




LinkedIn Profile Rewrite Worksheet

Here are your personalized recommendations for updating your LinkedIn profile.

Following your personalized recommendations, we have included general [best practices](#) for creating an optimized LinkedIn profile designed to give you greater success in your job search.

Our suggestions and guidelines are based on standards developed through interviews with career coaches, recruiters, and hiring managers, and from articles in Forbes, Money, CNN, and LinkedIn forums.

Personalized Recommendations

Section	Suggestions
<u>Profile Photo</u> <u>Cover Photo</u>	<p>Profile photo:</p> <p><i>I would recommend adding a profile photo where your whole face can be appreciated. It should be professional, friendly, well-lit, and sharply in focus.</i></p> <p>Cover photo:</p> <p><i>You should add a cover photo, to indicate that you are engaged on LinkedIn. Some people use a nature shot, some use something abstract, and some use one connected to their profession. I thought this photo was a good fit for you:</i></p>  <p><i>You can download it here. But if this isn't "you," feel free to use one of your own, or select another photo from the LEG cover photo library (where the photos are already formatted to fit the space LinkedIn gives you) here: LEG Cover Image library here.</i></p>
<u>Name & Headline</u>	<p>Name:</p> <p><i>No need to change your name.</i></p>

<p><u>(220 characters, including spaces)</u></p>	<p>Headline:</p> <p>Software Engineer Back-End Development API Design & Implementation Data Modeling</p> <p><i>There's no need to put your current job title if it's not relevant to your future goals (unless of course you think removing or omitting it will send out a red flag to your current employer).</i></p>
<p>About</p> <p><u>(2,600 characters, including spaces)</u></p>	<p>Content:</p> <p><i>I am a detail-oriented and pragmatic software developer with over 20 years of experience creating efficient, scalable solutions for industries ranging from web and software applications to mobile solutions. My primary goal is to build elegant, maintainable systems that provide real value to users while ensuring quality and simplicity. I thrive on understanding systems, improving them, and making them more efficient. I specialize in backend development, API design, and data integration, with a strong background in object-oriented programming (OOP) and domain modeling.</i></p> <p><i>Throughout my career, I have worked with a diverse range of clients, particularly in the workers' union sector, where I developed software solutions to help thousands of users manage union benefits, dues collection, reciprocity, and pension estimations. A pivotal moment in my career was when I implemented a version control with no prior infrastructure. Initially, there was no formal way of tracking code changes, and fixes were done on the fly. I took the initiative to set up a GitLab server, migrate it to Omnibus, and establish a workflow for version control. This transformation allowed the team to adopt a more structured and remote-friendly development environment, improving collaboration and ensuring smooth deployments. It also made it easier for new team members to get up to speed and work with a consistent development setup.</i></p> <p><i>My approach to work is grounded in understanding both the technical requirements and the bigger picture of how systems operate. I take pride in being able to translate complex, heterogeneous data into cohesive models that accurately reflect business needs. This often involves identifying and resolving discrepancies between business expectations and technical implementation, ensuring that software is both functional and scalable.</i></p> <p><i>I am always seeking new opportunities to grow and expand my skill set, particularly in areas like GraphQL and modern cloud technologies. My goal is to work with teams that value bottom-up system thinking and best practices, where I can continue to contribute to building clean, maintainable code that drives meaningful impact. Feel free to reach out via InMail if you would like to connect or discuss opportunities.</i></p> <p><i>Areas of Expertise: Backend Development API Design Data Integration Domain Modeling OOP REST APIs Git Shell Scripting PHP Java MySQL PostgreSQL AWS Laravel Symfony Software Architecture Clean Code Practices Version Control Agile Methodologies</i></p>

Top 5 Skills:

LinkedIn now prompts you to add your top 5 skills (under the content box). I'm suggesting:

- Data Modeling
- OOP
- REST APIs
- Data Integration
- Git

Experience**ENTRY:****ADVICE:**

- You should use all of the bullet points from your resume for this entry

CONTENT:

- Developed enterprise applications, designed and implemented REST APIs for third-party integrations, built and maintained application APIs for client mobile apps, and integrated WordPress with PHP frameworks
- Led data modeling efforts for enterprise processes such as employer union remittances, dues collection, and ACH transactions by documenting domain models, creating structured data representations, and developing user stories to ensure a shared understanding across teams
- Engineered data migration processes by writing scripts to map legacy data from mainframe systems, into modern relational databases, enabling modernization while supporting backward compatibility for legacy systems
- Led the implementation of version control infrastructure by setting up and managing GitLab, migrated from MySQL to PostgreSQL, and mentored a team of three developers in best coding practices
- Refactored and untangled legacy codebases to improve modularity and maintainability, and designing Git workflows with a structured release tag schema to enable seamless tracking, rollback, and deployment of code
- Managed development environments using a fork of Laravel Homestead and Vagrant, creating build scripts to handle dependencies and configure infrastructure for 10+ legacy applications with unique server requirements
- Automated deployment tasks using shell scripts and cron jobs, optimized build pipelines for reliable application deployment, and leveraged AWS services (EC2, RDS) for cloud hosting and database management

SKILLS:

- REST APIs
- Data Modeling
- Git
- PHP
- AWS

GENERAL ADVICE:

- LinkedIn experience can go back farther than a resume since there is unlimited space. Therefore, be sure to share information here about jobs we drafted as abbreviated in the Additional Experience section.
- LinkedIn will only show the top two lines of each entry before a visitor has to click to Read More.
- There is an option to add a Career Break in the Experience section instead of a traditional work experience. This is a great way to gracefully address large employment gaps. There's a comprehensive list of types, as well as a description box for you to add a few lines/bullet points to emphasize transferable skills gained or strengthened during the break! More on that [here](#) and [here](#).
- When you add experience, LinkedIn asks for the top 5 skills you've used in the role. I suggest adding the top 5 skills to at least your 3 most recent experience entries; you're welcome to add to others.

Skills

The skills section is very important for a complete LinkedIn profile: Recruiters search for candidates by using keywords, so having relevant skills in this section makes it more likely you'll come up in their searches.

You currently have **15** skills. The max is 100 skills, and the goal is to pack this section out with **relevant** skills. The key is to focus on quality over quantity; prioritize hard skills such as technologies and methodologies.

I recommend adding these skills:

1. IIS
2. NGINX
3. PostgreSQL
4. Data Integration

These are the skills you already have; I don't recommend removing any of them

5. OOP
6. REST
7. AWS
8. Data Modeling
9. Symfony
10. SOLID
11. MySQL
12. Git
13. Java
14. PHP
15. Apache
16. Design Patterns
17. Shell Scripting
18. SQL
19. Linux
20. Laravel
21. UML
22. MSSQL

23. JavaScript
24. Docker
25. LaTeX
26. Active Server Pages (ASP)
27. Data Integration
28. REST APIs
29. Server Side Programming
30. Secure Shell (SSH)
31. Use Case Analysis

This will get you to **31** skills, which is a great start. Feel free to add other skills as you apply for jobs; you'll want to make sure that your profile contains all the skills you're seeing frequently in job descriptions. LinkedIn will also suggest skills for you to add based on your profile.

The overall order of your skills list doesn't matter for recruiter searches, however, since your top 3 appear on your profile before a viewer has to click to "see more," it's a best practice to make sure these are your top skills. I recommend pinning these skills as your top 3:

1. Data Modeling
2. OOP
3. REST APIs

When you add skills, LinkedIn will suggest that you attach them to experience entries to show where you used each skill. I've attached skills to your 3 most recent experience entries; you're welcome to update this or add to others.

URL

Your current URL is <https://www.linkedin.com/in/wesley-c-hinkle/>

Your URL is already personalized, great job! No action needed.

Read more about creating a solid URL for the long-term [here](#) and [here](#).

Best Practices

Category	Best Practice
<p><u>Profile & Cover Photos</u></p> <p>Profile Photo: 400 x 400 px; up to 8MB; PNG, JPG, GIF</p> <p>Cover Photo: 1584 x 396 px; up to 8MB; PNG, JPG, GIF</p>	<p>LinkedIn research shows having a strong profile picture increases your chances of getting your profile viewed. Your picture helps gain trust and creates an immediate visual association for viewers. Your photo must be a professional-looking, high-quality headshot that gives a glimpse of your personality.</p> <p>What Should Your LinkedIn Headshot Look Like?</p> <p>Your cover photo is almost as important as your profile photo. Here is another opportunity to distinguish yourself, become more memorable, and showcase more of your core values and personality. Take advantage of the artistic creativity offered to bring a little more of yourself to your profile. Also, keep in mind that it might crop differently on a mobile device – make sure to view it on both your computer and your phone to verify that it looks great everywhere.</p> <p>Check the options on the LEG Cover Photo library here.</p>
<p><u>Headline and Intro Section</u></p> <p>(220 characters, including spaces)</p>	<p>Your headline should describe the job you want and your key skills. Use unique qualifiers along with familiar keywords for that role so that it will be recognized by visitors to your profile as well as the algorithm when relevant recruiters apply certain filters. The best approach is to imagine what a recruiter might type into the search box and include some of those words. You can also pull from your headline on your resume, which should include the same credentials. Think of it like SEO for digital marketing and building online visibility, only the product is you. And don't forget to include keywords throughout the rest of your profile as well to further exemplify your fit for the role from both a profile visitor and technical perspective. Check out:</p> <p>Our 3-Step Guide to Writing a Good LinkedIn Headline for Job Seekers</p> <p>The headline is part of the intro section, where you can choose your location and industry. You can also choose whether to include your current position, your education, and add or update any additional contact info (profile URL, websites, email addresses). You can even record the pronunciation of your name through the mobile app!</p> <p>The intro section is where you can select 'Looking for job opportunities' and update your job preferences – you can select your desired job titles, job locations, industry, availability for remote work, start date, and the type of job (full-time, contract, part-time, internship, temporary).</p> <p><u>THIS IS ALSO WHERE YOU CAN CHOOSE WHO SEES THAT YOU ARE OPEN TO WORK.</u> You can select only recruiters or your entire LinkedIn network, and you can add a frame to your profile photo if you want.</p> <p>While recruiters from your own company can technically find you on LinkedIn when you're Open to Work, it's highly unlikely. Of course, if you are very worried</p>

	<p>about this, you can err on the side of caution, knowing this may reduce your chances of showing up in recruiter searches.</p> <p>Here's what LinkedIn says on the subject: To protect your privacy, we take steps to prevent LinkedIn Recruiter users who work at your company from seeing your shared career interests. We take the current company on your LinkedIn profile marked as I am currently working here to know who to hide your Open to Work status from, however, we can't guarantee complete privacy."</p>
<p>About</p> <p><i>(2600 characters, including spaces)</i></p>	<p>Your About section is one of the first sections a recruiter will view. It should outline your credentials as a prospective employee, pulling key elements from your resume summary and cover letter to create a comprehensive statement that captures your skillset and story in an enticing manner. It should also show your personality through a more human approach. The summary does not have to be formal, but it should still be professional.</p> <p>How to Write a Good LinkedIn Summary</p>
<p>Featured</p>	<p>Use the Featured section if you have any materials that you would like to highlight at the top of your profile. This can include LinkedIn posts from your profile, LinkedIn articles you have written, links (to websites or external photos, documents, videos, or presentations), or media (to upload – you could put your resume here). Shortening links with TinyURL is a great way to further add to your professional image – it looks cleaner and is a proactive way to avoid broken links due to missed characters.</p>
<p>Experience</p> <p><i>(100 characters job title, 200-2000 characters job experience, all including spaces)</i></p>	<p>Like your resume, the experience section of LinkedIn communicates your potential as a prospective employee. We have more room to work with here ... but consistency with your resume is a MUST.</p> <p>At a minimum, mirror what is reflected in your resume. However, you can also include roles that are not on your resume, such as interesting jobs you had many years ago or positions you left off your resume because they were not relevant to the job you were targeting. There is even room to add media elements and links to external documents, photos, videos, websites, or presentations. In the end though, keep in mind how you want to present yourself currently – you do not need to list a job as a cashier from 20 years ago if you are now a journalist, but you might want to show that you worked at Microsoft 20 years ago if you are now an executive in the tech world.</p> <p>Below is a great resource to help you think intelligently about including old information on your profile in your work experience as well as other sections:</p> <p>4 Things You Really Need To Delete From Your LinkedIn Profile Today</p>

<u>Education</u>	<p>The education section can be more fleshed out on your LinkedIn than on your resume. Not only can you include the classics such as your school, degree, field of study, start year/end year, and GPA, but you can also include your activities/societies/organizations/clubs along with a detailed description about your time in college. Here too you can include links to external documents, photos, sites, videos, and presentations.</p>
<u>Licenses & Certifications</u>	<p>If you are going to feature a license or certification on your profile, you must include the name of the certification as well as the issuing organization. If you would like to get more specific, you can also detail whether the credential expires, when it was issued, the credential ID, and even a URL linking to background on the credential.</p>
<u>Volunteer Experience</u>	<p>While we advise leaving your volunteer experience off your resume to save room for the most pertinent details, we certainly recommend including it on your LinkedIn profile.</p> <p>If you choose to add in volunteer experience, the only required detail is the organization name. Additionally, you can list your role, select the cause the organization serves, list the dates when you volunteered, and include a description.</p> <p>Of course, you can still be particular if you want to keep your resume as focused on the desired job as possible, but if you are looking to connect with people over additional shared interests, this section is a great place to start. It is also a great way to highlight some of your transferable skills if you are transitioning careers.</p>
<u>Skills and Endorsements</u>	<p>The skills section is a perfect place to include up to 100 keywords for your job. You can set your top 3 skills as well: Pick the ones that are either most relevant or have the most endorsements to showcase first. The rest will be automatically categorized into industry knowledge, tools & technologies, interpersonal, and other.</p> <p>A great feature of the skills section is the endorsements from first-degree connections. Not only does it boost your own self-confidence when others believe you are proficient in a skill, but it is social proof that you are not just trying to sound capable –you actually are. The more endorsements you have, the more likely recruiters will trust what you claim on your profile is true. Remember that you can also endorse your coworkers – if you support them, they will be more eager to support you (And don't forget to thank them for doing so)!</p>
<u>Recommendations</u> <i>(3000 characters)</i>	<p>Recommendations can further enhance your credibility by letting others tout your accomplishments for you. They are also a great way to shine a spotlight on your personality (when coworkers share information about you, they are more likely to talk about the type of person you are versus your quantifiable accomplishments).</p> <p>Remember, if you provide recommendations for your colleagues, they will want to do the same for you. Additionally, since LinkedIn shows what recommendations you have received and what you have given, your generosity will not go unnoticed. And do not be afraid to ask for these! See:</p>

	How to Ask for a LinkedIn Recommendation
<u>Accomplishments</u>	<p>LinkedIn offers you eight different categories to further feature your accomplishments in more depth: publications, patents, courses, projects, honors and awards, test scores, languages, and organizations. This is where you can fully explain a project, recognition, or an extracurricular activity in as much detail as is necessary for the reader to fully understand what it is about, and it also allows you to mention colleagues who contributed.</p> <p>However, because this section is so far down your profile, it is important to mention these accomplishments up above as well (in the summary or work experience sections) with a note that the visitor can read more about them in the Accomplishments section.</p> <p>And do not clutter this section! Remember, you still want recruiters to read what is here – if a certificate has expired, remove it; if a project is out of date or irrelevant, remove it.</p>
<u>URL</u> (5-30 characters)	<p>To change your URL, select 'Edit public profile and URL' in the top right corner. Editing your custom URL is another great way to make you look more professional. LinkedIn will automatically generate one for you, but it often consists of a random compilation of numbers that do not help connect your link to you. By personalizing your URL, you can include your name, specific numbers if you would like, and any other distinguishing elements that you think would be valuable to have as a recognizing feature for you.</p> <p>Read more about creating a solid URL for the long-term here and here.</p>
<u>Additional Information</u>	<p>Additional information brings you directly to a form for asking for a recommendation. You can also find this in the recommendation section of your profile. Here you will be asked for the name of your connection, what your relationship to them is, what your position was when you worked together, and to provide a personalized message in your request.</p>
<u>Supported Languages</u>	<p>You can share your profile in more than one language if that will help your job search. Select a language from the list or include a new one by choosing 'Other.' LinkedIn will match viewers' language to the language of your profile if they can, so if you are applying to jobs in a country where English is not the national language, this option enables you to better share your information without having to create a country-specific CV. If a language match does not exist, your default profile will be presented.</p>

<u>Jobs</u>	As part of your job search, you can set up job alerts to be notified when certain roles are accepting applications. To do so, visit the jobs page on LinkedIn, select job alerts, turn on job recommendations based on your profile if you desire, then search for jobs directly by their title (you can also begin your search on the homepage of the jobs section). A toggle button exists to turn the alert on or off for that role. Once you turn it on, it will be stored in the alerts until you shut it off.
<u>Privacy</u>	<p>To manage your public profile, go to 'Edit public profile and URL' in the top right corner. This allows you to adjust who can see the information on your profile both within LinkedIn and externally.</p> <p>To manage if your network can see updates to your profile, select the arrow under your photo in the top right and choose 'Settings and Privacy.' Under Visibility > Visibility of your LinkedIn activity, you can turn on or off the setting for 'Share job changes, education changes, and work anniversaries from profile.'</p>
<u>Contacting Recruiters</u>	If you would like to find a recruiter at your company of interest, you can search 'recruiter' in the search bar, then select 'See all results' at the bottom of the dropdown list. Now, select people, and then you can filter based on connections, companies, and location.
<u>Supplemental Content</u>	<p>Here are a few extra resources to further build your LinkedIn profile!</p> <p>The Only Way Recruiters Will Find You on LinkedIn</p> <p>Why You Should Update Your LinkedIn Profile Regularly</p> <p>3 Foolproof Tactics to Grow Your LinkedIn Network</p> <p>Please Don't Fire Me (yet)! Using LinkedIn to Find a Job When Still Employed</p>