CAREER PATHS

MORE

DIVERSITY AND INCLUSION

ADVICE

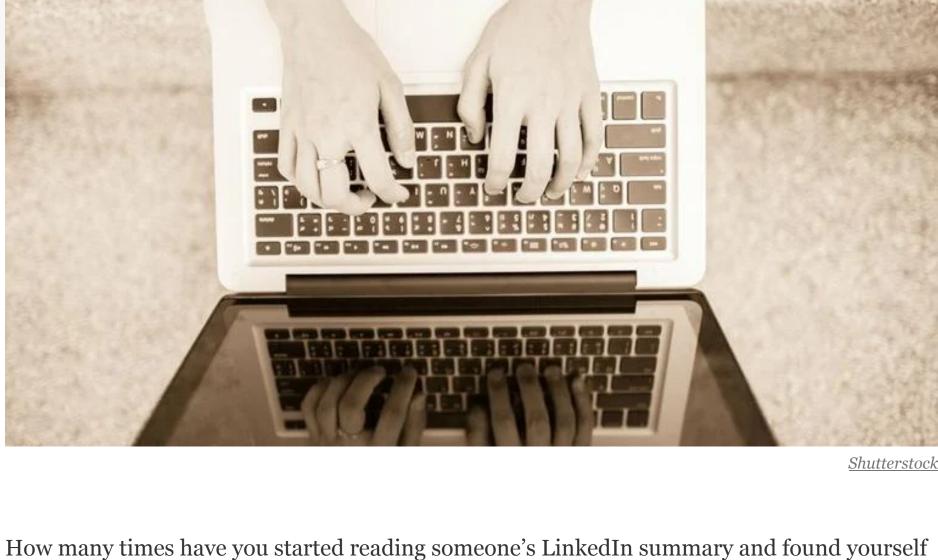
COACHING

JOB SEARCH

NETWORKING

5 Templates That'll Make Writing the Perfect LinkedIn Summary a Total Breeze by <u>Aja Frost</u>

SUCCEEDING AT WORK

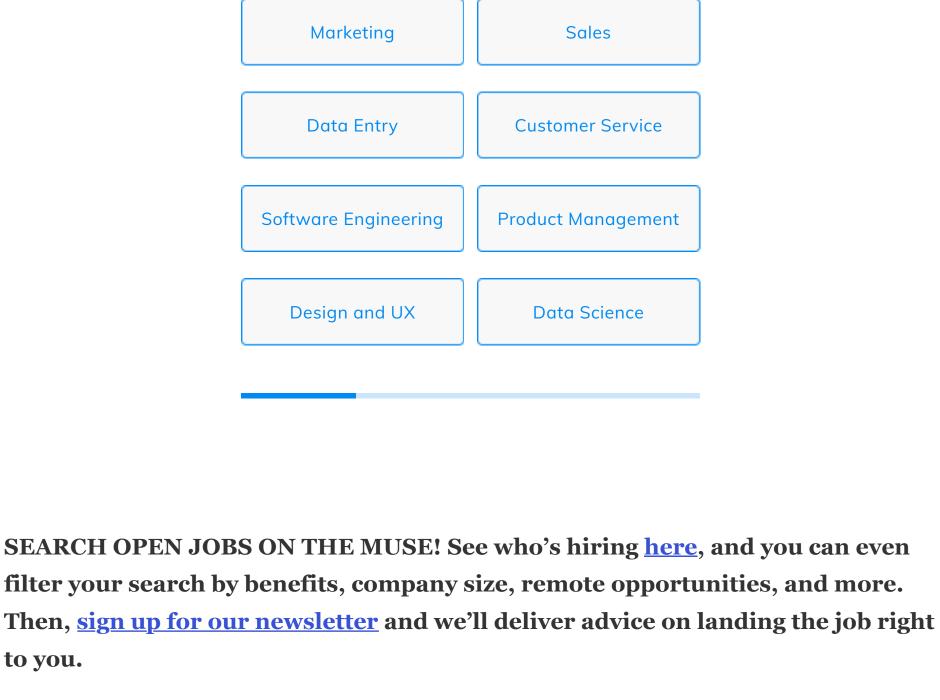


Having a great summary is essential. After all, it's one of the most important areas of your entire LinkedIn profile: It sums up your professional history, qualifications, and personality. Plus, it can (and should) give viewers a clear idea of what they should do next—whether that's accepting your connection request, recruiting you for a job opening, or reaching out for networking purposes.

totally bored two sentences in? The whole thing is only a paragraph, but you're already

scrolling down to the Experience section—or even clicking away from the page.

What jobs actually match your lifestyle? Use The Muse to find a job at a company with a culture you love. Select your best-fit career path below:



Example #1 **The Mission-Based Summary** Every brand has stories to tell-stories that will not only engage, inform, surprise, delight,

and impact their audience, but that will also deliver on measurable business goals. And I

If you're looking for inspiration, check out these five different LinkedIn summary examples—

I help clients find the subject and medium that best fits their unique identity, and then I produce high-quality content that meets their objectives.

to you.

there's a template for every kind of person.

am the conduit between brand and consumer.

be contributing something valuable to the world.

Currently, I am a content strategist at Alliance Media, where I've collaborated with companies such as Tiffany & Co., Burger King, and Netflix.

My specialties include digital media, consumer behavior, brand awareness, and omnichannel marketing campaigns.

The mission-based summary opens with a broad description of what you do, then gets more

and more specific. This is a great choice if you're using LinkedIn to engage with a variety of

people. After all, someone who's unfamiliar with the field is probably hazy on what "content strategy" means—but everyone understands "telling stories for brands."

It also shows that you get the bigger picture. You understand why your job encompasses

more than your daily to-do list. And as you can see, you don't have to be "increasing literacy

rates in third-world countries" or "building prosthetics with near-natural motor capability" to

Example #2 **The Personality Summary** When I was 21, I climbed Mount Everest. Not metaphorically—I literally climbed the highest mountain on Earth.

happen.

key personality traits.

Example #3

trends.

network protocols

number of people who accept your coffee invites.

Now, I put that perseverance to work as a senior account manager for Polar. I don't have to climb any mountains...but I do have to move them.

I'm well-versed in negotiations, planning and development, relationship management, operations, and logistics coordination and scheduling.

While I was hiking, I thought about quitting approximately 5,000 times. (And that's a

lowball estimate.) But despite the high winds, low altitude, mental and physical fatigue,

and trail mix overdose, I kept going. I'm that person. Once I say I'll do something, it will

mountain at 27K feet), please send an email my way.

If you're really looking to hook people, begin with an anecdote that demonstrates one or two

Because this type of summary focuses more on soft skills than on hard skills, it's ideal for two

types of users: the networkers and the less-experienced. If you're using LinkedIn primarily to

meet new people, rather than get a job, this makes you seem like an interesting person to

know. You'll likely see an increase in the number of connections you make, as well as the

you have, you can flesh out your character traits to help people learn more about you.

If you're interested in grabbing coffee and talking shop (or to hear how I almost fell off the

And it's also great if you're still a student or relatively new to the professional world. Instead of being confined to a short, two or three sentence bio explaining what limited experience

The Short-and-Sweet Summary I have over 15 years of experience working in data science. Currently, I work as Asana's Senior Data Manager, improving products and services for our customers by using advanced analytics, standing up big-data analytical tools, creating and maintaining models, and onboarding compelling new data sets.

Previously, I was Chief Data Scientist at Guru, where I analyzed data from some of the

biggest enterprise companies in the world to educate the market on long-term internet

Competencies: data science, machine learning, cloud computing, Hadoop, Python/Java/R,

long you've been practicing law, what your qualifications are, and the type of work you specialize in. (Plus, getting too creative might undermine your credibility.) This also works for active job hunters. Why? It allows you to get a lot of keywords in, which

The short and sweet summary is a smart choice for professionals in conservative or technical

industries. For example, if you're a lawyer, you want to make it easy for people to see how

The Blended Summary

I'm a talent acquisition specialist with an interest in building the most effective workforces

possible. For over 20 years, I've been helping businesses find their perfect hires. I also do

When I'm not on the job, I love hiking with my dog, working my way through every recipe

If you'd like to learn more about how my services can help your company, please reach out

consulting on compensation and benefits, new hire processes, and company culture.

will help advance you in the search results when a recruiter looks for someone who fits your profile. Whatever the case, a short and sweet summary should include your current role, previous

Example #4

in the family cookbook, and indulging my love for seeing new places.

via email (janedoe@gmail.com).

Example #5

positions (if they're relevant or notable), and your skills.

As the name suggests, this summary is a blend between the personality and the mission

work involves a lot of other people (think sales reps, managers, or HR specialists).

someone you just met at an industry event. Keep it light, fun, and professional.

To make this work, begin with your current job and a couple work accomplishments or

highlights, then add some "fun facts." However, make sure they're not too fun—"I love

versions. It's perfect if you want to get straight to the facts, but you also want some levity in

karaoke (ask me about my Mariah Carey cover)" is fine. "My personal motto is 'It's 5 PM somewhere!" is probably not. When in doubt, leave it out. If you need more help nailing the perfect tone for this one, just imagine you're talking to

The Accomplishments Summary I'm a freelance multi-disciplinary graphic designer who's delivered creative and engaging solutions across brand identity, print, packaging, and digital media.

In 2013, my online brand campaign for the Dorsey Children's Hospital won a GDUSA

award, one of the most prestigious honors in the graphic design industry.

If you have a project I can help with, please get in touch.

I love the accomplishments summary for those who are seeking work—either a full-time

And you're not limited to awards, speaking engagements, or positive press. Something like "I planned and implemented a new social media strategy that tripled our online engagement in six months" works too.

why you deserve the job, as well as the (high) caliber of work they can expect from you.

position or freelance gigs. It cuts to the chase and tells potential employers or clients exactly

favorite real-life LinkedIn summaries. Have questions for me? Wondering which template I'd suggest for you? Reach out on

do wonders for your LinkedIn goals. Need more inspiration? Check out three more of our

It doesn't matter which summary type you choose—having a well-written, thoughtful one will

Stay Productive, and Maintain a Work-Life Balance While Working from Home! and head of Content SEO at HubSpot. To learn more, check out her website.

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your description. I'd suggest it for professionals in more creative industries and people whose

My work has also been featured in Creatique Bloq, Compound Magazine, and on the Creative Review blog. Skills: logo design, web design, branding and identity, typography, UI design, packaging, CSS, HTML, InDesign, Photoshop, Illustrator

Twitter!

Aja Frost is the author of Work-From-Home Hacks: 500+ Easy Ways to Get Organized,

MORE FROM AJA FROST

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