**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)**

|  |
| --- |
| **Gary B. Genett** |

**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.*

*If you have a certification or advanced degree that’s considered valuable in your career, such as an RN, MBA, or PMP, include it after your name. There’s no reason to include the acronym for your undergraduate degree or a certification that’s not relevant to your current job goals.*

**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)

|  |
| --- |
| **Goal-orientated Leader with 15+ years’ success in product, change & project management** |

**Country**

|  |
| --- |
| United States |

**Postal Code**

|  |
| --- |
|  |

**Location Name**

|  |
| --- |
| Seattle, WA |

**Industry**

|  |
| --- |
| Technology |

**Summary** (2000 characters)

The profile **Summary** 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.

|  |
| --- |
| Over the course of my 15+ year career, I have established a reputation as an accomplished leader who is skilled at steering product ownership, project management, and organizational change to cultivate growth and maximize profitability. Furthermore, I am adept at building and leading high-caliber teams to exceed targets and encouraging professional development at all levels. My expertise encompasses the full product and project management lifecycle, from scope definition and initial planning to final delivery, to ensure on-time, on-budget, and on-target results. Additionally, I possess extensive expertise in GNU/Linux, cloud architecture, and automation.  A few highlights from my profile include:  » Led the definition and management of environment requirements and calendar across the VX Integration Program for M&E systems and processes to ensure smooth integration between Alaska Airlines and Virgin America.  » Built an integral new cloud/orchestration team to ensure smooth operations and optimal productivity amid evolving organizational dynamics at F5 Networks.  » Drove the successful milestone release of 5 innovative technologies and deep product rewrite at F5 Networks. |

# **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.

# **PROFESSIONAL EXPERIENCE**

This is where your work history and job experience go. Please take the information that I have provided for you and begin entering it from the most recent position, and work backward.

**(A1) Company Name** (100 characters maximum)

|  |
| --- |
| Alaska Airlines, Inc. |

**(B1) Title** (100 characters maximum)

|  |
| --- |
| Senior Project Manager - Apps |

**(C1) Location**

|  |
| --- |
| Seattle, WA |

**(D1) Time Period (Start Date – End Date)**

|  |  |
| --- | --- |
| 2019 | Check the box for “I currently work here” |

**(E1) Description** (200 characters minimum, 2000 maximum)

|  |
| --- |
| In this key role, I established design patterns for new and existing document types to develop a usable and maintainable library of all resources needed for executive, management, developer, and support audiences. Furthermore, I collaborated cross-functionally to gather and comprehend requirements and define clear scope. I developed document creation and management processes for company use for foreseeable future, following migration from on-premises to Azure cloud-based model. Additionally, I contributed to project scoping and planning, documentation, systems maintenance and downtime planning, and continuous improvement. I also prevented disruptions to project progress by identifying and escalating risks well in advance.  Key Contributions:  ⇨ As a part of $40M VX Integration Program, pioneered a centralized documentation management system and ongoing maintenance processes aimed at helping Alaska Airlines become the first airline to succeed in pulling off a full M&E system integration post-merger with Virgin America.  ⇨ Strengthened controls and overall quality of outcomes by creating and implementing best practices to ensure smooth transition to cloud-based DevOps model. |

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.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **EXPERT TIP:**  *Here are some common symbols that work well as bullets in the* **Description** *part of each job:*   |  |  | | --- | --- | | **Stars:** ★ ✪ ✯ ✰ | **Arrows:** ☛ ☚ ☜ ☞ ☟ ⇨ ►◄ ► » | | **Traditional Bullets:** ■ ♦ ◆ ● | **Ticks:** ✔ ✘ ☐ ☑ ☒ |   ***For additional symbol options, visit Wikipedia’s page:*** [*http://bit.ly/1O4Dno0*](http://bit.ly/1O4Dno0)***.***  ***To use any of the symbols above:***   * ***Highlight the symbol you like and copy it by clicking Ctrl-C (or Command + C for Mac users)*** * ***Open up your LinkedIn profile and paste the symbol into the appropriate spot by clicking Ctrl-V (or Command + V for Mac users)***   ***These work well to create bullets for each job in your Experience section and separate terms in your Headline or Summary.***  ***While it’s important to add visual elements to your LinkedIn profile, be careful not to go overboard with the symbols. We recommend using no more than two types of symbols throughout your LinkedIn profile.*** |

**EXPERIENCE, continued.**

**(A2) Company Name** (100 characters maximum)

|  |
| --- |
| Enviro-Master |

**(B2) Title** (100 characters maximum)

|  |
| --- |
| President |

**(C2) Location**

|  |
| --- |
| Seattle, WA |

**(D2) (Start Date – End Date)**

|  |  |
| --- | --- |
| 2016 | 2019 |

**(E2) Description** (200 characters minimum, 2000 maximum)

|  |
| --- |
| I leveraged strong leadership abilities and strategic thinking to lead a high-performing team to deliver all daily operations and sales of image management and cost-saving services and products with attention-to-detail, efficiency, and excellence.  Key Contributions:  ⇨ Achieved a high level of customer satisfaction, directing nearly 100 sites across the Puget Sound region.  ⇨ Directly doubled sales by increasing sites by 50%, resulting in an additional $100K in revenue.  ⇨ Reduced operational budget to optimize profitability, following the acquisition of failing Swisher business. |

**EXPERIENCE**

**(A3) Company Name** (100 characters maximum)

|  |
| --- |
| F5 Networks |

**(B3) Title** (100 characters maximum)

|  |
| --- |
| **Senior Product Management Engineer** |

**(C3) Location**

|  |
| --- |
| Seattle, WA |

**(D3) Time Period (Start Date – End Date)**

|  |  |
| --- | --- |
| 2014 | 2016 |

**(E3) Description** (200 characters minimum, 2000 maximum)

|  |
| --- |
| In this position, I guided the end-to-end product management lifecycle to completion within budget constraints and deadline. I demonstrated ownership and effective advocacy to the executive team to achieve a high-standard of support and fulfil budget goals. Additionally, I leveraged external and internal relationships, influence, and expertise to direct product strategy and roadmap to accomplish delivery targets.  Key Contributions:  ⇨ Built an integral new cloud/orchestration team to ensure smooth operations and optimal productivity amid evolving organizational dynamics.  ⇨ Established and drove a new vision for automation, integrating all existing technologies into a unified suite.  ⇨ Remained at the forefront of changing market trends and anticipated customer needs to develop direction. |

**EXPERIENCE**

**(A4) Company Name** (100 characters maximum)

|  |
| --- |
| FS Networks |

**(B4) Title** (100 characters maximum)

|  |
| --- |
| New Product Introduction Engineer |

**(C4) Location**

|  |
| --- |
| Seattle, WA |

**(D4) Time Period (Start Date – End Date)**

|  |  |
| --- | --- |
| 2009 | 2014 |

**(E4) Description** (200 characters minimum, 2000 maximum)

|  |
| --- |
| Passionate about success, I guaranteed a high standard of preparation and readiness across sales and services organizations ahead of new product and service releases. Furthermore, I ensured clear communication channels and optimal operational efficiency as a liaison between the company’s major departments, including marketing, development, services, and sales functions. I also closed integral deals and optimized retention by performing customer visits with account teams as corporate representative.  Key Contributions:  ⇨ Established detailed in-person and web-based training for each release and new technology to maximize product knowledge.  ⇨ Spearheaded the effective milestone release of 5 innovative technologies and deep product rewrite.  ⇨ Steered the internal homegrown heuristics tool to pre-analyze customer diagnostic files for the support team through initial stages to customer-facing product.  ⇨ Reduced production time from several weeks to a few days and increased retention by pioneering innovative video-based training format.  ⇨ Designed and presented comprehensive internal product sessions at international sales and services conferences. |

**EXPERIENCE**

**(A5) Company Name** (100 characters maximum)

|  |
| --- |
| F5 Networks |

**(B5) Title** (100 characters maximum)

|  |
| --- |
| Technical Sales Field Systems Engineer |

**(C5) Location**

|  |
| --- |
| Seattle, WA |

**(D5) Time Period (Start Date – End Date)**

|  |  |
| --- | --- |
| 2006 | 2009 |

**(E5) Description** (200 characters minimum, 2000 maximum)

|  |
| --- |
| I delivered high-quality support to thousands of devices during the development of Azure public cloud. Furthermore, I built and strengthened key professional relationships and provided comprehensive support for technical work, resulting in MSNBC case study.  Key Contributions:  ⇨ Significantly grew customer adoption as primary engineering representative on Microsoft account team.  ⇨ Increased customer device count by 300% and revenue by 400% with only 2 additional team members.  ⇨ Pioneered detailed integration guide and training to aid 3rd party development and improve quality and efficiency.  ⇨ Initiated and directed 2 successful production deployments of revolutionary chassis architectures for Xbox Live. |

**EXPERIENCE**

**(A6) Company Name** (100 characters maximum)

|  |
| --- |
| F5 Networks |

**(B6) Title** (100 characters maximum)

|  |
| --- |
| Product Management Engineer |

**(C6) Location**

|  |
| --- |
| Seattle, WA |

**(D6) Time Period (Start Date – End Date)**

|  |  |
| --- | --- |
| 2004 | 2006 |

**(E6) Description** (200 characters minimum, 2000 maximum)

|  |
| --- |
| In this integral position, I established a high-caliber new team to perform all key duties within time constraints, including developing roles and responsibilities and creating templates for deliverables and reports. Furthermore, I played a key role in steering the overall product strategy and building prototype solutions to solve technical challenges.  Key Contributions:  ⇨ Led the initial analysis, guidance, and testing for 3 successive company acquisitions.  ⇨ Drove the successful development of a Performance Testing Guide, setting the industry standard for comprehensive review.  ⇨ Expertly released SSL VPN for UNIX-like systems, as Perl script and Video Demonstration of Process. |

# **EXPERIENCE**

As these are older positions, you do not need to include descriptions (this will make your LinkedIn profile too long). You can add your individual hospitality positions here too.

**(A7) Company Name**

|  |
| --- |
| F5 Networks |

**(B7) Title**

|  |
| --- |
| Network Support Engineer |

**(C7) Location**

|  |
| --- |
|  |

**(D7) Time Period (Start Date – End Date)**

|  |  |
| --- | --- |
| 2004 | 2004 |

**(A8) Company Name**

|  |
| --- |
| MICROS Systems |

**(B8) Title**

|  |
| --- |
| Implementation Specialist |

**(C8) Location**

|  |
| --- |
|  |

**(D8) Time Period (Start Date – End Date)**

|  |  |
| --- | --- |
| 2001 | 2004 |

**(A9) Company Name**

|  |
| --- |
| HostPro |

**(B9) Title**

|  |
| --- |
| UNIX Tier 3 Support Specialist |

**(C9) Location**

|  |
| --- |
|  |

**(D9) Time Period (Start Date – End Date)**

|  |  |
| --- | --- |
| 2001 | 2001 |

**(A10) Company Name**

|  |
| --- |
| VoiceStream Wireless |

**(B10) Title**

|  |
| --- |
| Operations and Systems Production Support |

**(C10) Location**

|  |
| --- |
|  |

**(D10) Time Period (Start Date – End Date)**

|  |  |
| --- | --- |
| 2000 | 2000 |

# **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)

|  |
| --- |
| Technical Project Management, Project Management, Product Ownership, Product Management, Organizational Change, Change Management, Team Building, Team Leadership, Product Development, Product Development Lifecycle, Staff Training, Staff Development, Delivery Management, Product Support, Product Sales, Product Training, Requirements Gathering, Product Strategy, Product Roadmap, Scope Definition, Scope Planning, Program Management, Schedule Management, Release Management, Budget Management, Process Improvements, Functional Testing Requirements, Source Tree Management, Node.js, Python, C, Bash, Perl, TCL, Web Development, HTML, CSS, JavaScript, Web/System APIs, REST, JSON, XML, SQL, Git, SVN, DevOps, Agile, Waterfall, Scrum |

**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*

# **OPTIONAL CATEGORIES**

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

# **Courses**

|  |
| --- |
| **Perl Programming Course,** University of Washington, Seattle, WA  **Computer Programming Courses**, Seattle Central College, Seattle, WA |

# **Test Scores**

|  |
| --- |
|  |

# **Languages**

|  |
| --- |
|  |

# **Projects**

|  |
| --- |
|  |

# **Certifications**

|  |
| --- |
|  |

# **Volunteer Work**

|  |
| --- |
|  |

# **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