**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)**

|  |
| --- |
| **Summer Shields** |

**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)

|  |
| --- |
| Self-motivated individuals with experience and success in surpassing ambitious sales objectives in multiple markets. |

**Country**

|  |
| --- |
| United States |

**Postal Code**

|  |
| --- |
| 92620 |

**Location Name**

|  |
| --- |
| Irvine, California |

**Industry**

|  |
| --- |
| Healthcare |

**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. The summary section also presents an opportunity to include links to content that you've created (or participated in creating) and display them.

|  |
| --- |
| In today’s competitive market it is critical that you have an experienced Account Manager within your organization who is knowledgeable in understanding customer needs and expanding portfolio growth. My history of success and background in sales management, market expansion, and building strong vendor and client relationships has allowed me to build a solid reputation in the industry as a key leader. My ability to effectively communicate with key decision makers and senior leadership teams has provided me new opportunities both with expanding my customer base and advancing throughout my career.  A few career accomplishments include:   * Experienced analysing and evaluating financial performances as well as providing operational recommendations to senior management. * Experienced in streamlining processes and procedures to improve the standard of performance within the company as well as working collectively with outside organizations to promote company products and services. * Extensive experience managing multiple complex projects as well as analysing market trends, staff development, and identifying new ways to increase overall profits for the organizations. * Consistently exceed company goals and objectives; recognized by senior management on multiple occasions with annual awards and recognition.   In my current role, I provide executive-level sales leadership with the overall accountability of working large healthcare organizations to meet the needs of both the customer and company. I welcome the opportunity to build my professional relationships with those in my field and industry. |

# **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)

|  |
| --- |
| Kareo |

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

|  |
| --- |
| Solutions Consultant |

**(C1) Location**

|  |
| --- |
| Irvine, California |

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

|  |  |
| --- | --- |
| February 2017 | Check the box for “I currently work here” |

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

|  |
| --- |
| In my role as a Solutions consultant, I work closely with healthcare providers to provide practice management and billing service solutions through an award-winning electronic health records (EHR) system. I manage the daily sales responsibilities of handling approximately 30 customer calls daily, as well as soliciting new business with physicians’ offices to help improve their operations. I offer product and service demonstration to new clients and collaborate with office staff on the setup and implementation of new systems. Utilize multiple sales sources and techniques including referral business, contacting previous customers, cold calling, and drop-ins to increase sales growth.  *A few key successes while in this role includes:*  ⇨ Led new software releases and improved product base resulting in achieving over 100% of sales plan consistently.  ⇨Spearheaded the design and implementation of a new product designed to attract niche markets and increase market growth. Work closely with the executive team to analyzing pricing and present the new product to mental health facilities nationwide.  ⇨Received the company’s President’s Club Award (2016) for exceeding annual sales goals. |

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)

|  |
| --- |
| Hire Right |

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

|  |
| --- |
| Sales Executive / Customer Care Specialist |

**(C2) Location**

|  |
| --- |
| Irvine, California |

**(D2) Time Period (Start Date – End Date)**

|  |  |
| --- | --- |
| May 2012 | January 2016 |

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

|  |
| --- |
| While working for HireRight, I provided sales and customer support for small to medium size businesses utilizing the company’s services in conducting employee background checks. I directly managed a portfolio specializing in Fortune 500 companies and annual sales revenues of approximately 4800K. Ensured key performance metrics were achieved. I worked closely with customers to listen and understand their business needs and offered them viable solutions. Analyzed market trends and industries to maximize new business opportunities. Additionally, I trained and mentored new employees on company policies and procedures, equipment, and customer support.  *A few key successes while in this role includes:*  ⇨Exceeded monthly sales goals consistently by identifying and developing new business opportunities through inbound and outbound sales activities.  ⇨Handled on average 30 customer calls a day which included answering questions related to new and existing products and services offered. Tracked all correspondence through Salesforce.  ⇨Recipient of the President’s Club Award (2014) given by senior management for the superior sales performance over the past year. |

**EXPERIENCE**

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

|  |
| --- |
| American Systems Publications |

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

|  |
| --- |
| Fundraiser Manager |

**(C3) Location**

|  |
| --- |
| Los Angeles, California |

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

|  |  |
| --- | --- |
| June 2003 | April 2012 |

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

|  |
| --- |
| As the Fundraiser Manager for a non-profit organization, I oversaw all fundraising activities focused on gathering donations, gaining new benefactors, and reaching out to businesses to create awareness related to economic and political policies that effect their industries. I organized the distribution of company newsletters and websites as well as assisting with marketing campaigns to drive awareness to the organization. Effectively trained and mentored new employees on company policies and procedures.  *A few key successes while in this role includes:*  ⇨Consistently exceeded monthly fundraising goal of $10K by proactively reaching out to new donors and marketing to industries that would benefit from the organizations focus and goals.  ⇨Served on the Alameda County Democratic Central Committee promoting organizational goals. |

# **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 Marketing Initiatives, Exceeding Sales Goals, Sales Presentations, Needs Based Selling Techniques, New Business Development, Account Management, Portfolio Growth, C-Level Communication, Collaboration, Leadership, Team Development, Time Management, Critical Thinking, Problem Solving, Detail-Oriented, Inside Sales, Fundraising, Time Management |

**EXPERT TIP:**

*A [study by the Avid Careerist](http://www.avidcareerist.com/2013/06/17/linkedin-endorsements-search-results-serp/" \t "_blank" \o "Avid Careerist) 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)*.*

# **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**

|  |
| --- |
| Orange Coast College |

**Dates Attended (end year only)**

|  |
| --- |
|  |

**Degree**

|  |
| --- |
| Associate of Arts |

**Field of Study**

|  |
| --- |
| Business Administration |

**Grade**

|  |
| --- |
|  |

**EXPERT TIP:**

*I recommend including your GPA in the* **Grade** *field only if you recently graduated from college and received a minimum 3.0/4.0 GPA. If you graduated more than three years ago and graduated with honors, you can include “Summa Cum Laude” or “Magna Cum Laude” (if applicable) in this spot instead. Otherwise, leave the* **Grade** *field blank.*

# **OPTIONAL CATEGORIES**

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

# **Courses**

|  |
| --- |
|  |

# **Certifications**

|  |
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|  |

# **Volunteer Work**

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|  |

# **Organizations**

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| --- |
|  |

# **Honors & Awards**

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| --- |
|  |

# **Patents**

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# **Publications**

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|  |

# **Interests**

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|  |

# **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" \t "_blank" \o "Jobvite Social Recruiting Survey) 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 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>.