



Michael Dillon

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Are you looking for a job in data?

I've reviewed thousands of LinkedIn profiles. The mistakes are all the same.

Here are 6 simple steps to start converting profile views into job opportunities:



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Use a professional profile picture:

- People often have no photo or an unprofessional one
- Visually appealing profiles make strong first impressions
- Invest in a high-quality, recent photo

This is the first impression people have of you.

Make it count.



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Add a header that clearly defines you:

- State your ideal job role (e.g. Data Analyst).
- It's easier to get what you want if people know what that is.
- People skim profiles so make sure it's clean & clear.

Make them think, 'This is a Data Analyst with high standards'.



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Craft a headline that summarizes your story:

- Highlight your job role
- Highlight your skill-set
- Use relevant keywords
- Make it concise and informative

'Data Analyst | SQL | Python | PowerBI'

Make your skills fly off the page



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Optimize your summary section:

- Tell your story
- Add your skills & experience
- Mention your professional goals
- Balance professional and personal info
- Most people's summaries are too long & irrelevant
- Keep it concise, focused & tailored to Data Analyst roles



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Add relevant keywords:

- Research industry-specific terms
- Boost your profile's visibility in search results
- But try not to sound like a corporate robot
- Sprinkle in your personality so it sounds like YOU

Make it so obvious why you should be hired



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Share your data portfolio in the featured section:

- Add 2-3 data analysis projects
- Link to your portfolio, blog, or website
- Don't wait to finish every project before sharing
- Add insights to explain how this adds real business value

Keep mentioning your desired industry



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