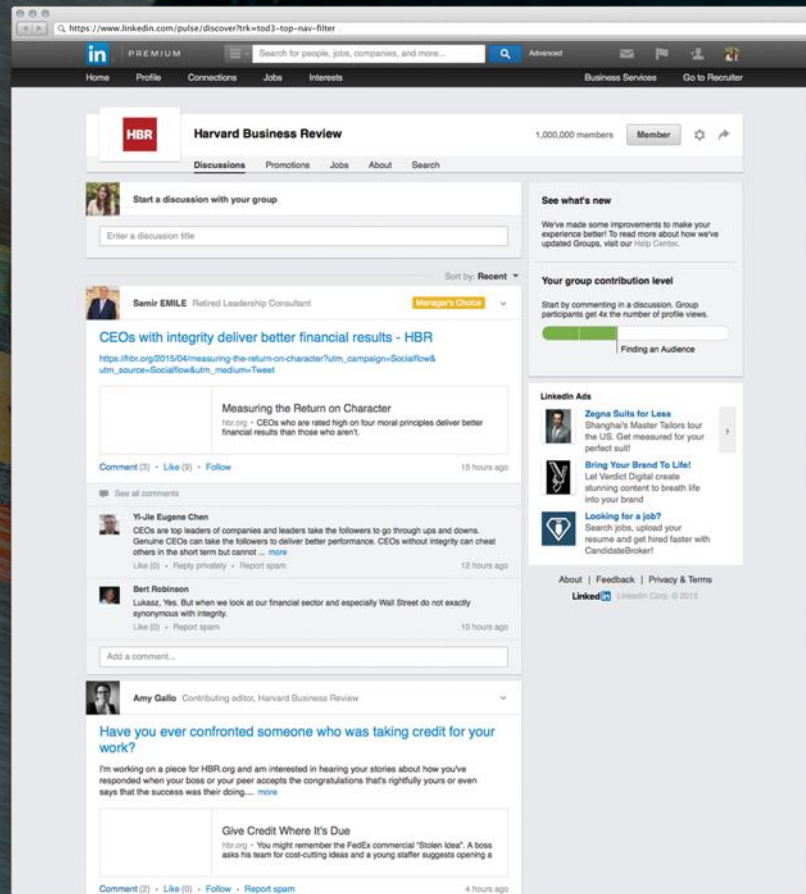
Your professional brand is the key to all new opportunities, to build your brand and set yourself up for success.



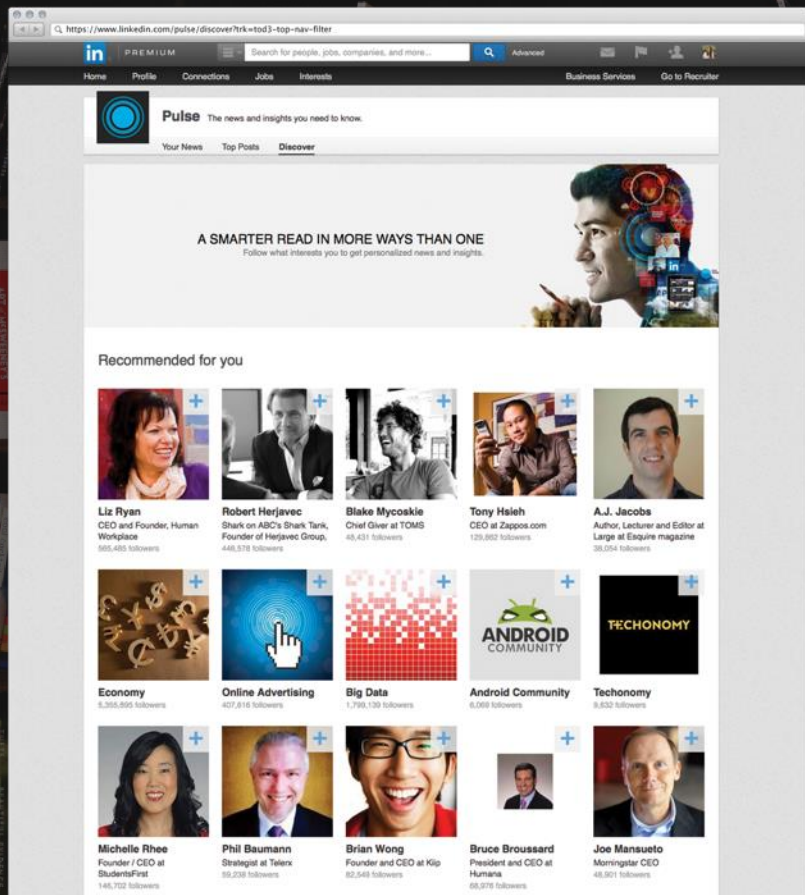


# Find and join groups

## Participate in discussions related to your industry



The screenshot shows a web browser displaying a LinkedIn group page for "Harvard Business Review". The browser's address bar shows the URL: <https://www.linkedin.com/pulse/discover/hrk=tod3-top-nav-filter>. The LinkedIn navigation bar at the top includes the logo, "PREMIUM" status, a search bar, and links for Home, Profile, Connections, Jobs, Interests, Business Services, and Go to Recruiter. The group header shows the HBR logo, the group name "Harvard Business Review", 1,000,000 members, and a "Member" button. Below the header, there are tabs for Discussions, Promotions, Jobs, About, and Search. The main content area features a "Start a discussion with your group" section with a text input field and a "Sort by: Recent" dropdown. A post by Samir EMILE, a Retired Leadership Consultant, is highlighted with a "Manager's Choice" badge. The post title is "CEOs with integrity deliver better financial results - HBR" with a link to an HBR article. The post content includes a quote: "Measuring the Return on Character" and a discussion about CEOs' moral principles. Below the post, there are comments from Yi-Jie Eugene Chen and Bert Robinson, each with a "Like" button and a "Report spam" link. At the bottom, a post by Amy Gallo, a Contributing editor at HBR, is partially visible with the title "Have you ever confronted someone who was taking credit for your work?". The right sidebar contains a "See what's new" section with updates on group improvements, a "Your group contribution level" progress bar, and a "LinkedIn Ads" section with three advertisements: "Zegna Suits for Less", "Bring Your Brand To Life!", and "Looking for a job?". The footer of the sidebar includes links for About, Feedback, Privacy & Terms, and the LinkedIn logo with copyright information.



Discover content relevant to you





Write posts  
and share  
your  
experience



Share links, articles, images,  
quotes or anything else your  
followers might be interested in.



Let's Take A look  
Again



A person is sitting on a couch, using a silver laptop. They are wearing a grey t-shirt and dark pants. A pink and white striped pillow is behind them. In the background, another person is lying down on the couch, wearing a blue and white striped shirt and grey pants, with their arms crossed. The text "Any Questions?" is overlaid in white on the laptop screen.

Any Questions?

Now, let's rock your profile!



# Thank you!

**Connect**

**Twitter:**

@AhmedUZaki

**LinkedIn:**

[linkedin.com/in/AhmedUZaki](https://www.linkedin.com/in/AhmedUZaki)

