**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)

|  |
| --- |
| **Senior Product Manager** |

**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.

|  |
| --- |
| People who know me well might say I am extremely technical, very good at understanding the big picture and finding the best path forward.  I hope they also would mention my ability to get teams to work together plus the broad scope of my technical and business skills as I can go from a meeting with the architect and development team straight into the boardroom to discuss market strategy and budget.  My successes in these areas have come as a contractor and on-staff leader in the technology industry.  I am an expert at developing and overseeing staffs that equal and beat designated objectives and standards.  My demonstrated skills include creating and executing programs and initiatives that improve efficiencies.  I have an extensive background in GNU/Linux, cloud architecture, and automation.  Plus, my strong abilities include guiding assignments from initial planning to final delivery while maintaining budgets and schedules. |

# **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)

|  |
| --- |
| Name of Contracting Company |

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

|  |
| --- |
| Title |

**(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)

|  |
| --- |
| (Need some details on what you will be doing during this job).  ***Key Contributions:***   * (Here’s where you will add any achievements as they occur after you start). |

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)

|  |
| --- |
| Oversaw daily operations of company with ?? employees, Helped nearly 100 sites in Puget Sound region, (What kinds of products and/or services did you provide and to what types of clients?)  ***Key Contributions:***   * Retained ?? customers annually. * (Could use 1-2 additional successes to brag about for your company). |

**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)

|  |
| --- |
| Built dedicated cloud/orchestration team (how many people?). Established new automation vision integrating all existing technologies into unified suite. Analyzed emerging market trends and anticipated customer needs to produce needed direction. (Can you provide more specific tasks you did at this time?)  ***Key Contribution:***   * Played key role in achieving budget and support goals. |

**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)

|  |
| --- |
| Liaised between marketing, development, services, and sales functions preparing sales and services organizations ahead of new product and service releases. Produced and led in-person and web-based training for each release and new technology. Visited customer with account teams as corporate representative.  ***Key Contribution:***   * Managed milestone release of five innovative technologies and deep product rewrite. * Directed internal homegrown iHealth tool through initial stages to customer-facing product*.* * Pioneered video-based training format reducing production time (by how much?) while increasing retention (by how much?). * Designed and presented detailed 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)

|  |
| --- |
| Prepared detailed integration guide and training for outside parties. Formed and maintained relationships with and aided technical work resulting in MSNBC case study.  **Key Contribution:**   * Raised customer sales as primary engineering representative on Microsoft account team. * Grew customer device count by 300% and revenue by 400% with only two additional team members. * Developed Azure public cloud to aid thousands of devices. * Deployed production of initial two revolutionary chassis architectures (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)

|  |
| --- |
| Established team including determining roles and responsibilities. Designed templates for deliverables and reports. Released SSL VPN for UNIX-like systems, as Perl script and Video Demonstration of Process.  ***Key Contribution:***   * Led initial analysis, guidance, and testing for three successive company acquisitions. * Authored Performance Testing Guide setting industry standard for comprehensive review. |

# **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)

|  |
| --- |
| Team Building  Team Leadership  Staff Training  Staff Development  Program Management  Schedule Management  Networking and Applications  New Business Development  Budget Performance  Continuous Process Improvements  Functional Testing Requirements  Source Tree Management  Sales  Marketing  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*

# **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.

**School**

|  |
| --- |
|  |

**Dates Attended (end year only)**

|  |
| --- |
|  |

**Degree**

|  |
| --- |
|  |

**Field of Study**

|  |
| --- |
|  |

**Grade**

|  |
| --- |
|  |

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.

**School**

|  |
| --- |
|  |

**Dates Attended (end year only)**

|  |
| --- |
|  |

**Degree**

|  |
| --- |
|  |

**Field of Study**

|  |
| --- |
|  |

**Grade**

|  |
| --- |
|  |

# **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**

|  |
| --- |
| **Network Support Engineer** for F5 Networks, Seattle, WA  **Implementation Specialist** for MICROS Systems, Seattle, WA  **UNIX Tier 3 Support Specialist** for HostPro, Seattle, WA  **Operations and Systems** **Production Support** for VoiceStream Wireless, Seattle, WA  Hospitality Industry Titles, Seattle, WA |

# **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