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EXPERT TIPS ON MAKING THE PERFECT LINKEDIN PROFILE

Looking for tips on creating your LinkedIn profile? These tips will help you build your professional LinkedIn profile.

Provided by
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Claudia Germeshausen

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Claudia Germeshausen is the Global Head of Organizational Development for HM.CLAUSE, an ag biotech company. She is responsible for all the strategic processes and programs that support the stages of an employee's life in the organization, from onboarding, learning & development, performance management to succession planning. She also oversees Talent Acquisition for the Americas Region.

Claudia coaches and empowers women on embarking on job searches, preparing for career growth opportunities at work, as well as navigating relationships in the workplace. Connect on IG @claudia.germeshausen.

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Ligia L. Gutierrez

Leadership & Career Coach

Ligia L. Gutierrez helps clients strategize how to upgrade their careers by achieving focus, clarity, overcoming challenges & money mindset blocks, so they are confident and happy.

By providing a soulful and practical structure, clients find a fulfilling career or business that does not sacrifice their personal life. With over 25 years of leadership and personal development experience, Ligia gives her clients a holistic approach to succeed.

Ligia is a Personal Development Consultant, a Management and Leadership Specialist, a Certified Money Breakthrough Business Coach (MBBC), and a Sacred Money Archetype Coach.

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LINKEDIN PROFILE TIPS

1. Pictures are worth a thousand words, and your profile pic on LinkedIn is your first impression. Make sure you use a headshot so that your face is on display.

2. Your background image can be another image you share that represents you. You don't have it compete with your profile image, but you can be creative here.

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3. Your headline is just a few keywords that should describe you and what you do. Try not to use your job title.

4. Your summary gives you a lot of room (2,000 characters) to tell people who you are. You can share what you do and why you love it. You can bring things from your personal life, like hobbies, and highlight key accomplishments. Your last line should include your specialties.

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5. If you're currently working, make sure you turn any profile updates OFF. You don't want to alert people within your network to any tweaks you make to your profile, especially if you are trying to keep your job search on the down-low.

6. Do turn on the notification that alerts recruiters that you're open to opportunities, this will not get back to anyone in your company except your company's recruiters.

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7. Customize the link to your LinkedIn profile with your name and include it in your resume.

8. Request endorsements and recommendations from those you've worked with and provide endorsements and recommendations to others.

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9. Use the feature where you can record the pronunciation of your name. Record your name and include how you can help. You have 30 seconds to create an audio impact.

10. Connect with others in your network and the industry you aim to be a part of.

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