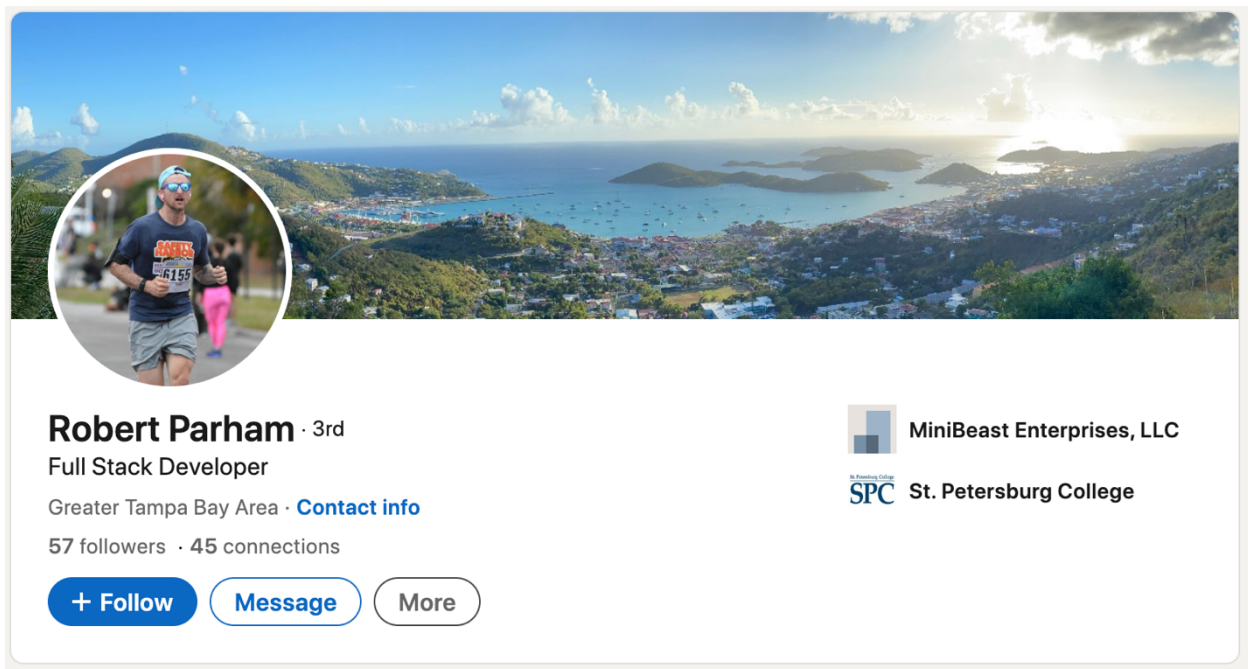


ROBERT PARHAM

adelphia@protonmail.ch | Tampa Bay, FL | (813) 616-0819
linkedin.com/in/robert-parham-14b26761 | github.com/pamblam



Hi Robert

Definitely on your way to a good profile. A couple of key points missing though and a few tweaks to develop a more complete overview of who you are and what you do.

Your URL ([linkedin.com/in/robert-parham-14b26761](https://www.linkedin.com/in/robert-parham-14b26761)) is good and it works but you can customize it. The process is fairly straightforward. You can get creative too when doing this – somehow working in what you do. Follow the steps here:

www.linkedin.com/help/linkedin/answer/a542685/customizing-your-public-profile-url?lang=en

Header

Great profile pic – no need to change this.

I like that you have used a banner – not too many do. I have prepared a couple of alternatives for you to consider using. They are below and I will send the originals through on Fiverr.

This is not mandatory but potentially useful to help drive your job search a little. LinkedIn allows you to indicate to recruiters you're open to new opportunities. One way to do this is to use the LinkedIn #OpenToWork feature, which lets recruiters/visitors know what type of opportunities you're looking for, and perhaps enabling the green banner around your profile picture to make it obvious for people to contact you (only do this as long as it wouldn't be an issue with anyone at Our Town America as it will show that you are applying to other jobs) – otherwise you can make sure it is hidden from the public/your network and only visible to recruiters if you'd prefer to keep your search private.

Check out the following on how to do this, <https://www.linkedin.com/help/linkedin/answer/67405/let-recruiters-know-you-re-open-to-work?lang=en> – you can then also specify the type of jobs recruiters should contact you about.

About

Definitely add an About section. Primarily this will give a more complete overview of who you are (think of it too as a sales pitch) and will allow for the inclusion of more keyword rich content. 95% of recruiters are on LinkedIn and most will use the keyword search function to source candidates and applicants to fill open positions.

For now what I would do is copy and paste the intro section from the resume I created. This will not only create an alignment between your profile and your resume but will hit the keywords I mentioned above. Here is that content and of course, feel free to add or remove as you see fit.

An experienced Software Engineer and Front-End Developer with a extensive background creating an enhanced End-User Experience across web and mobile digital touch points. Heightened communication skills and advanced technical capabilities in a variety of environments support an ability to manage resources, determine end-user requirements and collaborate in team-centric, outcome-focused efforts. Progressive programming and coding abilities deploying a wide range of platforms complement client-focused design capabilities; elevating and energizing seamless and responsive usability.

Full Stack Design | Project Management | UI / UX | Web Design | Mobile App Development | UAT | Software Development | User Requirements Analysis | Quality Assurance | Stakeholder Relationship Management | Iterative Prototypes | Server Administration | Troubleshooting | Infrastructure Design | Web Design | Client Relationship Management | Local Area Networks | Product Design and Development

Add a call to action.

Think about what you want readers to do after reading your About section. For example, you can invite them to connect or reach out to you if you want to add your personal e-mail to your profile. They can always message you on LinkedIn too.

Experience

What you have is technically sufficient but does not tell enough of a story about what you have done in your roles. For that position, copy the corresponding text below and

when you are in Edit mode (clicking the pencil icon next to each one), paste it into each position's Description box.

MINIBEAST ENTERPRISES

Profiled by Fox News, CBS, USA Today and Cosmopolitan magazine, a holistic health and wellness enterprise where I successfully:

- Innovated a hybrid mobile app and web app, using Cordova, ReactJS, PHP, MySQL and Bash
- Manage and program the Linux and Apache server hosted on Digital Ocean while maintaining the Postmark email service via APIs.
- Structure the S3 content management system using Digital Ocean.
- Program and schedule automate backups and maintenance tasks.
- Designed and iterated app-based social groups modeled after Facebook including a body fat percentage calculator and a guided workout function with demo videos.

OUR TOWN AMERICA

Part of New Mover Direct Mail Marketing, a leading customer loyalty and digital marketing agency. Driving product development focusing on the user experience, I am responsible for:

- Developing client User Stories to design and create iterative UI/UX prototypes.
- Translating high level technical features into prototype designs.
- Maintaining three distinct client-facing, internal and internal hybrid mobile web apps using Cordova.
- Creating mapping software to visualizes various demographic and various other data at Zip Code level.
- Preparing wireframes, storyboards, process flows and site maps and conduct ongoing user testing to support functionality and usability.
- Managing ongoing experience, A/B, Functionality and Unit Testing.
- Building and performing updates to the company's primary website and landing pages.
- Generating a CRM software which utilizes Twilio API for telephone communications and HelloSign API to send documents for signing by leads and clients.

CARNET MARKETING & CUSTOMER TRACK (will need to be added)

With responsibility for conceptualizing and launching business development and lead generation platforms for a US-wide network of car dealerships, I:

- Designed, tested, and launched company's proprietary enterprise CRM deploying an advanced knowledge of, and abilities in PHP and MySQL
- Wrote the code for the company's Call Center's dialer software using Twilio, PHP, JavaScript, and MySQL
- Built and performed regular updates for the company's physical Linux and Apache servers.

Education

Add your BSc under St. Petersburg University and for the dates, just add the Year – Year you attended.

Skills and Endorsements

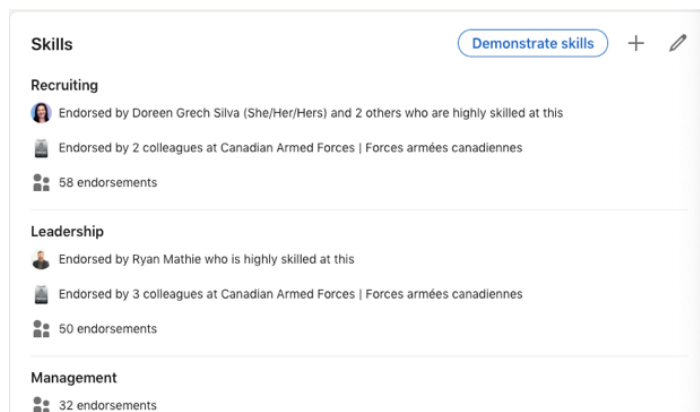
Try and squeeze a few more in here. You have 28 and can go up to 50. As soon as you can, add more that are relevant to jobs you might be interested in and more that are definitely related to your experience. LinkedIn pulls heavily from this section when matching you to search results.

Additionally, if you use the Job Search function you might see that LinkedIn will indicate if you are a match for jobs. They pull from this section to match you to the requirements of the posting. Basically, it is a rudimentary form of an ATS.

Start by adding any additional skills on the Skills list on the resume that are not already covered and that you are also inserting into the About section. It is okay if they are duplicated but you want them here so that people can endorse you for them. This is important. The more people that endorse you, the greater the impact you will have on search results when those searches are based on corresponding key words.

Skills Assessments

Consider taking Skills assessments. A skills assessment is an online test that enables you to demonstrate the level of your skills, and display a Verified Skills badge on your profile. Data shows that candidates with verified skills are around 30% more likely to be hired for the roles they apply for – and displaying proof your abilities strengthens your personal brand as well. Displaying the results of your skills assessments is entirely voluntary, and you can retake the tests as often as you like before showing that you've passed. Click the Demonstrate Skill button and follow the prompts.



Recommendations

You have not received any yet. I would aim to get a couple. While not considered formal references, they are seen as 'Social Proof' indicating how you are as a colleague. Companies pay a huge amount of attention to the idea of cultural fit and want to ensure you are a team player and well regarded. Recruiters do pay attention to these.

You have 45 connections and I am certain that there are a few people on this list that you know personally and would feel comfortable asking. This is perfectly acceptable to do (especially if you tell them that it is to help you transition to a new position) and you will find that most people are happy to oblige. This will of course be easier to do the more you grow your connections list.

I would be a little hesitant about asking anyone who works at Our Town America however if they are unaware of your plans. Sudden and ramped up LinkedIn activity is often seen as a sign that one is considering a move of some kind – most likely out of the organization. Much like resumes, people only tend to update their profiles when they are looking for another job!

Should you reach out to anyone for a recommendation, ask them too if they would endorse you for the skills on your skills list. Visually, seeing high numbers shows you have made a positive impact on your network and those you have worked with. A good signal to send. Check out this article on Endorsements, how they work and how to ask for them.

<https://www.topresume.com/career-advice/maximize-linkedin-endorsements>

Activity

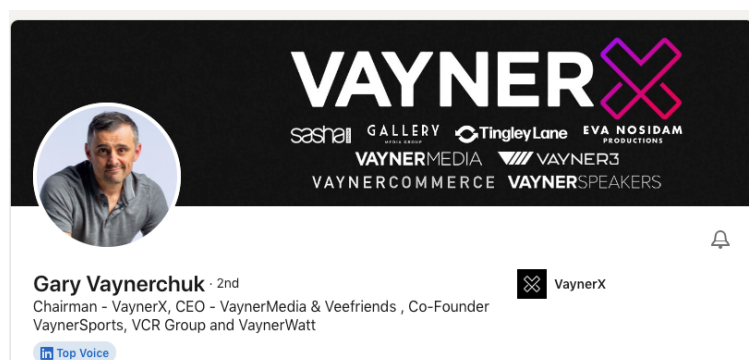
You do not seem to have engaged with the platform yet. Activity on LinkedIn is akin to SEO for a website on a search engine. The more you do, the more your profile will be seen across the network.

To ramp things up, start by trying to like at least 10-15 posts a day; commenting on as many as possible (people do check out who commented).

Aim to share at least 3 items per week you find interesting. This is the quickest workaround to posting original content. Always add a prefacing comment as to why you are sharing a post to give a little context. If anyone ever comments on something you share; always comment back, liking your and the other user's comment. This helps push your engagement score on the LinkedIn algorithm.

Do you know of Gary Vaynerchuk? Definitely worth watching to get some LinkedIn inspiration and overall guidance from. He is all over YouTube and LinkedIn. If you don't know his story, he started a YouTube channel some years ago to market his father's New Jersey liquor store and took sales from \$3 million a year to over \$60 million. Today he runs a large media / marketing company and talks prolifically about marketing across Social channels.

He puts out at least 50 pieces of content a day across all of his channels and he is a huge advocate for LinkedIn considering it to be today where Facebook was in 2012 which is great for anyone interested in marketing themselves on the platform. He is also on LinkedIn.



If you have time, check out his videos on YouTube about LinkedIn:

4 Things you can do Right Now on LinkedIn to get More Attention
<https://www.youtube.com/watch?v=HidITtIMkQE>

How to Stand out on LinkedIn (older but good)
<https://www.youtube.com/watch?v=2a04qPZ5zqU>

A word of caution – he does swear a lot!!

Here is a great article on LinkedIn Activity best practices you might want to take a few minutes to read. It is from 2021 but all still very valid.

<https://www.socialmediatoday.com/news/10-tips-to-boost-your-linkedin-presence-in-2021/594649/>

Check out the reading list I will be sending you too that provides links to resources that give many of the above and additional tips on driving engagement with your audience and across the network.

In short, the more activity you do, the more your profile will be seen which ultimately is what you want to have happen.

When sharing content, keep the following in mind:

Like all platforms, video is the best-performing content type on LinkedIn. LinkedIn reports that video drives 5 times more engagement than any other content type in the app, and 20 times the shares.

Outside of video, posts with images generate twice as many comments, on average, as those that don't include visuals.

All in all, you are off to a great start. A couple of minor tweaks and things to look at but then go all in with your activity and start building some personal brand equity on LI. This is part of a larger strategy of reverse job hunting I am somewhat developing and think it will really serve you well.

Send me a message once you have made the changes and I will take another look at your profile.

In the meantime, here are your banners.

