



All-Star Status

LET'S COMPLETE YOUR PROFILE BY END OF WEEK 3





**Important
Sections**

CREATING THE PERFECT LINKEDIN PROFILE

Profile Photo

Headline

Contact Info


About

Experience

Skills

Featured

Projects



Neal Bloom · 2nd
entrepreneur, investor, community builder

Talks about #sdtechos, #startups, #investing, #communications, and #economicdevelopment

San Diego, California, United States · [Contact info](#)

9,605 followers · 500+ connections

Interlock Capital
Pepperdine Graziadio Business School

About


Investing in tech companies through Interlock Capital. Reach out if you're interested in investing with us.

"You don't have to be great to start, but you do have to start to be great"

Top 5 Things to Know About Neal Bloom

1. I don't accept blind LinkedIn invites. Add a personal message written about how I can help you
2. Co-founded Portfolium.com in 2012, with two exits in 2019 & 2020
3. I have turned my passion for building tech communities into a media company, Fresh Brewed Tech, and a communications agency, Rising Tide Partners, and investment fund, Interlock Capital
4. I launched 84 astronauts into space while working on the Space Shuttle program
5. You can see the companies I have directly invested in at nbloom.me

Experience

 **Managing Partner**
Interlock Capital
Jun 2020 - Present · 2 yrs 9 mos
San Diego, California, United States

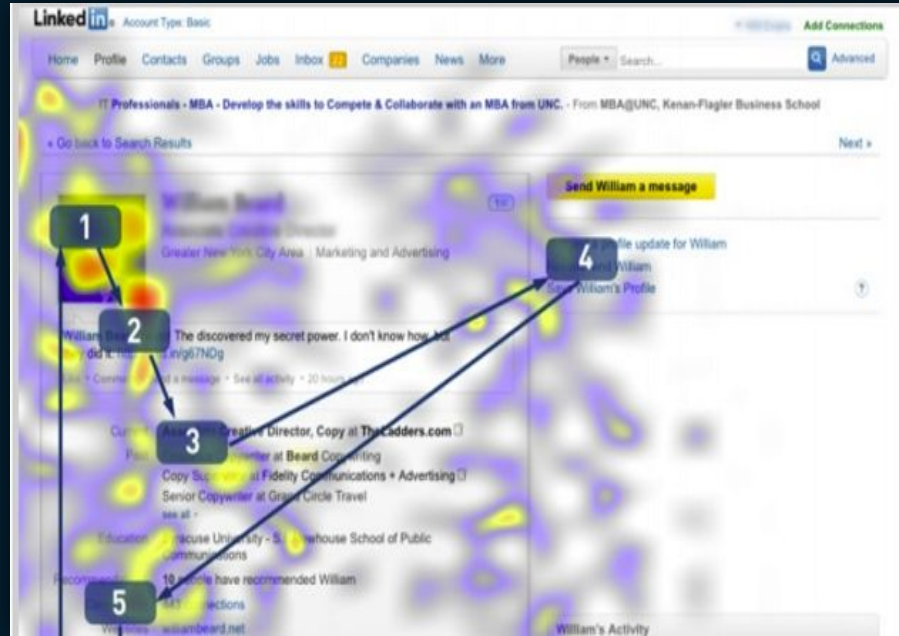
Our community of founders, investors, and subject matter experts FIND, EVALUATE, FUND, and SUPPORT the best companies. This increases our odds of success. You can invest with us, tr ...see more



 **CEO**
Rising Tide Partners
2018 - Present · 5 yrs 2 mos
Greater San Diego Area

We tell the stories that impact communities, we help governments and special districts communicate through storytelling, marketing, community building, and public outreach.

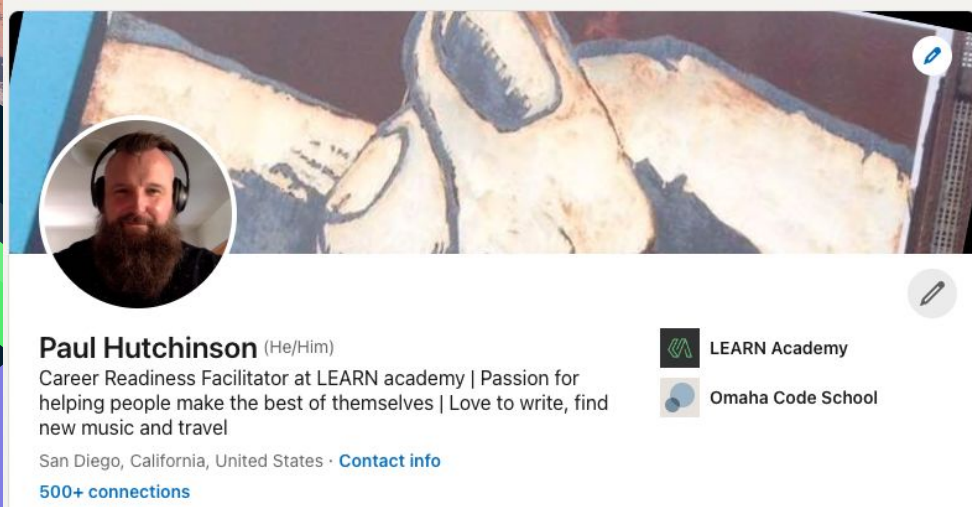
PROFILE PHOTO



❖ *Select photo representative of you as a professional*

❖ *Profiles with photos visited MORE often*

Headline



Clear & Concise Description of YOU

***Does NOT have to be your current job title but it can be**

***Also Avoid saying “Aspiring” or “Student” in Headline**

Strong Adjectives

120 Characters

About Me

- › Tell a story. Fill the gaps. 1st person.
- › Keyword heavy (every word is searchable!)

3

SUMMARY

President and CEO of Scott Aaron: Online Personal Trainer/Nutritionist,
LinkedIn Trainer, Success Coach for Personal Trainers, and Online
Bikini/Physique Contest Prep Coach.
Scott Aaron - LinkedIn Trainer

Temple University - Fox School of Business and Management
Greater Philadelphia Area

500+ 500+ connections



As an 18 year veteran of the health and wellness industry as a gym owner, personal trainer, sports nutritionist, and body builder, I have learned the importance of not only taking care of one's own body, but more importantly the mindset. I wake up each day with a growing passion to free people from physical and financial pain. I specialize in showing anyone who is ready for a real change how easy it is to change the entire scope of your life by making new decisions that create the outcomes that they truly deserve.

- ✓ Tell your story.
- ✓ Share your passion.
- ✓ Share your specialization or your niche.

About Me

- › **Make sure your summary section is anywhere between 300-500 words in length**
- › **Share your passion**
- › **Let people know what you have done, what you do now and what your goals are for the future**
- › **Let people know what makes you different with all that you have done in your career**

3

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Keyword Heavy

Use **keywords!!**

The image shows a LinkedIn profile for Portia Obeng, a Social Media Director in Washington, DC. The profile includes a summary and a list of skills. A pink box highlights the 'Resume insights' sidebar on the right, which shows a 'Keyword check' for the job title 'Social Media Director'. The sidebar lists skills found in the resume: Social Media Marketing, Digital Marketing, Instagram, Graphic Design, Search Engine Optimization (SEO), Content Strategy, Email Marketing, Analytics, YouTube, and Leadership.

Portia Obeng
Washington, DC
portiaobeng@gmail.com
[linkedin.com/in/portiaobeng](https://www.linkedin.com/in/portiaobeng)

Summary

Hello! 🙌 Thanks for stopping by! Let me tell you a little bit about myself. I'm a social media strategist and I've been in the social media game for nearly 10 years. I started before Snaps were chatted, Instagram had stories, and Tiks were toked. I've learned a lot over the years and I'm here to help you as an individual or your organization. 📸

✓ Looking to level up your LinkedIn? I'm the Rihanna of LinkedIn and I teach professional women the mindset and systems they need to be taken seriously on LinkedIn, so they can stop selling themselves short and start attracting the money-making opportunities they deserve.

✓ Looking for a social media expert? I lead dynamic and informative social media workshops for organizations seeking to learn how to better use social media, and workshops for organizations and individuals seeking to develop healthier relationships with social media usage.

Resume insights

Keyword check

For the desired job title of:
Social Media Director

Found in your resume

- ✓ Social Media Marketing
- ✓ Digital Marketing
- ✓ Instagram
- ✓ Graphic Design
- ✓ Search Engine Optimization (SEO)
- ✓ Content Strategy
- ✓ Email Marketing
- ✓ Analytics
- ✓ YouTube
- ✓ Leadership

Keyword Heavy

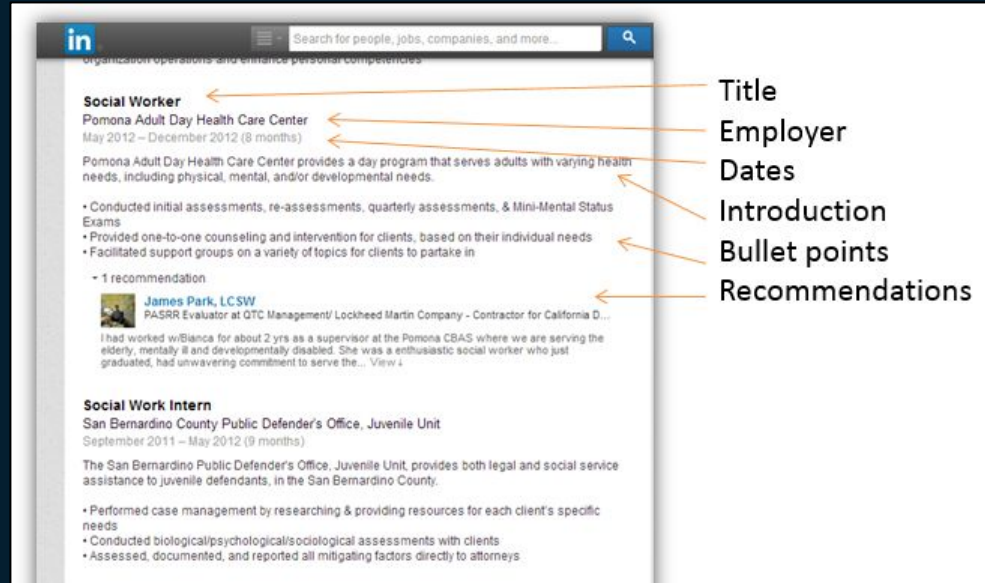
- Here's how to make sure you are hitting the keywords for your new industry

<https://www.onetonline.org/>



Work Break:
Include a Photo
Fill out Headline, About Me
(20 mins)

Experience



❖ **Clear & Concise**
❖ **Can Be Somewhat Identical to Resume**

❖ **Helpful to have Blurb of what the company is/what you did**


❖ **LONG FORM RESUME - Can Go Back As far As You Can Remember**

Featured

- › Link to articles you've written or been featured in, YouTube channel, etc.
- › Resume, Github & Portfolio Links

Featured


Link



LEARN academy on Instagram:
"Another successful...
Instagram

Every cohort gets a week when our Career Services Associate, Paul Hutchinson, becomes the teacher and gets to go over the real-world skills needed to find jobs and be successful after...


Link



Footy From The Foot Podcast
SoundCloud

A weekly podcast I help record, produce, and promote about football (soccer) to engage with the local EPL-supporting groups in San Diego. Not to be taken too seriously, but we are...

Document



Stateside Knockout

An article I wrote that appeared in the FA Cup Final match day programme about two sets of rival fans that both watch their teams at a local bar.

Skills

TWO WAYS

- Demonstrate Skills with Skills Test
- Add Skills to Work Experience

Add skill

Skill*

Suggested based on your profile

Teamwork Microsoft Excel HTML5 People Management

Object-Oriented Programming (OOP) Event Management Design

Teaching Product Marketing SASS

Save

Moss Cantrell (They/Them)
Full Stack Web Developer

← Skills

All Industry Knowledge Tools & Technologies

Critical Thinking
Endorse

Creative Problem Solving
Endorse

Decision-Making
Endorse

GitHub
Endorse

Git
Endorse

JavaScript eXtension (JSX)
Endorse

Cascading Style Sheets (CSS)
Endorse

OTHER USEFUL SECTIONS

- ❖ ***PROJECTS***
- ❖ ***VOLUNTEERING***
- ❖ ***LICENSE OR CERTIFICATION***
- ❖ ***PUBLICATIONS***
- ❖ ***HONORS & AWARDS***

Here's how to make sure you have all these sections on your LI profile

Tips & Tricks... Next Level

- **Clean up that URL Link:** Nobody wants to see all those numbers at the end. Learn how [HERE](#).
- **Request Recommendations:** Who uses “Letters of Recommendation” anymore? Not me. Request a LinkedIn Recommendation instead! Check it out [HERE](#).
- **Access contact information:** Quickest and best way to find the email address of that Hiring Manager or Recruiter - connect on LI!
- **VET TEC Offer:** [Email](#) VET TEC team to claim 1-year Premium Subscription to LinkedIn or [HERE](#).



**Work Break:
Experience, Featured & Skills
Sections, Include keywords
(until 4pm)**

REMINDER OF WHAT TO INCLUDE





- By the end of Week 3:**
- 1. Continue to increase network by following companies, joining groups, connecting with your cohort and LEARN staff**
 - 2. All required sections have content for All-Star Status**

