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# How to Write a LinkedIn Summary (About Section) Examples and Tips

Optimize your search terms and tell your career story to rise above the noise and inspire action from readers with your LinkedIn profile.



by [Jon Shields](#)  
September 2, 2021



The LinkedIn summary or “about” section is often under-utilized by LinkedIn users. Many leave it completely blank or type in a short tagline better suited for a [LinkedIn headline](#) or a resume summary.

But whether you’re using LinkedIn to find a job, market your business, or build your professional brand, the summary section is important real estate.

Whereas the headline allows just 120 characters, there are 2,000 characters available in the LinkedIn profile summary. This “about” section could give you between 300-350 words to strengthen your profile by adding some personality, optimizing your search

“IT WAS LIKE THE  
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I WAS  
ABSOLUTELY FLOODED  
WITH CONTACTS AND  
PEOPLE REACHING OUT.”



Kelly, **LinkedIn Optimization** user

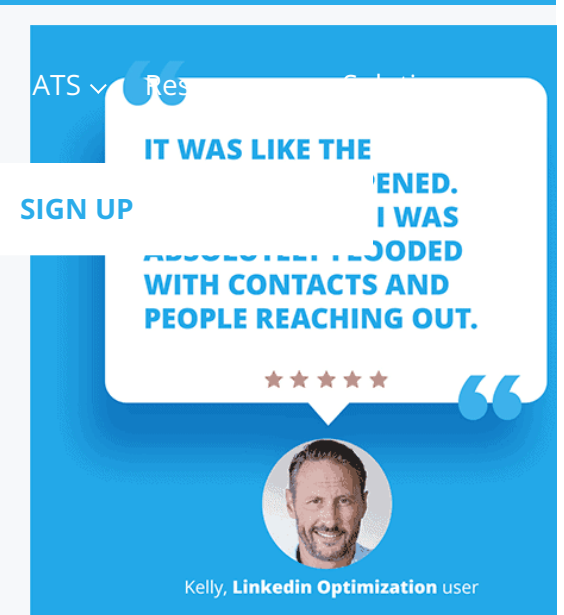
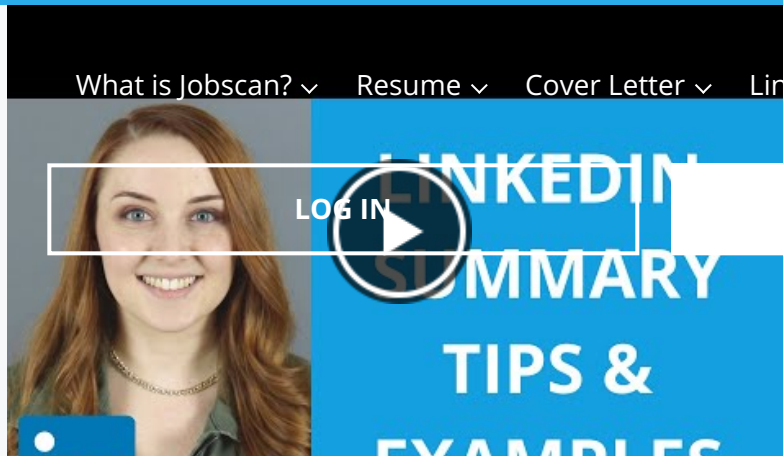
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## Why a good LinkedIn summary matters for your job search

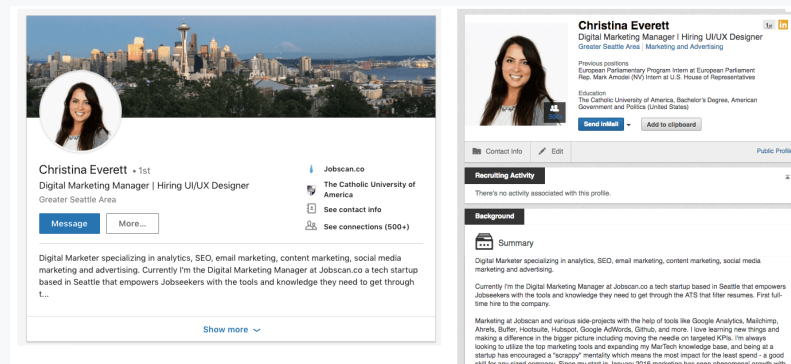
Writing a great LinkedIn profile top-to-bottom is the easiest way to set yourself apart from half a billion other LinkedIn users. Even if you've uploaded a great profile photo, customized your headline, created a [cover story video](#), and detailed your work and education history, leaving the summary blank is a huge missed opportunity for a number of reasons.

## The LinkedIn summary is part of your first impression

The LinkedIn profile summary is one of the first things people see when they visit your profile. It's part of the introductory business card at the top of your profile that also includes your name, photo, headline, most recent company, education, and contact information. This information is "above the fold" on both desktop and mobile, meaning it's one of the first

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When most users visit your profile, they'll see the first 300 characters or so of your summary (and can then click "Read More" to open up the full description). However, LinkedIn Recruiter shows the entire summary by default.

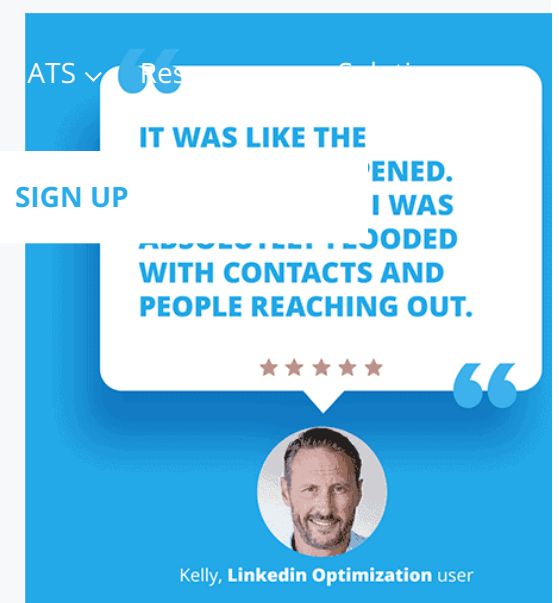


Left: LinkedIn view | Right: LinkedIn Recruiter view

## It's your chance to say "hello"

Compared to other social networks, LinkedIn carries a certain expectation of decorum and professionalism. This expectation varies from industry to industry; regardless, the profile summary section is your best opportunity to inject a little personality into your profile. In an age where [culture fits or culture adds](#) are top of mind, the LinkedIn summary is where you can really let prospective employers see who you are and what you care about.

More than any other LinkedIn profile section, the summary provides an opportunity to address the reader directly and share multiple sides of yourself —



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## LinkedIn uses your summary for search results

When [recruiters search for you on LinkedIn](#), your summary content plays into the results. Your summary is not weighted as heavily as your headline or the job titles and descriptions in your work experience section, however, they can still strengthen your searchability and help you rise above similar candidates.

Using the LinkedIn summary to include terms that a recruiter might plug into a search bar — hard skills, job titles, or industry keywords — increases your visibility and reveals opportunities.

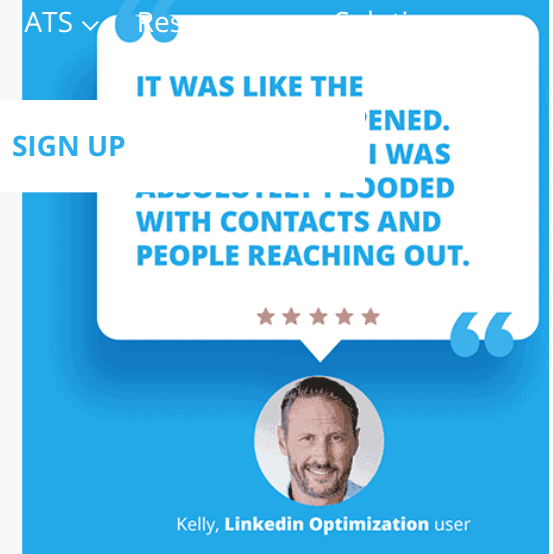
Jobscan's [LinkedIn Optimization tool](#) analyzes your LinkedIn profile against jobs you're interested in and industry data to **show you exactly which keywords you're missing**.

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## How to write a LinkedIn summary for your job search

As alluded to above, a few things that should go into your summary include a catchy hook, your personal story, and optimized keywords.

### Start strong



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characters. That means that those first 300 characters need to be strong enough to grab the reader's attention and make them want to learn more about you.

If you're a creative writer you might start your summary with a catchy hook that invites readers to click "See More." Otherwise, top load your LinkedIn summary with the number-one thing you want recruiters or hiring managers to know about you.

What sets you apart from everyone else? What combinations of skills help you achieve results? Why do you love your work? Answering these questions can help you uncover a compelling opening statement.

## Make your LinkedIn summary keyword rich

Recruiters search for a combination of job titles, skills, and other keywords to find the right candidates. LinkedIn even shows you some of the search queries used to find your profile. On your profile, check out the dashboard underneath your summary. One of the stats will be "search appearances."


Your Dashboard		
Private to you		
All Star		
707	1,413	164
Who viewed your profile	Post views	Search appearances

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Keywords your searchers used

Content

Shopify

Content Manager

Editing + Writing + Writer + Editor + Producer

Content Writer

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If you don't see any search appearances or relevant search terms on your profile, it means your profile keywords aren't optimized for recruiter searches. Review job descriptions that interest you take note of recurring hard skills and keywords. If applicable to you and your career goals, add these words to your summary and profile.

[Jobscan's LinkedIn Optimization](#) tool helps automate this process by comparing your profile to three or more relevant job descriptions. It then shows you which keywords you're missing. These specific keywords tend to be the search terms used by recruiters when looking for candidates.



Writing	3	12
Technical	2	8
Product	2	3
SEO	4	3
AWS	✗	4
Content Creation	✗	4
Editing	3	3
Writing Content	✗	2

LinkedIn Optimization results for my profile.

[Learn more about the tool here.](#)

If you're not much of a writer — and you don't need to be for most jobs — using your summary to list your most important skills and technologies in a bulleted list format is a smart alternative to crafting a narrative.

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## Open up about your career

Your LinkedIn summary isn't the same as a cover letter and it definitely isn't the place for your unabridged biography. However, it is the perfect place to add context to your career trajectory, show off your accomplishments, and dig into what makes you great at your job. This is information that recruiters and prospective employers are interested in knowing.


## What's next for you?

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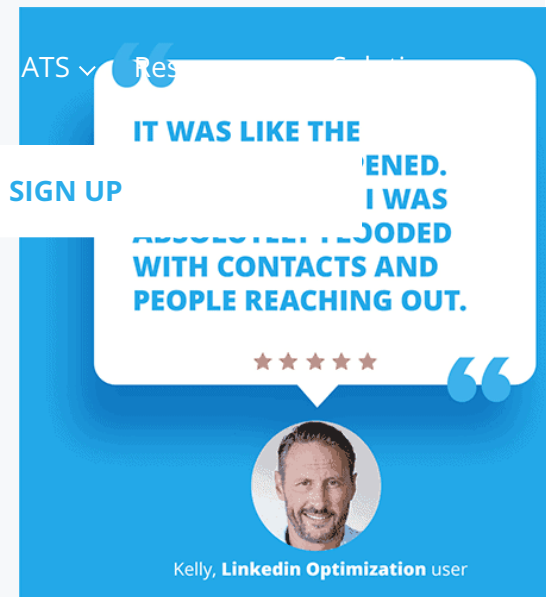
"I want to see the progression of not only what job title and what company you were working for but also a snapshot of the progression of your career," a healthcare recruiter told Jobscan. "I'm also looking for the logic of why you went from this job to the next job. What caused you to make that transition?"

Much of this will be detailed in your work experience sections, but you can use your summary to control the narrative. For example, you might use your summary to share your interest in a specific discipline within your field. Or how you motivate and enable your team as you look to move into a management role. Or your desire to work with companies that make an impact on a specific segment of the community. Placing these ideas in your summary will help color your entire career history.

Controlling the narrative of your career might also look like explaining career gaps or changes, or skills learned through a university setting if you have minimal or no work experience. There are many different ways to express your value and abilities from personal experiences, volunteering, and other training opportunities.

## What are your greatest accomplishments?

Specific accomplishments should be peppered throughout your work experience sections, but the



The advertisement features a blue background with a white speech bubble containing a testimonial. Above the speech bubble, there are navigation links: "LinkedIn", "ATS", "Resume", and "Cover Letter". The testimonial text reads: "IT WAS LIKE THE [REDACTED] ENED. I WAS [REDACTED] ACCIDENTALLY FLOODED WITH CONTACTS AND PEOPLE REACHING OUT." Below the text are five stars and a quote icon. At the bottom of the speech bubble is a circular profile picture of a man. Below the picture, it says "Kelly, LinkedIn Optimization user".

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You can also generalize and get creative with presenting accomplishments in this section in ways you can't in your work experience. For example, if you're a sales manager who has worked with three different companies, you can say, *"Increased regional sales by an average of 72% in my first year at three different companies."*

## Learn more about how to write strong accomplishments:

- [39 Accomplishment Examples](#)
- [Simple Formula for Identifying Key Achievements](#)

## Additional questions to answer in your LinkedIn summary

Using these questions as prompts for writing your LinkedIn profile summary can help show prospective employers what you value, why you're going places in your career, and whether you'd be a great fit for the role.

These six questions can help show your personality and values:

- What are your goals and ambitions?
- What are your guiding principles?

A testimonial graphic for Jobscan. It features a blue background with a white speech bubble containing the text: "IT WAS LIKE THE [REDACTED] ENED. I WAS [REDACTED] ACCIDENTALLY FLOODED WITH CONTACTS AND PEOPLE REACHING OUT." Below the speech bubble are five stars and a quote icon. At the bottom is a circular profile picture of a man and the text "Kelly, LinkedIn Optimization user".

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- Were there any specific pieces of wisdom that you took away from past jobs?
- Is there any unique knowledge you've brought into your industry from other life experiences?
- In what ways do you add to the culture of your workplace?

## Review: LinkedIn summary tips

- Start strong with a catchy opening statement
- Use optimized search terms in your summary
- Don't be afraid to inject some personality into your writing
- Add context to the stages of your career story
- Brag about your accomplishments (don't forget to use specific data and awards!)
- Longer is often better. Utilize as much of the character limit as you can.
- Keep it readable with short paragraphs or bullet points
- Don't go overboard with special characters
- Use a "call to action" at the end



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## LinkedIn Summary and About Section Examples

Here are 13 examples of strong LinkedIn summaries that use different approaches. Take inspiration from these profiles but DO NOT copy them.

[Cal](#), Marketing & Communications Director

My career experience and skills have grown from my childhood hobbies: writing, creating brands and developing marketing collateral. I loved to come up with brand names, design logos and put together "catalogs" for my brands in hopes that I could pitch my parents on letting me start my own skate company. That didn't exactly pan out, but I've been able to convert those passions into reality through various roles in my career.

I began my career leading marketing & communications, sales and project management efforts for the construction and development of over \$50 million in residential assets, through a national housing crisis. From there, I managed a revolving portfolio of national real estate projects exceeding \$5 million in assets for Clayton, one of America's largest homebuilders.

In my free time, I launched an E-commerce business and grew sales by an average of over 100% each year until selling the business in 2016.

I led internal and external communications strategy for Clayton, through a company-wide rebranding effort, implementing new internal communications tools and processes that resulted in an increase of corporate communication satisfaction levels to over 90%, among management personnel. I also managed the brand's external voice, leveraging local, regional and national public relations efforts to boost brand awareness through engaging content and company news, in addition to managing the corporate Instagram account.

In my current role, my client and I earned the 2017 MarCom Platinum Award and 2018 Hermes Creative Platinum Award for our work in launching an international brand in the US — earning click-through rates 400%+ higher than the national industry average through our Google AdWords campaign (resulting in over 22 million impressions and 450,000 clicks) and achieving over 1.2 million targeted national media impressions, as well as a 61% overall growth of the client's company.

Contextualizes his experience with a personal anecdote, shows off entrepreneurial spirit, and peppers dollar signs and percentages throughout.

[Dina](#), Marketing Executive

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Confident opening, context into what makes her passionate about her work, keyword dense, and uses every available character. We don't advise using this many special characters, but the content is very strong.

[Daniel](#), Customer Experience Specialist

Contains personality and a look into his interests, but most importantly demonstrates his process and allows prospective employers to see exactly how he would approach the work.

[Jessica](#), [Software Engineer](#)

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Not everyone is a writer and not every job will care if you can write a narrative in your summary. If you're not sure what else to do, use the summary to clearly lay out your skills, tech proficiencies, and certifications.

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[Alaina C.](#), Social Media Director

Short, easy to read sentences keep this summary moving while still providing important information about who the writer is beyond just a description of their job. This is an excellent example of providing a holistic viewpoint of an individual, beyond just the hard skills.

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[Michelle V.](#), Software Developer

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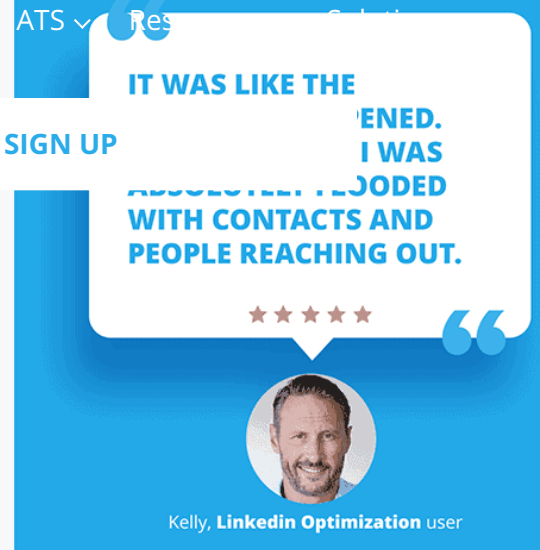
This is an excellent LinkedIn summary for an executive-level employee.

She not only highlights her key skills and accomplishments for quick review, but also provides insight to her leadership style when managing others in the company.

[Alison H.](#), SEO Content Writer


Throwing numbers and percentages in right from the beginning is a great way to grab a readers' attention and entice them to learn more. The psychological insight via the use of personality tests can also lend a different perspective to not only your skills, but how you might approach different situations in the workplace.

## LinkedIn Summary and About Section Examples for Career Changes



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About Section, but don't copy and paste.

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[ATS](#)

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Jacob H., Airline Pilot to Aviation Technical Writer

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Even if you're making what feels like a big jump, you are likely more qualified than you think you are! Try to provide specific examples of how your previous experience is relevant to your new dream role, and the efforts you are putting in to close any gaps in your education or training.

[Michael R.](#), Staffing / Recruiting Account Manager to Software Sales Account Executive





that also are relevant to your new direction can help keep hiring managers focused on the good.

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## LinkedIn Summary and About Section Examples for Students Seeking Internships

Your LinkedIn summary is also important for students who are not yet in the workforce, still working on a college degree, or applying for internships. Here are three examples of how to “work with what you’ve got” and make a great first impression on LinkedIn.


Daniel R., Public Policy Analysis Student

This summary is clear and direct, easy to read, and outlines both the skills gained from university classwork and a previous internship which can help boost confidence in your abilities.

Sarah T., Arts and Culture Management Student

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This is an excellent example of leaning on your personal character qualities and providing clear examples of how they will enhance your ability to do the job well. At the internship level, you don't have to have a ton of experience to be well-suited for the roles. Sharing about your personality and values can be equally important.

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Kelly L., Digital Arts & Sciences Student

Another clever strategy is to expound on the unique learning opportunities you've experienced in college. Study abroad experiences, volunteer work, and personal passion projects can all be useful ways to express the value you have to offer.

Need a little extra help to get your LinkedIn summary looking like these examples? Try Jobscan's [LinkedIn Optimization tool](#) — figure out **exactly which keywords you're missing** for the job you're trying to land.



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