



Week #3: Building Your Strategic Fractional Profile

Maria Mejia - Medellin, Colombia



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Setting up LinkedIn for Discovery

Headline	[Job Title] [Key Accomplishment/Business Outcome] [Specific Skill/Core Areas (keywords)]
About	<ul style="list-style-type: none">• Solution – <i>"I help businesses solve [Problem] by doing [Method]."</i>• Achievements - Competencies (Skills)
Experience (Core)	<ul style="list-style-type: none">• Project: The business challenge you solved.• The Results: State the impact of your work.• Skills Tagging: Attach top specific skills.

Crafting Resume for Impact



Headline → Fractional [Role] | [Specific Pain Point You Fix]

About

I Am Available For...

Availability: **10-20 hours/week**

Experience

I help early-stage founders eliminate operational chaos and build scalable systems.

- **Audit:** Full operational review, identify bottlenecks in workflows, hiring, and financial processes
- **Implementation:** Deploy systems for email management, scheduling, data integrity, and candidate screening
- **Strategy:** Build sustainable processes that scale with your team as you grow

The One-Month Win

Inbox Zero System deployed, hiring pipeline optimized, and reporting automated, freeing up **15+ hours** of founder time weekly.



Tactics for Strategic Impact

LinkedIn: Visibility



Resume: Selection



Next Move

The Featured Section:

Visual proof of work.

Skill Endorsements: Your
"Fractional" skills

First Page: Impressive data
point

Audit: How the business
saved time/money

Align LinkedIn and
Resume to build trust
with business owners.

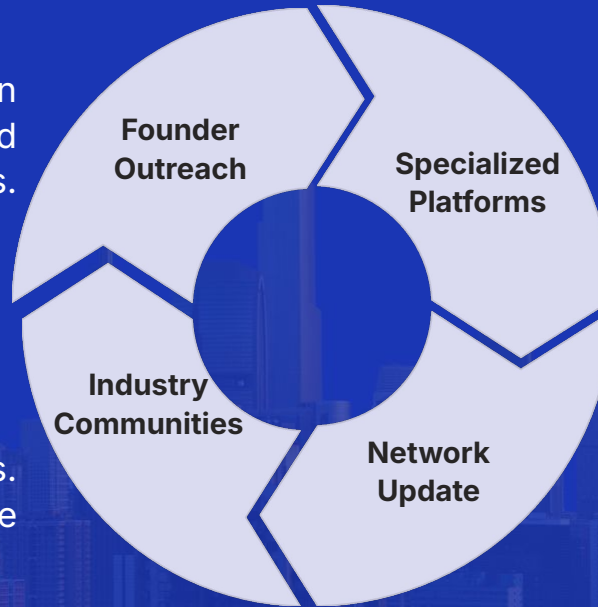
Note:

Optimize for ATS tools.

How to Get Noticed by Customers



Search for Founders/CEOs on LinkedIn. Send personalized connection requests.



Wellfound: Connect with startup founders needing fast help
Rocket by Freely

Join Slack/Discord groups.
Be active

Connect with connections.
Clearly state your offer.

Cases: Portfolio-Style Impact



Virtual Assistant

Fractional Strategy: "Implemented an Inbox Zero system, delivering a 30-day rollout plan and team training to sustain 24-hour response cycles"

The fractional version is an **end-to-end project** with a clear deliverable.



Data Analysis

Fractional Strategy: "Audited a legacy tracking sheets eliminating calculation errors, by automating a reporting engine with a 100% accuracy"

It has a **clear timeline** (The Audit) and a **fixed outcome** (The Engine).



Talent Sourcing

Fractional Strategy: "Re-engineered the screening process for culture-fit reducing CEO interview time by 40% through a 2-week automation sprint."

It is a **defined scope** (The 2-week sprint) that solves a specific headache (The CEO's wasted time)

Do you have any questions?

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Thank You!

