**Your NEW Professional LinkedIn Profile**

**TO GET STARTED:**

If you don’t have an existing LinkedIn profile to edit, please click on the following link to Join LinkedIn and create your free account: linkedin.com. If you have an existing profile, please sign into your LinkedIn account and click on your profile picture to the left side of the screen (or the Me button at the top) and click the pencil icons to edit your profile.

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# **HEADLINE & PROFILE SUMMARY**

**First (20 characters) and Last Name (40 characters)**

First & Last Name

**EXPERT TIP:**

*It doesn’t matter whether you go by Lawrence or Larry or if you prefer to include your middle initial in your full name or not. The key is to make sure your name is consistently represented across your resume, LinkedIn profile, and any other online accounts you want to associate with your professional brand.*

**Your Professional Headline** (120 characters)

This is a short statement or a few words that best describes you. This section is below your name when you log in to edit your LinkedIn profile. (120 characters)

Confident, smart, and creative Human Resources specialist effectively managing people and programs in adult education.

**Country Location**

CA

Kingston, ON

**Postal Code Industry**

*Select from drop down menu*

**About** (2000 characters)

The profile **About** section can be used to provide additional descriptions about your experience, expertise, awards, etc. It is also the section of your profile which has the highest character count. This is where you can give viewers a glimpse into who you are, what your background is, what you're looking to accomplish, and additional places they can find you online or contact you.

I have been fortunate to combine education and human resources (HR), my two major interests. As an effective and dedicated leader of people and programs, I pride myself on increasing adult literacy and facilitating learning by upgrading and innovating curricula. Throughout my career I have progressively increased my responsibilities and expanded my leadership role in transforming and enhancing learning programs.

Because I possess wide-ranging experience as a front-line manager in union and non-union environments, I have deep knowledge of best practices and a record of successfully overhauling and implementing policies and procedures. My big picture mindset and local focus enable me to keep sight of the need for agile management and continued improvements to organizational capabilities.

My keenly honed collaborative leadership style focuses on assisting each team member to improve performance and reach professional goals. Coaching and mentoring with constructive feedback I am able to articulate expectations and requirements for promotion.

I bring a complete project management skill set to diverse projects including construction and rollout of a new benefits program or composition and submission of an urgent proposal. My focus and attention to detail drive timely delivery of superior work.

I am ready to contribute my broad background in HR and education to complex, challenging new opportunities.

# **Do you have an online portfolio or website?** If you have a personal website or an online portfolio of your work that is relevant to your job search, we recommend utilizing the Media option located directly underneath the summary. Simply click the "Link" option to post the URL of your website/portfolio. You can also utilize the "Upload" function to add media examples of your work.

# **CONTACT INFORMATION**

Choose which information you’d like to be visible for your connections. This includes your email address, phone number, IM account, and address. If you’re actively searching for a job and would like employers and networking contacts you’ve connected with to reach you, I recommend including the email address you’re using for your job-search activities and your mobile phone number (the same one on your resume).

There’s also a spot to add information that will be visible to everyone on LinkedIn. If you maintain a blog that’s relevant to your field or an online portfolio of your work, I recommend adding these links to the **Websites** section. If you have a Twitter account and use it to support your professional brand and tweet about industry-specific topics, then feel free to add it as well.

# **EXPERIENCE**

Your work history will be found here; paste it into the experience section in LinkedIn, going job by job and working backwards. Once you’ve filled out this information, click the blue **Save** button. Then click the blue **+ Add position** button to add your next job. Repeat these steps for all the following positions.

**Position 1**

**Company Name** (100 characters maximum)

XYZ

**Title** (100 characters maximum)

Coordinator, Non-Credit Programs

**Location**

Belleville and Kingston, ON

**Start Date End Date**

Jan 2008

Nov 2019

**Description** (200 characters minimum, 2000 maximum)

Fulfilled mandate for excellence in leadership, administrative expertise, and internal customer service for faculty delivering adult education programs. Managed ~$700K budget by meticulously reviewing grant proposals, allocating funds, and negotiating contracts. Developed annual strategic plan; delivered staffing insights and cash flow forecasts. Recruited and hired staff; executed instructor onboarding.

Monitored performance metrics; created leadership reports. Identified gaps and opportunities; collaborated across levels to build curriculum focused on student success.

Advanced school mission by leveraging communication and relationship-building skills within community. Hosted events; operated within budget, contacted external agencies, and engaged provincial resources to deliver effective training workshops.

My key contributions included:

● 102% increase in government program budget over two years. Expanded program availability to accommodate projected enrollments.

● 65% increase in learner capacity within two years. Spearheaded innovative new modules including Bridge to Credit, Point of Sale Systems, Exploring Apprenticeships, and evening ESL classes.

● Raised annual program revenue by 66%. Seized opportunity to deliver evening ESL classes to foreign workers; yielded 6% budget increase. Wrote proposal and negotiated partnership with local employer to institute service fee structure.

● Grew school brand awareness by collaborating with staff and local settlement office to produce a cable show focused on immigrant assimilation into the community.

● Restructure and overhaul of underperforming adult literacy program in response to needs voiced by students, the community, and the Ministry of Education. Rolled out new program with support of staff and community stakeholders.

● Programs for English as a Second Language (ESL) learners. Administered Portfolio-Based Language Assessment (PBLA) using Canadian Language Benchmarks (CLB) per national initiative. Counselled instructors on student integration into school community. Provided resources for employment, services, education, Test of English as a Foreign Language (TOEFL), International English Language Testing System (IELTS), and citizenship preparation.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **EXPERT TIP:**  *Here are some common symbols that work well as bullets in the* **Description** *part of each job:*   |  |  | | --- | --- | | **Stars:** ★ ✪ ✯ ✰ | **Arrows:** ☛ ☚ ☜ ☞ ☟ ⇨ ►◄ ► » | | **Traditional Bullets:** ■ ♦ ◆ ● | **Ticks:** ✓ ✔✘ ☑ ☒ | |

# **EXPERIENCE, CONT.**

**Position 2**

**Company Name** (100 characters maximum)

N/A

**Title** (100 characters maximum)

Personal Health Recovery

**Location**

Kingston, ON

**Start Date End Date**

July 2006

April 2007

**Description** (200 characters minimum, 2000 maximum)

Sabbatical to care for family and personally recover from sudden loss. Renewed wide-ranging skill set including people management, negotiation, crisis response, conflict resolution, communication, and empathy.

# **EXPERIENCE, CONT.**

**Position 3**

**Company Name** (100 characters maximum)

“XYZ”

**Title** (100 characters maximum)

Human Resources Manager / Certified Human Resources Professional (CHRP)

**Location**

Belleville, ON

**Start Date End Date**

Sept 2003

April 2006

**Description** (200 characters minimum, 2000 maximum)

Oversaw all human resources (HR) functions for 200+ employees. Administered compensation and benefits; employee engagement; training and development; and HR planning. Managed disability claims and return-to-work programs. Supervised one Human Resources Assistant.

Served as key resource for department managers; guided actions in performance management, evaluations, discipline, and labor laws. Monitored performance metrics to ensure alignment with business expectations. Prepared and submitted monthly reports.

Charted business-critical policies and procedures covering workplace conduct to align with corporate standards and government regulations. Drove compliance with workplace health and safety requirements; served as member of Health and Safety Committee.

Presented creative HR initiatives at staff meetings to ensure universal awareness of upcoming events. Solicited employee feedback on workplace initiatives. Developed and issued surveys; synthesized data and translated into strategies for improved engagement.

My achievements in this role included

● Increased company profits by closely monitoring disability and Workplace Safety and Insurance Board (WSIB) cases. Partnered with insurance companies and physicians to expedite employees’ to return to work.

● Selected by corporate office to institute regional supervisor training program. Engaged store managers across region to identify needs and translated needs into customized training programs.

■ Launched program across region with unique modules for new hires and newly promoted staff. Boosted employee learning index by 42% in only two years.

# **SKILLS & EXPERTISE**

LinkedIn **Skills & Endorsements** helps other professionals and recruiters discover the expertise you have. Your LinkedIn connections will have an opportunity to endorse or recommend you based on these skills chosen so be sure to choose carefully. Skills are particularly important to include because they are also buzzwords/keywords within your industry that will stand out to hiring managers and increase your chances of getting through automated filters.

**Skills & Endorsements** (80 characters maximum per skill)

**NOTE: The green skills are recommended additions. The red skills are recommended removals based on current profile**

|  |  |
| --- | --- |
| Adult Education | Budget Administration |
| Classroom | Classroom Management |
| Coaching | Coaching and Mentoring |
| Community Outreach | Compensation & Benefits |
| Conflict Resolution | Contract Negotiation |
| Curriculum Design | Curriculum Development |
| Customer Service | Educational Leadership |
| Educational Technology | E-Learning |
| Employee Engagement | Employee Relations |
| Employment Law | ESL |
| Financial Management | Higher Education |
| Human Resources | Human Rights |
| Individual Development | Instructional Design |
| Interpersonal Skills | Languages |
| Leadership | Leadership Development |
| Lesson Planning | Literacy |
| Management | Mediation |
| Negotiation | Nonprofit Organizations |
| Onboarding | Organizational Development |
| People Management | Performance Appraisal |
| Performance Management | Program Development |
| Program Management | Public Speaking |
| Recruitment | Regulatory Compliance |
| Relationship Building | Research |
| Staff Development | Strategic Human Resources Leadership |
| Strategic Planning | Talent Management |
| Teacher Training | Teaching |
| Team Building | Training |
| Training & Development | Training Delivery |
| Tutoring |  |

**EXPERT TIPS:**

*A*[*study by the Avid Careerist*](http://www.avidcareerist.com/2013/06/17/linkedin-endorsements-search-results-serp/)*found that you will rank more highly in LinkedIn search results if you have a greater number of endorsements for the skill a recruiter is seeking. Learn how to maximize your LinkedIn endorsements at* [*http://bit.ly/1ZVpryK*](http://bit.ly/1ZVpryK)*.*

*Also, your top 3 skills are visible before having to click "See More". LinkedIn's default is to order your skills by the number of endorsements (Highest to Lowest). If there are skills that you would like to highlight that are not listed in your top 3, use the Reorder function to move up those skills you'd like to emphasize. For instructions on how to reorder your skills, see: http://bit.ly/2yoP3RL*

# **EDUCATION**

This is where your education goes. Please take the information that we have provided for you and begin entering it from the most recent educational experience, and work backward. If you received your degree more than 10 years ago, leave the **Dates Attended** fields blank.

Once you’ve filled out this information, click the blue **Save** button. Then click the **Add education** button to add your next degree. Repeat these steps for all the following degrees.

**Education 1**

**School Field of Study**

Central Michigan University / Ontario Institute for Studies in Education (OISE)

Toronto / Durham College – Oshawa, ON

Adult Education

**End Year Grade**

**Degree**

Master of Arts (MA)

**Education 2**

**School Field of Study**

Queen's University – Kingston, ON

Sociology

**End Year Grade**

**Degree**

Bachelor of Arts (BA) (Hons)

# **OPTIONAL CATEGORIES**

The following sections are optional and can be added onto your profile should you need them.

# **Courses**

Alternative Dispute and Conflict Resolution Workshop

Continuing Education School Board Administrators (CESBA)

Teaching English as a Second Language (TESL)

Adult Literacy

Financial Management

Bill 168

Workplace Harassment

Emergency Preparedness

Safe Schools

Having Difficult Conversations

Human Resources Conferences and Training

# **Test Scores**

# **Languages**

# **Projects**

# **Licenses & Certifications**

Certificate in Human Resources Management | Loyalist College – Belleville, ON

# **Volunteer Work**

**Board Member**

ESL and Literacy and Basic Skills (LBS) Committee, Continuing Education School Board Administrators (CESBA)

Community Advocacy and Legal Centre

Job Connect (Multicultural Education Training and Advocacy (META))

Human Resources Professionals Association (HRPA) of Quinte

# **Organizations**

# **Honors & Awards**

# **Patents**

# **Publications**

# **RECOMMENDATIONS & TIPS**

In addition to the information I listed above, there are a number of changes and additions you can make to optimize your LinkedIn profile and improve your personal brand. For additional help and pointers, check out [LinkedIn’s Help Center](https://help.linkedin.com/app/home).

**CUSTOMIZE YOUR LINKEDIN URL**

Studies have shown that [93 percent](http://web.jobvite.com/rs/jobvite/images/Jobvite_SocialRecruiting2013.pdf) of recruiters will search for your social media profiles after they review your resume. Make it easy for people to find and connect with you by customizing your profile’s public web address. Click on the following link for instructions on how to customize your LinkedIn profile URL: <http://bit.ly/1Ma3WtB>.

**INCLUDE AN APPROPRIATE HEAD SHOT**  
Studies have shown your LinkedIn profile is 40 percent more likely to get clicked on when you include a profile picture. However, not just any photo will do. When choosing your profile picture, opt for a standard head shot of you that supports your personal brand and portrays you as professional and friendly. Avoid using a group shot, an awkward selfie, or a cropped image where half of your hair is cut out or covered by someone’s arm. To avoid the image looking blurry, select a photo that’s 400 x 400 pixels or larger. If either width or height exceeds 20,000 pixels, your photo will not upload. Click on the following link to learn how to add or change your profile photo: <http://bit.ly/1QHI74t>.

**ADD A RELEVANT BACKGROUND IMAGE**

Upload a background photo or branded graphic that helps tell your story. The new recommended size is 1584 wide by 396 high. (4:1 proportion). If your background image appears blurry or pixelated, choose an image with a file size as close to the maximum (8 MB) as possible, as images with larger file sizes typically look better. Photos will also look better than images with logos. Click on the following link to learn how to add or change your background image: <http://bit.ly/2a5CkIr>.

**ADD MEDIA SAMPLES TO YOUR PROFILE**

There’s no better way to give employers a better sense of your accomplishments than showing them visual samples of your achievement. You have the ability to provide samples of your work by adding links and uploading presentations, videos, and images to projects you’ve worked on that demonstrate your expertise and skills. Learn how to add, edit, move, and remove work samples to the **Summary**, **Education**, and **Experience** sections on your profile here: <http://bit.ly/1Sehoyq>.

**SHOW OFF YOUR ADDITIONAL TALENTS**

You have the ability to add additional sections to your profile to give employers a more personal, 360-degree view of you as a professional. If you speak multiple languages, volunteer in your spare time, or participate in relevant professional associations, add this information to the appropriate sections of your LinkedIn profile. For more information, visit <http://bit.ly/1nRTDPv>.

**REQUEST RECOMMENDATIONS**

How many times have you asked your friends for a recommendation on a product or checked out a company’s reviews on Yelp before purchasing an item? As humans, we often make decisions based upon what’s known as social proof. The same process goes on for hiring decisions. Hiring managers, recruiters, and HR professionals are on the lookout for “social proof” of your talents. LinkedIn recommendations are a perfect opportunity to share reviews from your former employers, managers, peers, direct reports, customers, and clients.

Click on the following link for step-by-step instructions on how to request a recommendation: <http://bit.ly/1JJgtmn>. For more tips on how to select and approach the right people for your recommendations, visit <http://bit.ly/1Sekv9p>.

**JOIN LINKEDIN GROUPS**

Join and actively participate in LinkedIn groups that are specific to your industry and field. Recruiters are notorious for trolling these groups in search of qualified candidates. Don’t forget to join any alumni groups that exist for your alma mater or previous employers. Click on the following link to learn more about joining LinkedIn groups: <http://bit.ly/1QHSHbJ>.

**"TURN ON" YOUR RESUME FOR RECRUITERS**

LinkedIn gives you the opportunity to privately signal to recruiters you’re open to new job opportunities. Simply "Turn On" your profile by clicking the option at the top of this page, and by filling out the information below: http://bit.ly/2qCjaBc