



# Week #3: Building Your Strategic Fractional Profile

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# Setting up LinkedIn for Discovery

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



# 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



### The Featured Section:

Visual proof of work.

**Skill Endorsements:** Your  
"Fractional" skills

## Resume: Selection

**First Page:** Impressive data point

**Audit:** How the business saved time/money

## Next Move

Align LinkedIn and Resume to build trust with business owners.

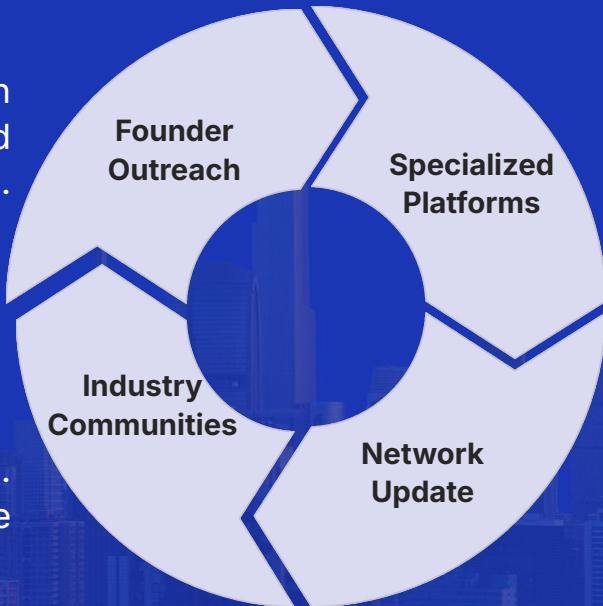
## Note:

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?

## Join Us

**Medellin's Community:** <https://rocket.hirefreely.co/?ref=leader-b9b42168-c7n8>

**LinkedIn:** <https://www.linkedin.com/company/hirefreely/>

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**X:** <https://x.com/Pinchforthx?s=20>

**TikTok:** <https://www.tiktok.com/@hirefreely>

**IG:** <https://www.instagram.com/freely.app/>



# Thank You!

