Headline - think how to describe yourself - not job title. Write something about capabilities.

Summary/Bio - opportunity to describe yourself - personal summar.y, but don't just copy from CV. More personal. More generic

Experience - should match CV.

Skills - search criteria,

Recommendations - written by someone who would like to recommend you

Google yourself

Think about your banner photo - what is your personl brand?

Look up Robin Sinclair

Exit statement - Due to the fact that company went through a re-structure I now have an opportunity to expand my skills in a particular area - advertise the fact that you are looking for something

Linked key achievements with recommendations

Sharing profile edits - turn off

**LinkedIn blurb 1**

I was made redundant just before Christmas due to an organisation re-structure. I spent 12 years at RBI either as a SQL developer, or managing development. I have been involved in many products but the majority of my time, and ultimately the majority of my responsibility, has been the marketing data warehouse.   
  
For the majority of the existence of the data warehouse, I was single-handedly responsible for the software delivery process. The successful delivery of features and enhancements to the data warehouse is something I was focussed on and passionate about.   
  
However, I have never been happy with how much time the release process took, the sometime arduous process of getting a change through the various environments and how time-consuming testing was. Before I left, my department had started to introduce a DevOps approach to product development. With DevOps in mind, I have used the redundancy as an opportunity to create a solution to the challenges I used to face.  
  
So, the first two months of my redundancy was spent creating a robust and optimised deployment solution for a SQL database using the principles of continuous delivery and test-based development. Based on a development process I generated for another product (proven to have worked), I have defined a development approach and created a workflow, git-flow and "build" script in Powershell. Whilst doing this I have taught myself Powershell, learnt more of the intricacies of Git and immersed myself in the DevOps methodology (The DevOps Handbook is my new favourite book!)  
  
I would love the opportunity to implement my solution in a working environment. Even without this opportunity, the knowledge I have from the last two years of RBI and from creating this solution would allow me to positively impact an IT organisation’s database development deployment strategy.

**LinkedIn blurb 2**

I have been working with data and database all of my career

From the time I created my base