**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.*

**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)

Successful manager creating and implementing complex projects in the technology field.

**Country Location**

United States

Seattle, Washington

**Postal Code Industry**

*Select from drop down menu*

Zip Code?

**About** (2000 characters)

The profile **About** section 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.

Hello, my name is Gary, and I most recently was employed by Highspot, a software development firm located in Seattle, Washington. I held the position of Senior Technical Project Manager. I collaborated with various team members in product management, engineering, design, and quality assurance to create a road map in delivering SaaS products and various technologies to clients. I hold over 20 years’ experience in project management, mergers and acquisitions, and cloud systems integration. More information about this position and prior held positions can be found in the employment history below.

I consider myself to be a very pragmatic and focused person. I pride myself on being an adaptable employee in taking on new challenges inherent in the job. I can quickly assess the requirements necessary to craft a plan, with the assistance of appropriate personnel to bring to viable solution to technological issues. I am very accessible all times and keep an open channel of communication, so all members of an organization can contact me about any issue that needs addressing.

If you are looking for an energetic, can-do attitude employee with the ability to complete projects on time and within budget constraints, I would love to hear from you. I can be reached at me@garybgenett.net. Thank you and I look forward to hearing from you!

# **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.

# **EXPERIENCE**

Your work history will be found here; paste it into the experience section in LinkedIn, going job by job and working backwards. 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.

**Position 1**

**Company Name** (100 characters maximum)

Highspot

**Title** (100 characters maximum)

Senior Technical Project Manager

**Location**

Seattle, Washington

**Start Date End Date**

April 2020

April 2021

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

I coordinate with a number of members of the firm in the areas Content Integration, Management, and Consumption to develop plans to deliver SaaS products and related technologies to clients.

* I reorganized the initial team I managed into four teams to better focus on SaaS disciplines.
* I created Jira configurations and established the processes for operating development teams that resulted in a 400% increase in delivery of various features to clients in a six-month period.
* Crafted and put in place four front end and three back-end integrations by using Salesforce, Quip, HigherLogic, Wide, and Open Text that assisted in attaining new business.
* Our team obtained a $2M recurring annual revenue stream from a client by delivering product integration advancements through four releases.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **EXPERT TIP:**  *Here are some common symbols that work well as bullets in the* **Description** *part of each job:*   |  |  | | --- | --- | | **Stars:** ★ ✪ ✯ ✰ | **Arrows:** ☛ ☚ ☜ ☞ ☟ ⇨ ►◄ ► » | | **Traditional Bullets:** ■ ♦ ◆ ● | **Ticks:** ✓ ✔✘ ☑ ☒ | |

# **EXPERIENCE, CONT.**

**Position 2**

**Company Name** (100 characters maximum)

Alaska Airlines

**Title** (100 characters maximum)

**Location**

Seattle, Washington

**Start Date End Date**

June 2019

December 2019

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

* In this position, I developed standardized templates for written documentation and network/application diagrams that were required by executive management, developers, and support personnel. I established a central repository for all knowledge resources along with a process to migrate to and maintain the new system. Prior to my employment the firm had multiple repositories which was a great handicap to access materials/data.
* I created planned maintenance for the firm’s FCC certification of a completed Maintenance and Engineering system alignment after the merger with Virgin America.
* I also made improvements to the quality of controls of outcomes by creating and implementing best practices for the firm’s transition to a cloud-based DevOps model.

**EXPERIENCE, CONT.**

**Position 3**

**Company Name** (100 characters maximum)

Enviro-Master

**Title** (100 characters maximum)

President

**Location**

Seattle, Washington

**Start Date End Date**

October 2016

January 2019

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

I started this firm and was involved with the daily operations. Our focus was on commercial restroom hygiene.

* Retained 100% of clients initiated serviced and received high customer satisfaction. The only clients we did lose was those that went out of business.
* We were able to double the amount of sales with the addition of about $100K in yearly revenue.
* I reduced the operational budget by 20% after the acquisition of Swisher, which was owned by Ecolab. I also provided to my employees a 15% raise in their wages, which went a long way to increase morale and retain employees.

# **EXPERIENCE, CONT.**

**Position 4**

**Company Name** (100 characters maximum)

F5 Networks

**Title** (100 characters maximum)

Senior Product Management Engineer

**Location**

Seattle, Washington

**Start Date End Date**

January 2015

October 2016

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

I was hired in 2004 as a Network Support Engineer and held five positions across the entire product lifecycle. As such, I started in support then went on to Project Management Engineering in the engineering side of the business, then to a sales position, and went back to Project Management as a Project Management Engineer. So, all in all, I held five positions over 12 years.

* I was the first member of team to head up a redirection of the company strategy towards cloud and when I left the company three of us on the team.
* I orchestrated a new vision of automation for the firm by the incorporation of five separate teams that had different knowledge platforms, technology, and models.

# **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)

Strategic Planning, Change Management & Transformation, Scope Definition & Planning, Process Improvement, Optimization, Large Scale & Quick Turn Projects, Coaching, Complete Project Lifecycle, DevOps, Agile, Waterfall & Scrum, Time Management, Problem Resolution, Quality Assurance, Relationship Building, Innovation, Leadership, Mergers & Acquisitions.

**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*

# **EDUCATION**

This is where your education goes. Please take the information that we have provided for you and begin entering it from the most recent educational experience, and work backward. If you received your degree more than 10 years ago, leave the **Dates Attended** fields blank.

Once you’ve filled out this information, click the blue **Save** button. Then click the **Add education** button to add your next degree. Repeat these steps for all the following degrees.

**Education 1**

**School Field of Study**

University of Washington

Programming Course

**End Year Grade**

**Degree**

**Education 2**

**School Field of Study**

Seattle Central College

Programming Courses

**End Year Grade**

**Degree**

# **OPTIONAL CATEGORIES**

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

# **Training & Development**

# **Languages**

# **Certifications**

# **Volunteer Work**

# **Organizations**

# **Honors & Awards**

# **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