



LinkedIn® Marketing Solutions

Rock Your LinkedIn Profile

#LINKEDINTHEKNOW

A portrait of 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. In the background, other people are working, and the overall atmosphere is professional and collaborative.

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**
connectionswww.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



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

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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

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



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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Send a message

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LinkedIn's Vision for the Next 10 Years

LinkedIn's Vision for the Next 10 Years

1

2

3

4

5

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



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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

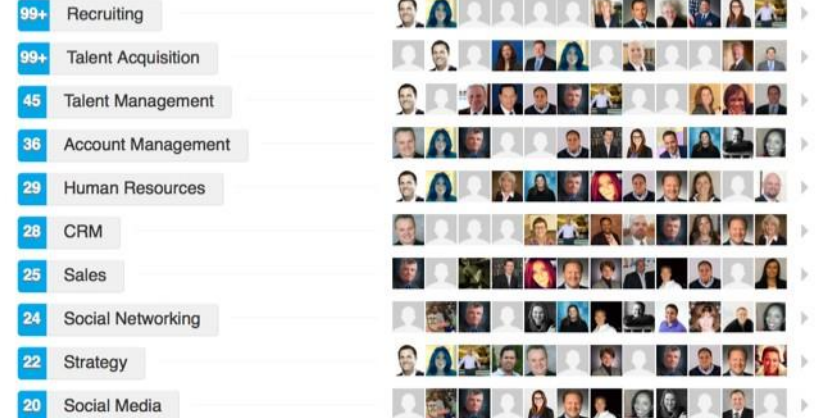
2000 – 2003

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.



Menstrupedia

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



Ahmed Mohamed Zaki



Mahmoud Kassem



Marwa Abdelazeem



Ahmed Awara



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



What should you include in your
professional summary?

Stay Informed

Rock your professional brand

She is pretty,
but..



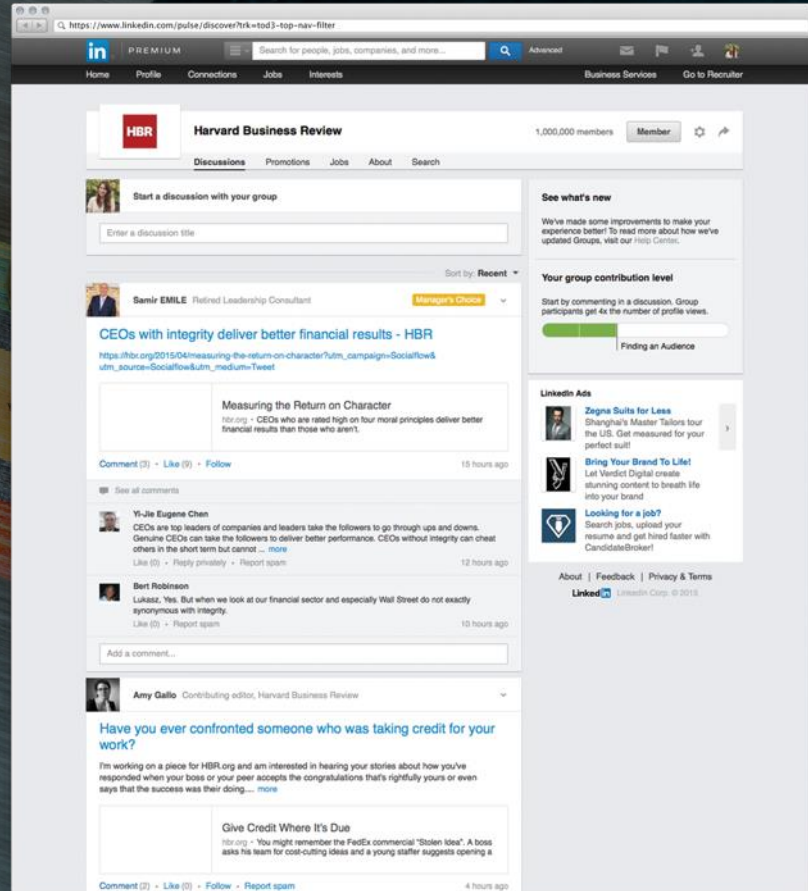
Your professional brand is the key to all new opportunities, to build your brand and set yourself up for success.





Find and join groups

Participate in discussions related to your industry



The screenshot shows a web browser displaying the Harvard Business Review (HBR) LinkedIn group page. The URL in the address bar is <https://www.linkedin.com/pulse/discover/hrk=tod3-top-nav-filter>. The page header includes the LinkedIn logo, a search bar, and navigation links for Home, Profile, Connections, Jobs, and Interests. The HBR group header shows 1,000,000 members and a 'Member' button. Below the header, there's a section to 'Start a discussion with your group' with a text input field. The main feed displays a post by Samir EMILE, a Retired Leadership Consultant, titled 'CEOs with integrity deliver better financial results - HBR'. The post includes a link to an HBR article and a discussion titled 'Measuring the Return on Character'. Below the post, there are comments from Yi-Jie Eugene Chen and Bert Robinson. The right sidebar contains a 'See what's new' section, a 'Your group contribution level' progress bar, and a 'LinkedIn Ads' section with three ads: 'Zegna Suits for Less', 'Bring Your Brand To Life!', and 'Looking for a job?'. The footer of the page includes links for 'About', 'Feedback', 'Privacy & Terms', and the LinkedIn logo with copyright information.

https://www.linkedin.com/pulse/discover?rk=tod3-top-nav-filter


in PREMIUM Search for people, jobs, companies, and more. Advanced

Home Profile Connections Jobs Interests Business Services Go to Recruiter


Pulse The news and insights you need to know.
Your News Top Posts Discover

A SMARTER READ IN MORE WAYS THAN ONE
Follow what interests you to get personalized news and insights.


Recommended for you




Liz Ryan
CEO and Founder, Human Workplace
505,485 followers




Robert Herjavec
Shark on ABC's Shark Tank, Founder of Herjavec Group
446,576 followers




Blake Mycoskie
Chief Officer at TOMS
45,431 followers




Tony Hsieh
CEO at Zappos.com
129,062 followers




A.J. Jacobs
Author, Lecturer and Editor at Large at Esquire magazine
38,054 followers




Economy
5,350,595 followers




Online Advertising
407,616 followers




Big Data
1,749,739 followers




Android Community
8,068 followers




Techonomy
8,632 followers




Michelle Rhee
Founder / CEO at StudentsFirst
146,702 followers




Phil Baumann
Strategist at Telere
55,236 followers



Brian Wong
Founder and CEO at Klip
82,548 followers



Bruce Broussard
President and CEO at Humana
69,978 followers



Joe Mansueto
Managing CEO
48,901 followers

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)

