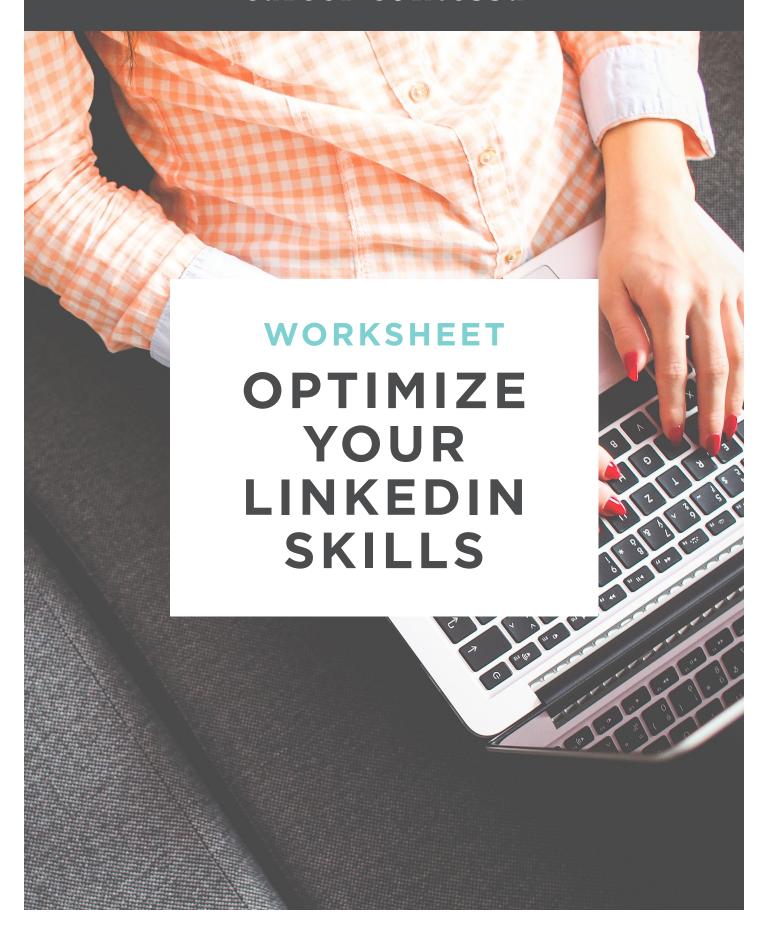
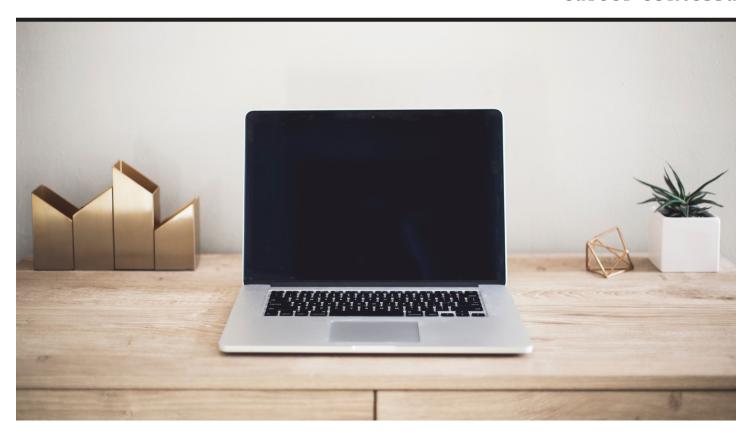
career contessa





Optimize Your LinkedIn Skills

We're maybe generalizing here, but given that there are 500+ million people on LinkedIn... yeah, we'd say you're probably one of them. And (we're generalizing again) we'll bet you want to stand out from all the other profiles on there—especially if you're job hunting.

Well, one of the best ways to do that is actually pretty straightforward: you need to show off your skills.

In addition to location and job title, LinkedIn lets recruiters and employers search for candidates by specific skills. It's a great way to zero in on the perfect candidate, so they do it all the time.

But here's the crazy thing: often, people skip filling out the Skills section of their profiles (or just don't make the most of it). That means that just by filling yours out, you can get an edge on the competition. Plus, unlike a resume, where you have limited space, LinkedIn allows you to add up to 50 skills—so why wouldn't you take advantage of that?

This guide will help you find the perfect skills—from the technical to the general— to add to your profile.

How to Use This Guide:

Step 1

Identify some of your top skills using the lists we've included in this guide (pages 3-6).

Step 2

Our suggestions are a great place to start, but if you have some majorly impressive skills not included in this guide, then add them to page 7, so you don't forget to include them in your profile!

Step 3

Head to LinkedIn and add 15-20 skills to your profile. Include a mixture of soft/general and technical skills, so you're covering your bases.

Step 4

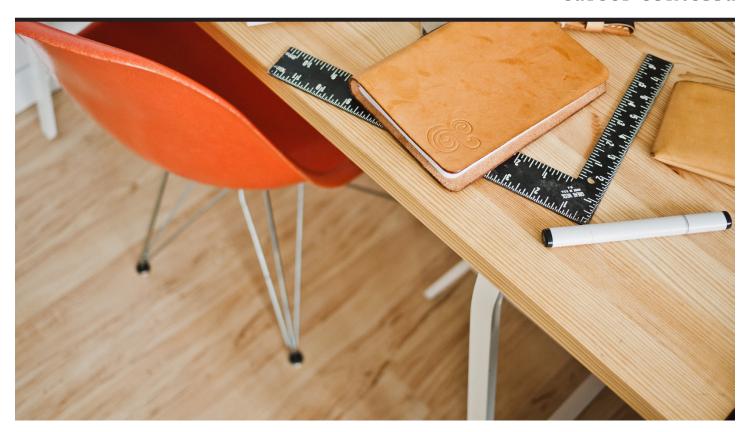
One last (savvy) step: search for a couple of people with similar job titles to yours at similar companies—or for people who have the kind of job you're aiming for. Take a look at what skills they have listed to determine any you might have missed and/or any skills you could work on picking up in the future. It's a great way to find any holes you missed.

Step 5

Rinse and repeat. Keep going until you reach 50. You can always swap out a few later as your skill set grows.

EXTRA CREDIT

Add five of your top skills to your resume. After all, it's always a good idea to have a recently updated resume on hand.

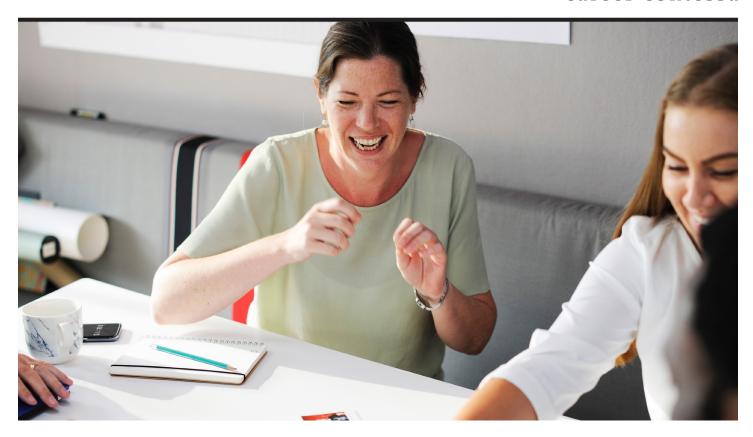


Technical Skills

Technical skills are the abilities/knowledge that you need to **perform specific tasks**—think: data analytics or Microsoft Office Suite—and they don't only apply to those working in tech fields. For example, if you're a social media manager, these would include the tools you use to schedule all of your witty social posts.

The point is, even if you consider your work more "creative" than "corporate," you probably have more technical skills than you realize. Don't be afraid to name drop some pretty specific **programs you use** or **skill sets you've acquired**.

3-D Modeling + Printing		Microsoft Office Suite + G Suite
A/B Testing		Modeling
Accounting		Network + Information
Big Data	_	Systems
Blogging Platforms		Operating Systems
Bookkeeping		Presentation Creation
Budget Planning		Quality Assurance
Certifications		Schedule Management
Client Relationship		Security
Management Software		SEO/SEM Marketing
Computer Coding Languages		Social Media Advertising
Content Management		Social Media Platforms
Systems		Statistical Analysis
Copywriting		Task Management
Data Analytics		Applications
Data Mining		Technical Documentation
Database Management		Technical Support
Digital Photography		Usability Testing
Engineering		UX + UI Design
Foreign Languages		Video Creation + Editing
Graphic Design		Web Analytics
Industry Specific Applications/Programs		Web Design



General/Soft Skills

Now that you've figured out what your technical skills are, let's talk about **general/soft** skills. These skills include **leadership and creative strengths**, such as "persuasion" or "critical thinking."

Because these skills can feel less concrete than technical skills, they often get overlooked by job applicants. Bad move. You should always **add them to your LinkedIn profile and resume** because employers who are looking for candidates with "**sales software experience**" are also looking for candidates who have strong "**negotiation**" skills.

So go ahead, brag about how **public speaking** doesn't scare you or how you **stay cool under pressure** during crisis management. Your next employer might just be searching for that.

	Ad Sales		Industry Trend Awareness
	Adaptability		Interviewing
	Advertising		Managing
	AP Style Writing		Negotiation
	Artistic/Design Sense		
	Blogging		Planning
	Business Ethics		Problem Solving
	Client Relations		Product Development
	Collaboration		Project Management
_	Community Building		Public Relations
	Conflict Resolution		Public Speaking/ Presentation Skills
		_	
	Consumer Experience		Research
	Content Creation + Strategy		Self-Assessment
	Crisis Management		Selling
_	_		Storytelling
	Critical Thinking		Strategic Planning
	Customer Service		Team Building
	Delegation		Time Management
	Digital Marketing		Writing + Editing
	Empathy		Writing Reports +
	Event Production	_	Proposals
			Giving + Receiving Feedback

Your Skills

Don't you feel more talented now that you've spent some time writing **all your skills** down? Let's keep this party going by brainstorming a few more skills that we didn't provide for you.

You don't have to include every single one you write here on your profile, so just spend a few minutes jotting down whatever comes to mind.

Think through your **daily and weekly tasks at work.** What skills do those require? What did you learn from your last really big project? How can you apply what you learned in school to your work? You'll be surprised at how quickly you fill up this list!

TECHNICAL SKILLS	GENERAL + SOFT SKILLS