

Now viewing **Frank Casey**'s screen
Talking: Lisa Rangel

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What You Will Learn In Today

3 key categories to create a LinkedIn Profile that attracts hiring managers and generates interviews:

- Increasing NEW LinkedIn Profile Visibility
- Getting discovered by hiring managers
- Write your profile to get hiring managers to set up an interview with YOU

(Ctrl)

Type here to search

12:32 PM 5/9/2017

This screenshot shows a Microsoft Word document titled "What You Will Learn In Today". The title is in a large, bold, black font. Below the title, there is a section with a light orange border containing three bullet points: "– Increasing NEW LinkedIn Profile Visibility", "– Getting discovered by hiring managers", and "– Write your profile to get hiring managers to set up an interview with YOU". The Word ribbon is visible at the top, and the taskbar at the bottom shows various application icons.

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3 Key Categories to Landing Interviews Faster on LinkedIn:

- **1** - Increasing Your Visibility
 - 3 Actions
- **2** - Getting Discovered by Hiring Manager
 - 5 actions
- **3** - Writing Your Profile To Get the Interview
 - 6 Actions

14 ACTIONS WE WILL COVER TODAY

(Ctrl)

12:44 PM 5/9/2017

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Increase Your Visibility

3 MAIN LINKEDIN ACTIVITIES

- Status Updates (Action)
- Group Participation (Interaction)
- Effective Searching (Connection)

(Ctrl)

Type here to search

12:45 PM 5/9/2017

This screenshot shows a Microsoft Word document titled "Increase Your Visibility". The title is displayed in a large, bold, black font at the top of the slide. Below the title, there is a section header "3 MAIN LINKEDIN ACTIVITIES" in a blue font. Underneath this header, there is a bulleted list of three items: "Status Updates (Action)", "Group Participation (Interaction)", and "Effective Searching (Connection)". The entire slide has a light green background. The Word ribbon is visible at the top, showing tabs like Home, Insert, Page Layout, etc. The status bar at the bottom shows the zoom level (76%), layout options, and the date and time (12:45 PM, 5/9/2017). The taskbar at the bottom of the screen shows various open applications, including Microsoft Word, Internet Explorer, and other productivity tools.

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Increase Your Visibility #2

INTERACTION

Actively Participate in LinkedIn Groups

- Join up to 100 groups to expand reach
 - Ninja Secret: write this down!**
- Join groups by location, discipline, industry, ...
- Offer/Comment on articles posted within the Group

(Ctrl)

12:47 PM 5/9/2017

The screenshot shows a Microsoft Word document window. The title 'Increase Your Visibility #2' is at the top. Below it, the word 'INTERACTION' is underlined in blue. The main content is a bulleted list: 'Join up to 100 groups to expand reach' with a sub-point '– Ninja Secret: write this down!', 'Join groups by location, discipline, industry, ...', and 'Offer/Comment on articles posted within the Group'. To the right of the document is a vertical ribbon bar with various icons for search, replace, select, and editing. At the bottom of the screen is the Windows taskbar with the Start button, a search bar, and icons for File Explorer, Edge, Word, Excel, and other applications. The system tray shows the date and time (12:47 PM, 5/9/2017) and battery status.

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Increase Your Visibility #2

INTERACTION

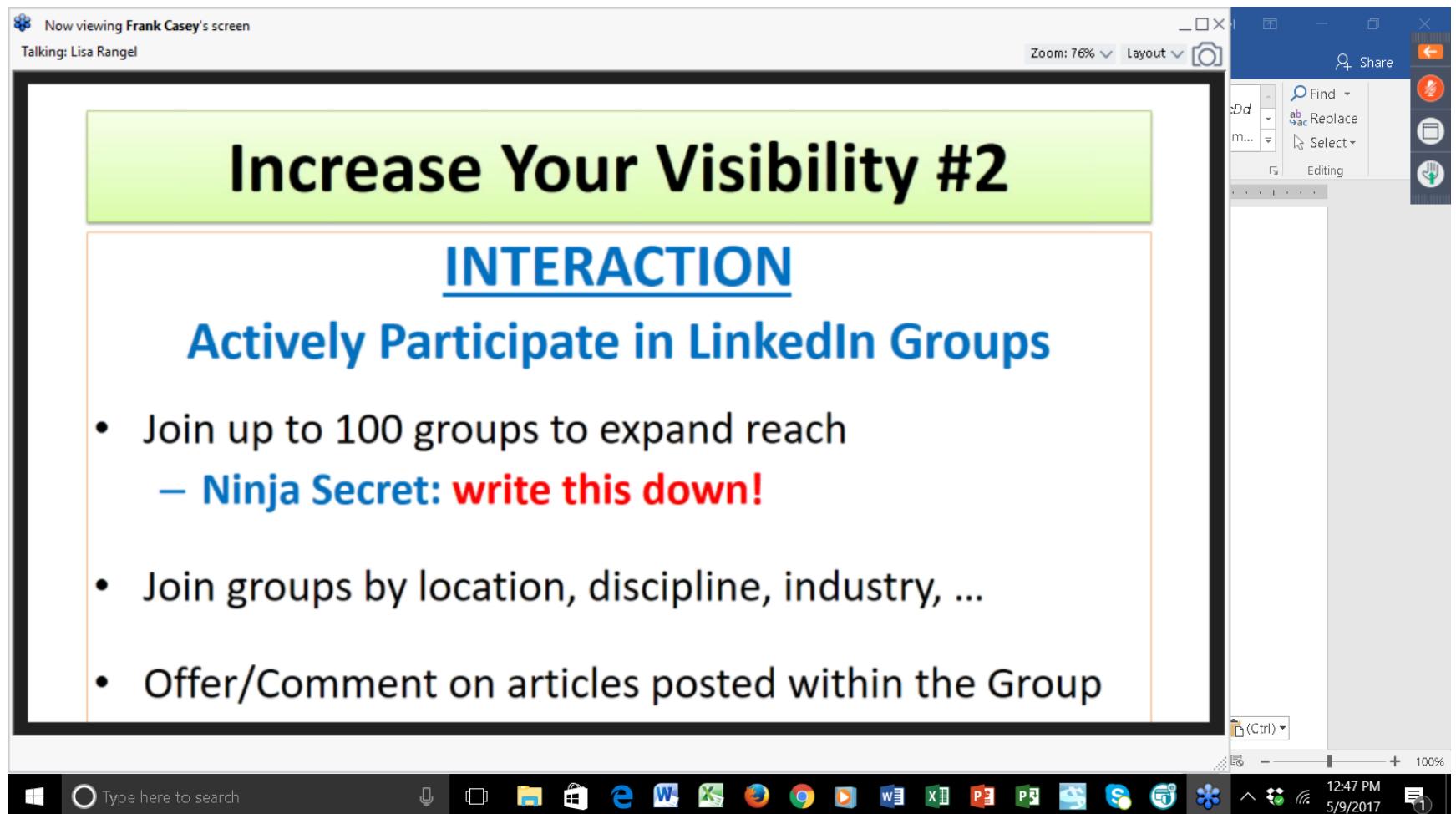
Actively Participate in LinkedIn Groups

- Join up to 100 groups to expand reach
 - Ninja Secret: write this down!**
- Join groups by location, discipline, industry, ...
- Offer/Comment on articles posted within the Group

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Type here to search

12:47 PM 5/9/2017



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(Ctrl)

12:50 PM 5/9/2017

Increase Your Visibility #3 – Find Leads Using Search Field

- Develop a targeted list of contacts:
 - By Geography, By Title, By Industry / Discipline
 - Use Boolean Search (And, or, use of quotes "")
- **Ninja Secret: write this down**
- Identify titles of prospective managers or decision makers in hiring cycle.

The screenshot shows a Microsoft Word document window titled "Increase Your Visibility #3 – Find Leads Using Search Field". The document contains a bulleted list of tips for finding leads using search fields. The Microsoft Word ribbon is visible at the top, showing tabs like Home, Insert, Page Layout, etc. The taskbar at the bottom shows various pinned icons and the system clock. The status bar at the bottom right shows the zoom level (76%), layout options, and a share button.

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Get Discovered By Hiring Managers #1

How would a recruiter search for someone like me?



Think like a recruiter to get the right keywords

(Ctrl)

12:51 PM 5/9/2017

Type here to search

Windows Start File Explorer Edge Word Excel Internet Explorer Chrome Powerpoint Word Excel PPT S Word Icons Taskbar

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Get Discovered By Hiring Managers #2

Use job descriptions of jobs you have held
and positions you want to
devise the precise keywords and phrases

YOU NEED TO GET DISCOVERED

WHAT ARE YOUR ?
KEYWORDS

(Ctrl)

12:52 PM 5/9/2017

The image shows a Microsoft Word document window. At the top left, it says 'Now viewing Frank Casey's screen' and 'Talking: Lisa Rangel'. On the right side, there are zoom and layout controls, along with a 'Share' button. A sidebar on the right has options for 'Find', 'Replace', 'Select', and 'Editing'. The main content area has a green header bar with the title 'Get Discovered By Hiring Managers #2'. Below this, in a blue-bordered box, is the text: 'Use job descriptions of jobs you have held and positions you want to devise the precise keywords and phrases'. Underneath this, in larger blue text, is 'YOU NEED TO GET DISCOVERED'. Below this text is a graphic of a hand holding a marker, writing 'WHAT ARE YOUR ? KEYWORDS' on a whiteboard. The bottom of the screen shows the Windows taskbar with various icons and the system tray.

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Talking: Lisa Rangel

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Get Discovered By Hiring Managers #3

Have a cropped professional headshot
EVERYONE can see



- 11% more likely for profile to be viewed when a profile photo is present

---DMR, July 2015

(Ctrl)

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12:54 PM
5/9/2017

Editing

Now viewing **Frank Casey**'s screen
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Get Discovered By Hiring Managers #4

Location, Location, Location

Zürich Area, Switzerland | Investment Management

Greater Boston Area | Hospital & Health Care

Singapore | Financial Services

Greater New York City Area | Internet

Houston, Texas Area | Chemicals

(Ctrl)

Type here to search

12:55 PM 5/9/2017

Now viewing Frank Casey's screen
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Get Discovered by Hiring Managers #5

Use key phrases in the Skills area

A Skills

Top Skills

- Start-ups
- Strategy
- Management
- Strategic Planning
- Budgets
- Business Strategy
- Leadership
- Cross-functional Teams
- Due Diligence
- Mergers & Acquisitions

Jim also knows about...

- Financial Analysis
- Finance
- Business Development
- SaaS
- Cost Accounting
- Risk Management
- Competitive Analysis
- Strategic Partnerships
- Forecasting
- Entrepreneurship
- Accounting
- Enterprise Software
- Business Planning
- Mergers
- Process Improvement

* 13x increase in profile views when skills are listed

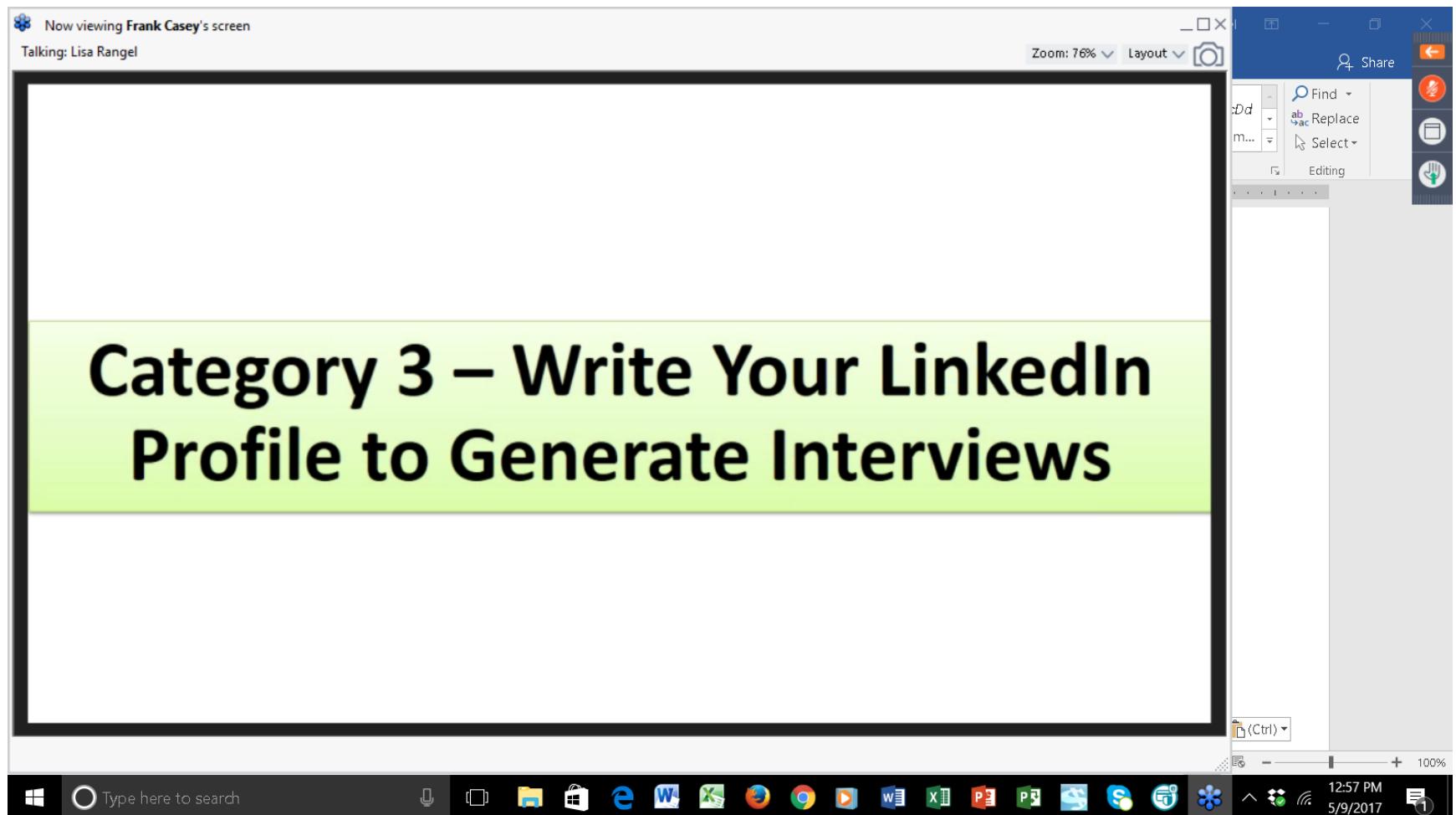
---DMR, July 2015

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Type here to search

12:56 PM 5/9/2017

This screenshot shows a Microsoft Word document window. The main content is a LinkedIn profile for 'Frank Casey'. The profile features a green header with the title 'Get Discovered by Hiring Managers #5' and a blue sub-section title 'Use key phrases in the Skills area'. To the right of the profile is a large text block stating '* 13x increase in profile views when skills are listed' with a callout arrow pointing towards the skills section. At the bottom right of the slide is a date and time stamp: '---DMR, July 2015'. The Word ribbon is visible at the top, and the taskbar at the bottom shows various open applications like File Explorer, Edge, and Office apps.



Now viewing Frank Casey's screen

Talking: Lisa Rangel

Jon Smith
Financial Services COO/SVP | Investment Management | Client Services | M&A Integration | Increased Margins
Greater New York City Area | Financial Services

Current: Stanford Partners, Inc.
Previous: Chatham Investment Management, Chase Beacon Financial
Education: Dartmouth College

Send Jon InMail

500+ connections

Summary

INVESTMENT MANAGEMENT | HIGH NET-WORTH CLIENT SERVICES

Senior Operations Leader with an indelible reputation for delivering inventive business strategies and client-focused solutions that improve margins between 7-34% consistently in volatile markets. Recognized for transforming global operation systems profitably and productively.

Broad experience building profitable start-up divisions, growth business lines, deal transactions and streamlined operations. Mobilizes top-tier talent to create high performing cultures.

Experience

Senior Vice President - Investment Management | HNW Client Services
Stanford Partners, Inc.
November 2009 – Present (5 years 11 months) | Greater New York City Area

Hand-selected by Stanford Partners (SP) to direct the strategic integration of the \$350M acquisition of Chatham Investment Management's (CIM) global operations and its 110-person staff. Reported to the Executive Vice President of Investment Management Services, directed four VPs supporting global client relations and managed a 33-member team.

- Facilitated Acquisition Negotiations: Appointed to execute deliverables stemming from the SP/CIM negotiations and served as the intermediary during acquisition negotiations.
- Oversaw the multi-year \$27M technology integration and conversion project to migrate trading operations to an industry-leading data service platform that accommodated the acquired CIM middle market function.
- Managed 2012 P&L, \$35M CIM revenue budget, a main client account for the firm.
- Streamlined Client Services Processes: Developed client relationships, restructured client delivery processes and improved shared service operational controls, increasing profit margins by 2.9%.
- Authorized contractual commitments to provide services or meet deliverables.
- Successfully managed ongoing client service reviews and recorded key performance indicator data, in collaboration with other departments, ensuring client service expectations were fulfilled consistently.
- Collaborated with operations teams to develop and implement recommendations for service improvement.
- Improved Global Risk Programs: Established Key Risk Indicators to guide investment activity, resulting

(Ctrl)

12:59 PM
5/9/2017

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How to Write Your Executive LinkedIn Profile #1

Write a captivating keyword summary

- 1) Cite your achievements using 2000 characters
- 2) Make it clear what you do/are looking for
- 3) Use characters and white space to move the reader through the summary
- 4) Include way to contact you

(Ctrl)

Type here to search

1:00 PM 5/9/2017

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Find

Replace

Select

Editing

(Ctrl)

1:00 PM

5/9/2017

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How to Write Your Executive LinkedIn Profile #2

Give major thought to the 1st 40 summary characters

←Optimal mobile device reading

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1:01 PM 5/9/2017

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Find Replace Select Editing

How to Write Your Executive LinkedIn Profile #3

Use relevant keywords in your headline



Jon Smith
Financial Services COO/SVP | Investment Management | Client Services | M&A Integration | Increased Margins
Greater New York City Area | Financial Services

Current: Stanford Partners, Inc.
Previous: Chatham Investment Management, Chase Beacon Financial
Education: Dartmouth College

(Ctrl)

1:03 PM 5/9/2017

Type here to search

Windows Start button

File Explorer, Edge, Word, Excel, PowerPoint, OneDrive, Mail, Photos, Task View, File History, Task Scheduler, Task Manager, Control Panel, Help & Support, Taskbar icons, Network, Power, Volume, Battery, Signal strength, Date and time.

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How to Write Your Executive LinkedIn Profile #4

Use common company name & keyword optimized past/present employment titles

Get Discovered By Hiring Managers

Senior Vice President - Investment Management | HNW Client Services
Stanford Partners, Inc.
November 2009 – Present (5 years 11 months) | Greater New York City Area

Ensure Profile is in sync with Resume

(Ctrl)

Type here to search

1:06 PM 5/9/2017

The image shows a Microsoft Word document window titled "How to Write Your Executive LinkedIn Profile #4". The document content includes a main title, a subtitle, and two sections of text. A sidebar on the right side of the Word window displays various editing and search functions. Below the Word window, the Windows taskbar is visible, showing icons for various applications like File Explorer, Edge, and Office suite programs. The system tray at the bottom right indicates the date and time as 1:06 PM on 5/9/2017.

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How to Write Your Executive LinkedIn Profile #5

Claim your LinkedIn Vanity URL



Help hiring managers find you easily

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1:08 PM 5/9/2017

Type here to search

Windows Start button

File Explorer, Windows Mail, Edge, Word, Excel, PowerPoint, OneDrive, OneNote, Publisher, Photos, Snipping Tool, Task View, Taskbar icons, Network, Power, Volume, Network, Battery, Signal strength, Date and time.



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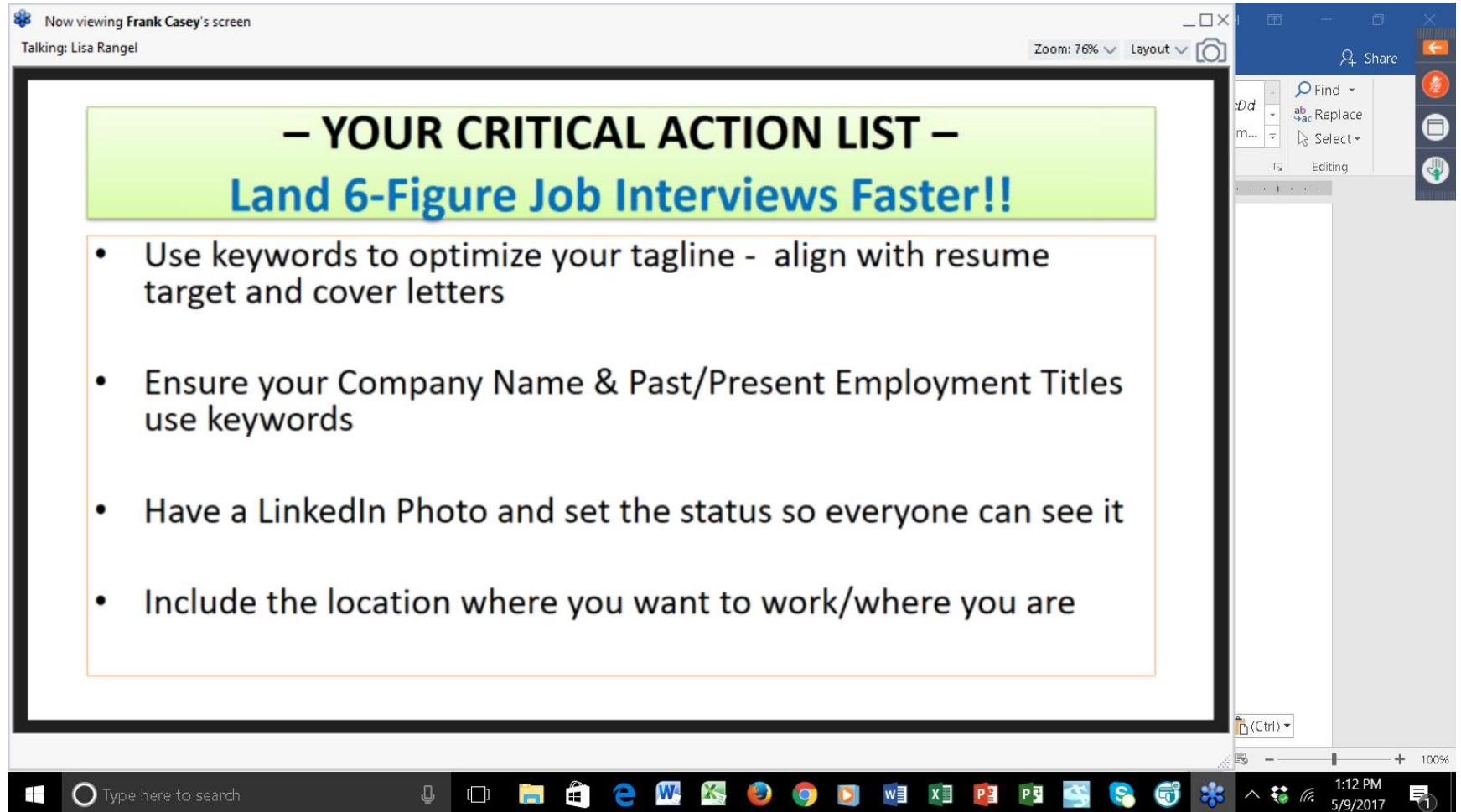
– YOUR CRITICAL ACTION LIST –
Land 6-Figure Job Interviews Faster!!

- Use keywords to optimize your tagline - align with resume target and cover letters
- Ensure your Company Name & Past/Present Employment Titles use keywords
- Have a LinkedIn Photo and set the status so everyone can see it
- Include the location where you want to work/where you are

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Type here to search

1:12 PM
5/9/2017



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Talking: Lisa Rangel

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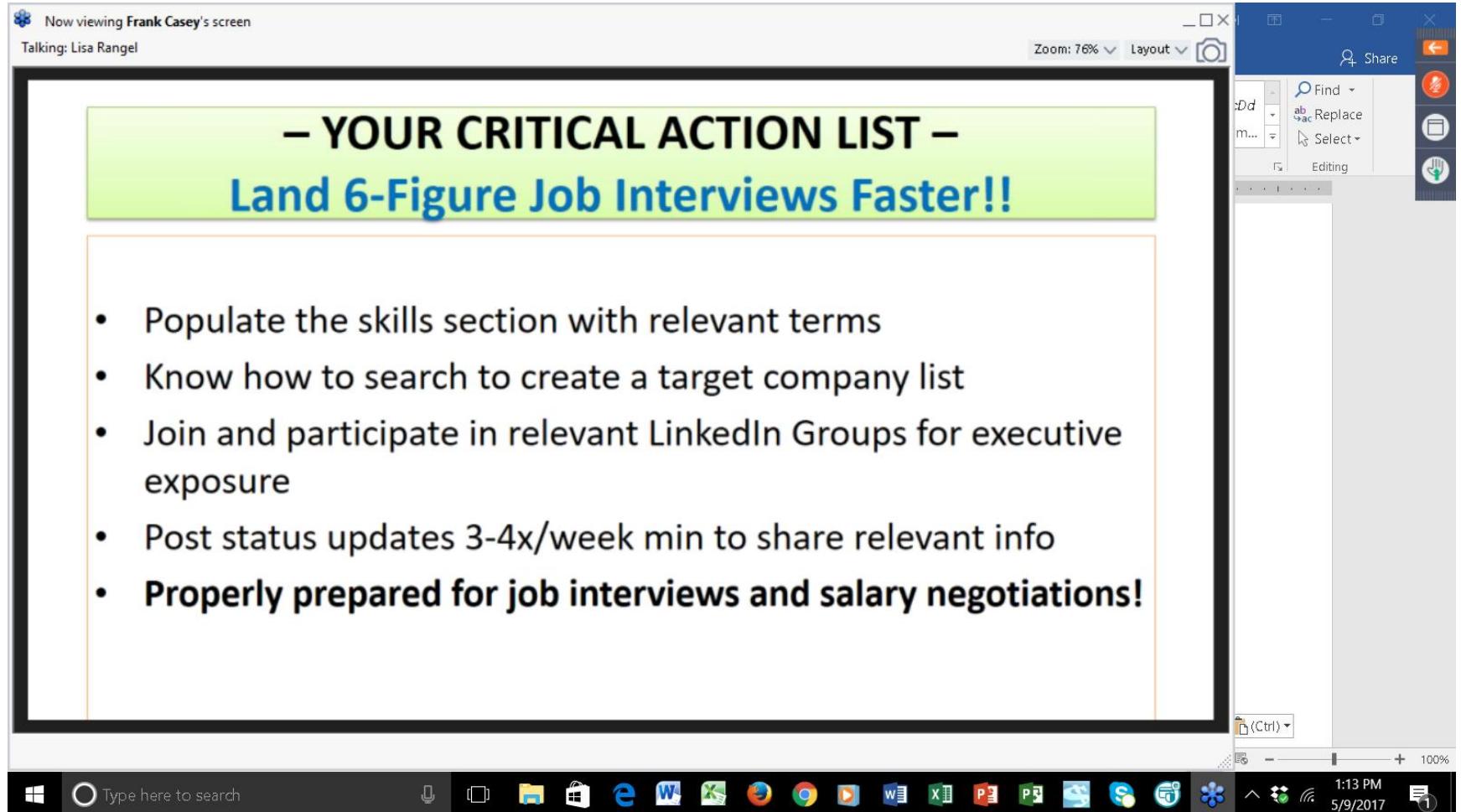
– YOUR CRITICAL ACTION LIST –
Land 6-Figure Job Interviews Faster!!

- Populate the skills section with relevant terms
- Know how to search to create a target company list
- Join and participate in relevant LinkedIn Groups for executive exposure
- Post status updates 3-4x/week min to share relevant info
- **Properly prepared for job interviews and salary negotiations!**

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Type here to search

1:13 PM
5/9/2017



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Create Your LinkedIn Profile To Generate 6-Figure Job Interviews

CRITICAL ACTION #1 – LinkedIn Profile Strategy Session

- Assess best keywords for your target employer or buyer to find you
- Determine your target contact for job or sales lead optimization
- Use effective information gathering tools for achievement building and keyword identification



Lisa Rangel, Executive Resume Writer
Recruiter-Endorsed Executive Resume Writer ■ Official LinkedIn Moderator & Bl...
Cornell University
Greater New York City Area • 500+ connections
Get your LinkedIn Profile written from the consultant LinkedIn hired to advise 600,000+ m...
5,406 Who's viewed your profile 190 Who's viewed your profile
Your Posts

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1:15 PM 5/9/2017