

LinkedIn® Summaries and Contact Info

Achievements, Your Story, and Big Six Skills in Your Summary

Generally speaking, a great LinkedIn® summary is structured as follows:

Selected Achievements:

- Achievement 1, including brands, quantities, and details.
- Achievement 2, including brands, quantities, and details.
- Achievement 3 (optional), including brands, quantities, and details.

Mr./Ms. *LastName* is a *something professional or expert* with [# of years of experience] in the *industry, industry, and industry industry(s)*. Mr./Ms. *LastName* [write a few sentences about your professional story—your background, why you do what you do, and why you care. Remember to integrate **brands**, **quantities**, and **gems** whenever possible].

Mr./Ms. earned his/her [describe academic achievements and other high-value professional qualifications] and specializes in:

- Priority 1 Big Six Skill
- Priority 2 Big Six Skill
- Priority 3 Big Six Skill
- Priority 4 Big Six Skill
- Priority 5 Big Six Skill
- Priority 6 Big Six Skill

These three components are optional.

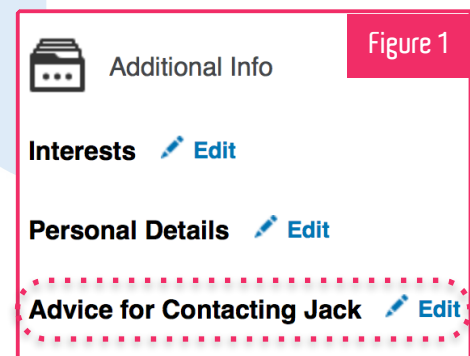
Mr./Ms. *LastName* is currently [describe what you're looking for—seeking opportunities, looking to network, etc.] and can be reached at *iloveeazl@eazl.co* or +1 (111) 111-1111.

You have 2000 words to use in your summary section. See the following pages for additional summary examples.

Keep it Simple in Your “Advice for Contacting...” Section

This section is at the bottom of your profile (see Figure 1) and will tell recruiters and other professionals how to contact you. If you choose to, using the first person is appropriate here (see sample 2). Here are some samples:

- Sample 1: Ms. Jones can be reached at +1 (415) 555-5555, via email at jones@eazl.co, or via Skype at jonesloveseazl.
- Sample 2: You can reach me via email at jones@eazl.co or by telephone at +1 (415) 555-5555. I am generally open to networking with professionals in the global supply chain community.



Summary Example 1

An early career IT solutions designer / management consultant

Selected achievements:

- Successfully managed the relationship and solutions design for Egypt Air's \$3mm IT infrastructure for the Airline's Saudi Arabian hub, receiving an award of recognition from IBM for exceptional client satisfaction scores and for exceeding KPI targets for the project.
- Participated on a 3-person consulting team responsible for re-designing and implementing an improved corporate structure for an Egyptian multinational conglomerate while completing an MBA internship with Data Management Consulting.
- Participated in business engagements in countries across the globe (e.g. Egypt, the UK, Jordan, Saudi Arabia, Dubai, South Africa, the United States, France, Singapore) and with companies like Uodafone, IBM, Alcatel, Uisa, Egypt Air and others.

Samir Famy is passionate about designing and implementing the IT infrastructure of the future. Mr. Famy is an expert in software and solutions design for major projects and enterprises and has developed an understanding of executive-level strategic thinking through his work with Data Management Consulting, the mid-sized consultancy with offices in London, Dubai, Saudi Arabia, and Egypt who serves scores of Fortune 500 firms. Mr. Famy prides himself on his ability to work cross-functionally and in any environment and earned his MBA at INSEAD Business School, a top 50 MBA program (as ranked by the Economist) that includes participants from over 30 countries. Mr. Famy has 5 years of professional experience, the bulk of it with IBM Egypt's IT consulting division. He is seeking a post-MBA role in solutions sales. Mr. Famy specializes in:

- Relationship Management for Complex Projects
- Strategic Supplier Negotiations
- Communications and Presentations
- Solutions Design
- Cross-functional Coordination
- Process Improvements

Mr. Famy can be reached at samir@eazl.co. Recent graduate of a Masters of Fine Arts program



Summary Example 2

A recent graduate with a Masters in Accountancy

Selected achievements:

- A specialist on regulatory filings and the accounting practices of large firms, Mr. Rao led the collection of financial data on 200 publicly traded firms by pulling 10-Ks and 10-Qs from the SEC website and identifying the rational behind changes in goodwill calculations. Worked with a partner to develop a robust Excel dataset that enabled a tenured professor at the University of Alabama to perform a variety of analytical tests leading to cutting edge research in accounting theory.
- Led the integration of 2 new accountants to the JG Wentworth accounting team after being with the organization for less than 6 months, training the employees on best practices, accounting software used by the firm, and handling ongoing support as they learned the Firm's methods.

Jack Crowley is an audit and accounting specialist with experience in the financial services, research, and food production and wholesale sectors and has worked with firms in the US and in China. He is a Spring 2017 Master's of Accountancy graduate from the University of Texas where he graduated Cum Laude and with other accolades for excellence in academia. In financial services, Mr. Crowley worked on the accounting team at JG Wentworth, a publicly-traded financial services firm that has acquired \$4bn+ in annuities and other long-term financial instruments and administers those funds on an ongoing basis. Mr. Crowley interned with DongBei Industries, one of China's largest wholesalers of food products whose clients include Wal-Mart and Carrefour. Mr. Crowley is seeking opportunities in audit or corporate accounting and specializes in:

- Audits and Audit Preparation
- Bank Reconciliations
- Disclosures and Financial Reporting
- Communications and Teamwork
- Economic and Financial Research
- Problem Solving

Mr. Crowley can be reached at jack@eazl.co or (225) 961-7348.



Summary Example 3

A sales executive with a background in finance and consulting

Mark Johnson is an agile business leader with 29 years of experience in sales, management consulting, business services, real estate, and financial services sectors. Mr. Johnson is a process optimizer who leads success stories by following through on strategic initiatives that shore up strategic weaknesses, improving top line performance, and sometimes saving organizations from defaulting on debts. Mr. Johnson also has Bachelor and Master of Accountancy degrees from Brigham Young University, recently ranked #1 for accounting in the United States by Bloomberg Businessweek. Mr. Johnson has been previously licensed as a CPA, has previous Series 7 & 63 qualifications as well as past insurance licenses. He specializes in:

- Leading People and Organizations
- Accounting, Audits, and Taxation Strategies
- Revenue Growth and Sales Leadership
- Structuring Deals and Negotiating
- Financial Planning and Budget Management
- OPEX / Process Improvements
- Brokering the Sale or Purchase of Businesses

Mr. Johnson can be reached at mark@eazi.co or 482-221-3162.

Summary Example 4

A recent graduate from a Masters of Science program

Selected achievements:

- Successfully worked on a three person research team led by Dr. Joe Johnson at the University of Houston Research Institute to investigate the corrosion inhibiting properties of mussel proteins for the United States Office of Naval Research (ONR) that had an annual budget of \$350,000.
- Elected by the faculty of DongBei Polytechnic University's College of Biological Engineering and Food Science Technology to represent the College's students, acting as one of 70 student representatives from an undergraduate population of more than 20,000 students. Elected again in 2007 to serve as the Association's Vice President and later awarded an Excellence in Student Leadership accolade by the government of Jiaotong Province, one of only 15 students to receive the award.

Lucy Busk is a chemical engineering and research expert with 4 years of experience in applied materials research and chemicals production. In her last role, she worked on a research team sponsored by the United States Office of Naval Research, investigating the corrosion inhibiting properties of mussel proteins. Ms. Busk is a scientific thinker who is highly organized, analytical, enjoys solving problems, and works well on teams. She is a spring 2017 graduate of the University of Houston's chemical engineering master's program who is authorized to work in the US on a long-term and permanent basis. Ms. Busk's professional skills include:

- Leadership and Teamwork
- Interpreting and Presenting Results
- Configuring and Maintaining Lab Equipment
- Working with and Analyzing Data
- Preparing Specimens and Samples
- Testing and Process Development

Ms. Bailey can be reached at lucy@eazi.co or (823) 821-8907.

Summary Example 5

An early-mid career supply chain manager

Selected achievements:

- Performed a technical analysis of one firm's of the supply chain's cost centers using an Excel model and Pivot Tables and then collected bids from major shipping companies (e.g. Evergreen, Hapag Lloyd, YangMing, and others) which resulted in more favorable terms (e.g. GRIs / PSSs) and ~\$270,000 in annual cost savings.
- Oversaw the logistics design and delivery execution for a \$40mm piece of oversized (breakbulk) energy equipment from GM's factory in New York State to Sri Lanka, designing the routing guide, sourcing shipping vendors, and preparing all customs documents.

Doug Daily is an international supply chain management expert who specializes in technical supply chain analysis, supply chain optimization, working with international suppliers, and procuring from suppliers in the Asian market. Mr. Daily has led special supply chain initiatives for a number of blue chip firms, overseeing the shipment of a "breakbulk" \$40mm piece of equipment from GM's factory in New York to Sri Lanka, designing and implementing a real-time capacity reporting system for Hyundai Merchant Marine, and successfully leading many other strategic supply chain initiatives. Mr. Daily speaks fluent Chinese and is capable of navigating the complex customs issues, the cross-cultural communications issues, and the quality control issues involved with transnational procurement. He is also a technically-minded manager who is comfortable using Pivot Tables and other analysis tools to mine data for strategic insights that can ultimately result in substantial savings and operational improvements. Mr. Daily specializes in:

- Supplier Negotiations and Management
- International Logistics Management
- Procurement and Quality Control
- Supply Chain Technical Analysis
- Operational Improvements
- Cross-cultural Communications

Mr. Bailey can be reached at doug@eazi.co or (923) 272-1222.



Summary Example 6

A recent graduate of a Master's of Fine Arts (MFA) program

Jessica Greenwood is an expert in the field of sustainable landscape design. In 2013, she earned a master's degree in sustainable landscape design and planning from the Conway School of Landscape Design in Conway, MA. In the past, Ms. Greenwood has worked on design and planning projects for the Town of Brattleboro Vermont, for Hildreth Hills, a 180 acre townhouse community in Westford, MA, and for private businesses and individuals. Ms. Greenwood is passionate about the practical application of sustainable design practices and about the everyday joy that can be brought to life through thoughtfully planned landscape design. She specializes in:

- Graphic Design for Marketing and Landscaping
- E-Marketing and Digital Presence Management
- Landscape Design
- Merchandising and Retail Space Management
- Customer Service
- Landscape Installation and Maintenance

Ms. Greenwood is currently seeking opportunities in landscape design, retail management, and digital marketing and can be reached at jessica@eazl.co or (415) 516-6642.



Summary Example 7

A current student majoring in history and government

Selected achievements:

- Contributed the implementation and roll-out of mylCalPERS, a \$300mm project authorized by the California State Legislature in 2004 that integrated 49 legacy systems into a single network used to track and modify pension and health benefit data for more than 1.6 million California public employees, retirees, and their families.
- Acted as liaison and representative for all chapters of Associated Students Inc. (ASI), the official governing body of students from all universities in the California State University System, in 2008 as the California State Legislature considered legislation critical to student financial aid packages, tuition levels, and funding for CSU campuses.

Jose James is a communications and office support leader with five years of experience in public sector, nonprofit, and retail organizations. Mr. James specializes in client services, written communications, media and technical support, policy research, and financial management support for government and nonprofit organizations. He has a passion for cultural unity, is capable of speaking both Spanish and English fluently, and also speaks Hmong at a basic level. In previous roles, Mr. James has interfaced with high-profile government consultants like KPMG, Accenture, and Highland Consulting Agency and has had the honor of lobbying the California State Assembly Commission on Student Aid on behalf of more than 400,000 California State University students. Currently, Mr. James is pursuing a double major in Government (with a focus on International Relations) and History from Sonoma State University and anticipates graduating in the spring of 2018.

Mr. James can be reached at jose@eazl.co or (707) 228-5899.



Summary Example 8

A current MBA student preparing for the post-MBA job hunt

Selected Achievements:

- Successfully led the recruitment, hiring, and training of 90 staff for a new flagship store for GAP in the United States. Within 6 months, the location exceeded revenue targets by more than \$500,000 and ranked in the top 1% for store performance during the holiday season in the same year.
- Successfully recruited and trained 100+ Chicago-based volunteers for the Sierra Club and oversaw the deployment of 40% of this team to locations across the US.
- Achieved top performer status while working at a subsidiary of the Career Education Corporation (NASDAQ: CECO) exceeding performance metrics and generating enrollment revenues of \$500,000+ monthly.

Sampat Dutta is a sales and recruiting leader with 8 years of experience in the education, retail, travel, and telecommunications industries. Mr. Dutta has successfully managed strategic initiatives for GAP, the global lifestyle brand with \$3.5bn+ in annual revenues, for Western Oaks College, and for other clients and employers. He is specialist in process optimization, outbound selling, professional interviewing and recruiting, and performance management and is considered by his colleagues to be a highly organized, goal-oriented performer. Mr. Dutta is currently pursuing his MBA through the University of Chicago and will complete his graduate studies in the fall of 2018.

Mr. Dutta specializes in:

- Professional Interviewing
- Human Resources and Recruiting
- Consultative Selling
- Communications and Coordination
- Managing Performance thorough KPIs
- Consulting and Solving Problems

Mr. Dutta can be reached at sampat@eazl.co or (382) 683-1188.



Summary Example 9

A mid-career finance executive looking to change functional roles

Selected achievements:

- Spearheaded an initiative at FOX Interactive to align vendor reporting with internal KPIs, working internally to optimize the process and then managing vendor outreach and education efforts. Successfully implemented the program, ultimately resulting in efficiency savings of ~\$7mm annually.
- In 2017, led a cross-functional team selected to manage the investigation a major account that owed the Firm \$500,000. After confirming that the account was intending to delay payment, successfully identified and pursued a strategy that ultimately resulted in payment of the debt within 10 days.

Jeff Wambaa is a financial analysis, financial modeling, and revenue management expert with 14 years of experience in the digital media and manufacturing/wholesale industries. Mr. Wambaa is an expert on working with major accounts and has successfully managed the sell-side financial duties with customers like WalMart, Target, major advertising firms, and numerous small and medium-sized enterprises. Mr. Wambaa currently contributes to the financial team at FOX Interactive, the digital business unit of CBS Broadcasting with ~\$100mm in annual revenues.

Mr. Wambaa can be reached at jeff@eazl.co or at (727) 383-8806.



Summary Example 10

An early-stage audit/management consulting professional

Selected Achievements:

- Successfully completed 10 audits for public, private, and non-profit entities with average annual revenues/funding of ~\$400 million, specializing in cost accounting, revenue accounting, and SEC compliance for consumer and semiconductor manufacturing operations.
- First to create and implement a variety of scalable operational excellence tools at a growing winery in the Paso Robles region, including an interactive sales forecasting / sales tracking system, the original BOM system used in cost accounting analyses, and the original inventory waterfall system.
- Graduated Cum Laude in Accounting with a minor in Economics from California Polytechnic State University in San Luis Obispo

Christina Diaz is a business operations expert with demonstrated successes in business audits, operational improvements, systems implementations, and outside sales. Ms. Diaz has worked with publicly-traded, privately-run, and non-profit enterprises with revenues/funding levels of up to \$2 billion and specializes in consumer products, manufacturing, and semiconductor/high tech manufacturing operations. She is expected to earn her CPA certification in 2018. Ms. Diaz specializes in:

- Cost Accounting and Technical Analysis
- Financial Planning and Forecasting
- Accounting, Audit, and Compliance
- Cross-functional Communication
- Process Improvement and Problem Solving
- Leadership and People Management

Ms. Diaz can be reached at christina@eazl.co or (825) 322-6214.