

Make Your LinkedIn Profile Shine!

Building a Clear, Professional LinkedIn
Presence



DIL RESUMES
DIFFERENTIATE • IMPRESS • LAND

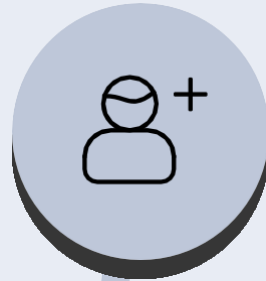




01 Why LinkedIn & How It's Used



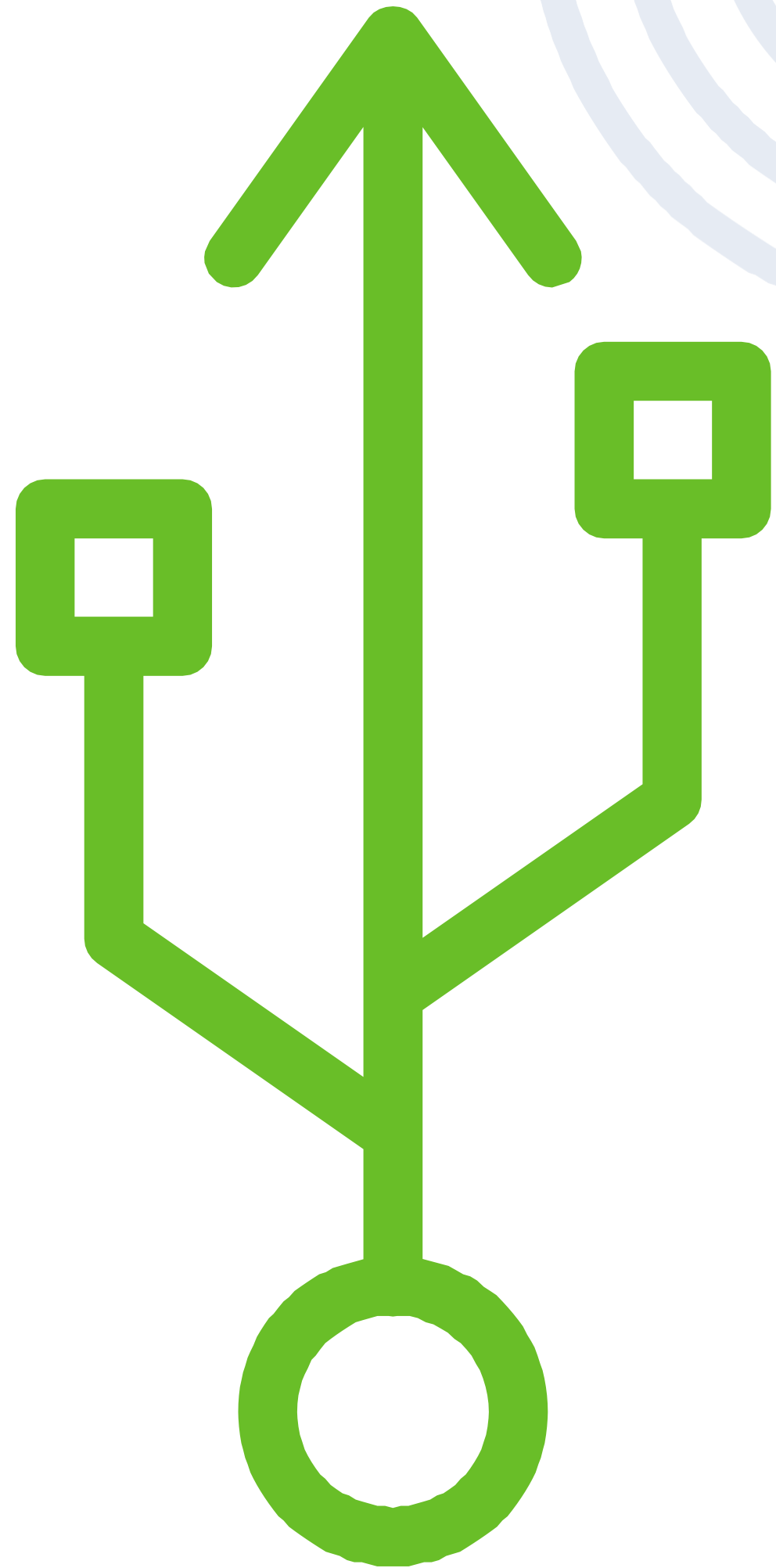
02 Your Profile: Core Sections



03 Growing Your Connections



04 Engaging on LinkedIn



Why LinkedIn & How It's Used

- Increases findability
- Supports professional identity
- Builds your professional network
- Establishes digital footprint

LinkedIn is reviewed quickly. Clarity and alignment matter more than creativity.



How Recruiters Use LinkedIn

- Search for candidates
- Verify resume information
- Scan experience and skills
- Review career progression



Your Profile: Core Sections

- Headline
- About section
- Experience
- Skills
- Education

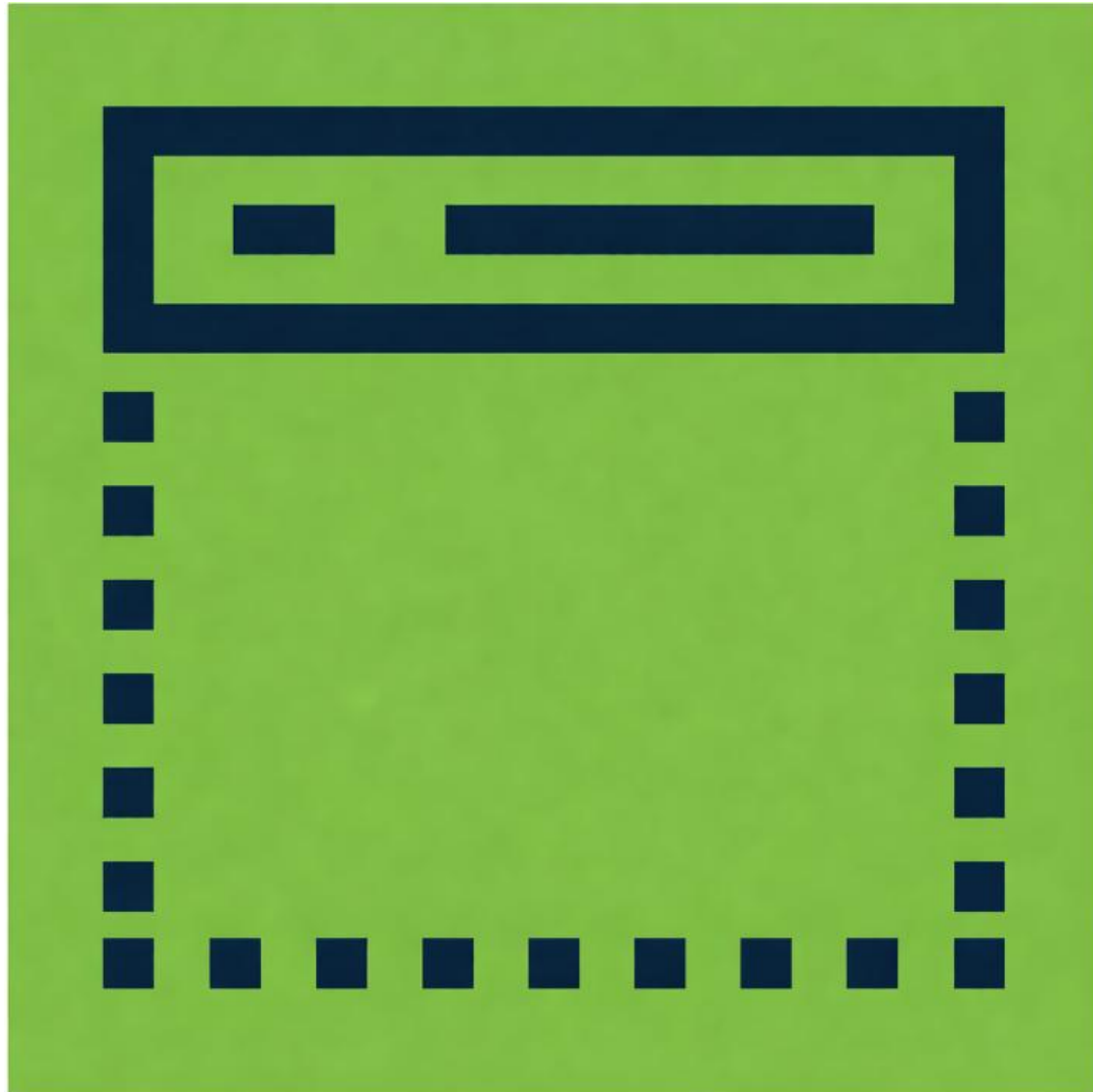


Profile Photo

- Clear, industry-appropriate headshot
- Simple or distraction-free background
- Face clearly visible on desktop and mobile

Background Photo

- Supports your professional identity
- Aligns with your industry role
- Keeps the focus on you





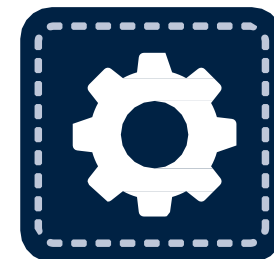
Headline: What it Does

- Clarifies your professional direction
- Helps you appear in searches
- Sets context for the rest of your profile

Headline Styles (Options)



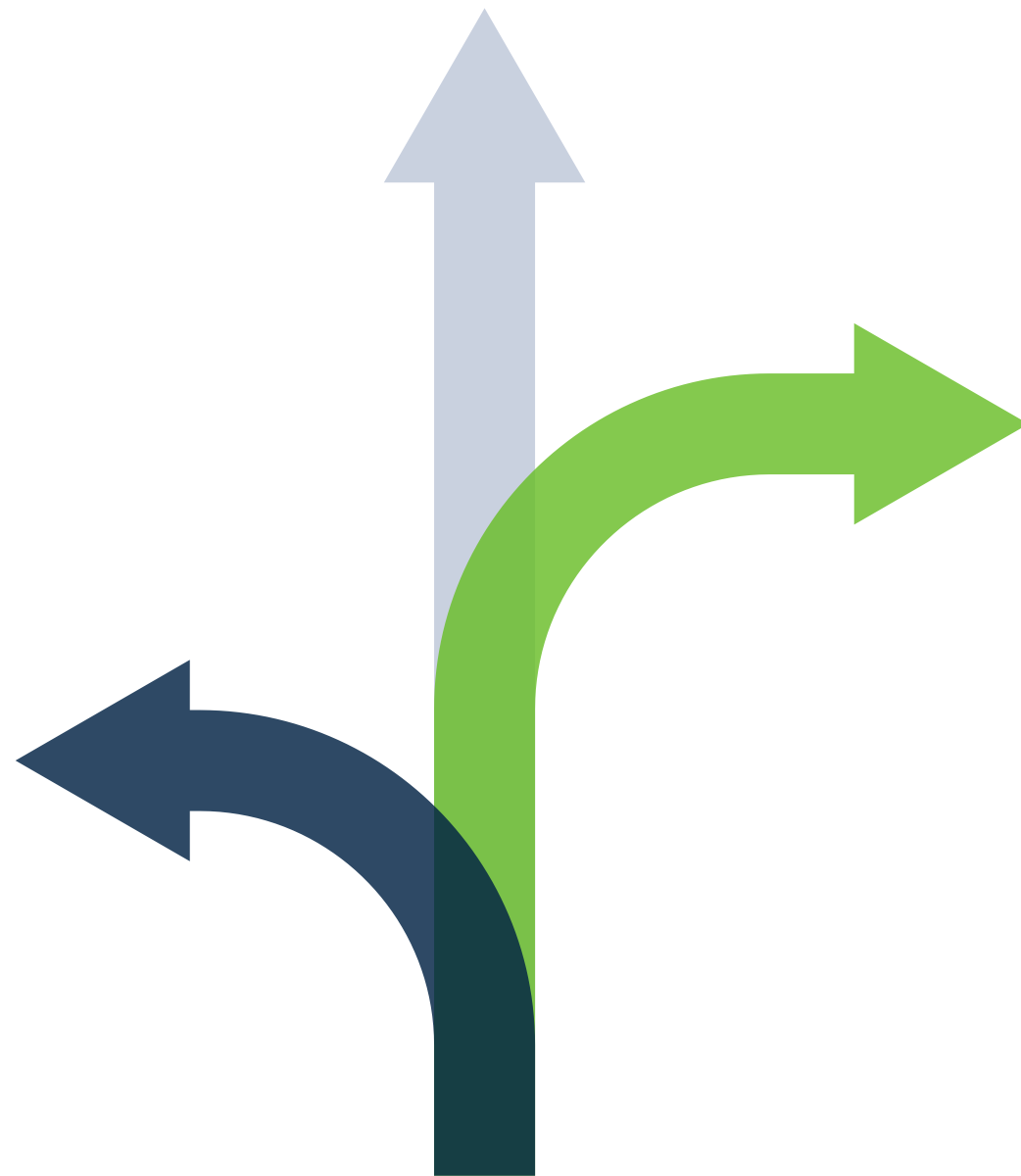
Role focused



Skills focused



Career-transition focused



Headline: How to Think About It



- What is my primary goal?
- Who is my audience?
- What keywords might they use?
- What message will resonate?
- What makes me distinct?

Headline Content Formulas

Focused

[Current/Target Title] | What you do well/what you're known for]

Contextual

[Title] | How you add value] | Industry keywords | [personal angle]

Headline Examples

Focused

*Customer Experience &
Operations Executive | Delivers
results for global financial
services*

Contextual

*Software Engineer | Building
scalable web applications | AI &
cloud enthusiast*



About: What it Does

- Provides professional context beyond your resume
- Explains what you do, how you add value, and where you're headed
- Helps readers decide whether to keep reading

About Styles (Options)



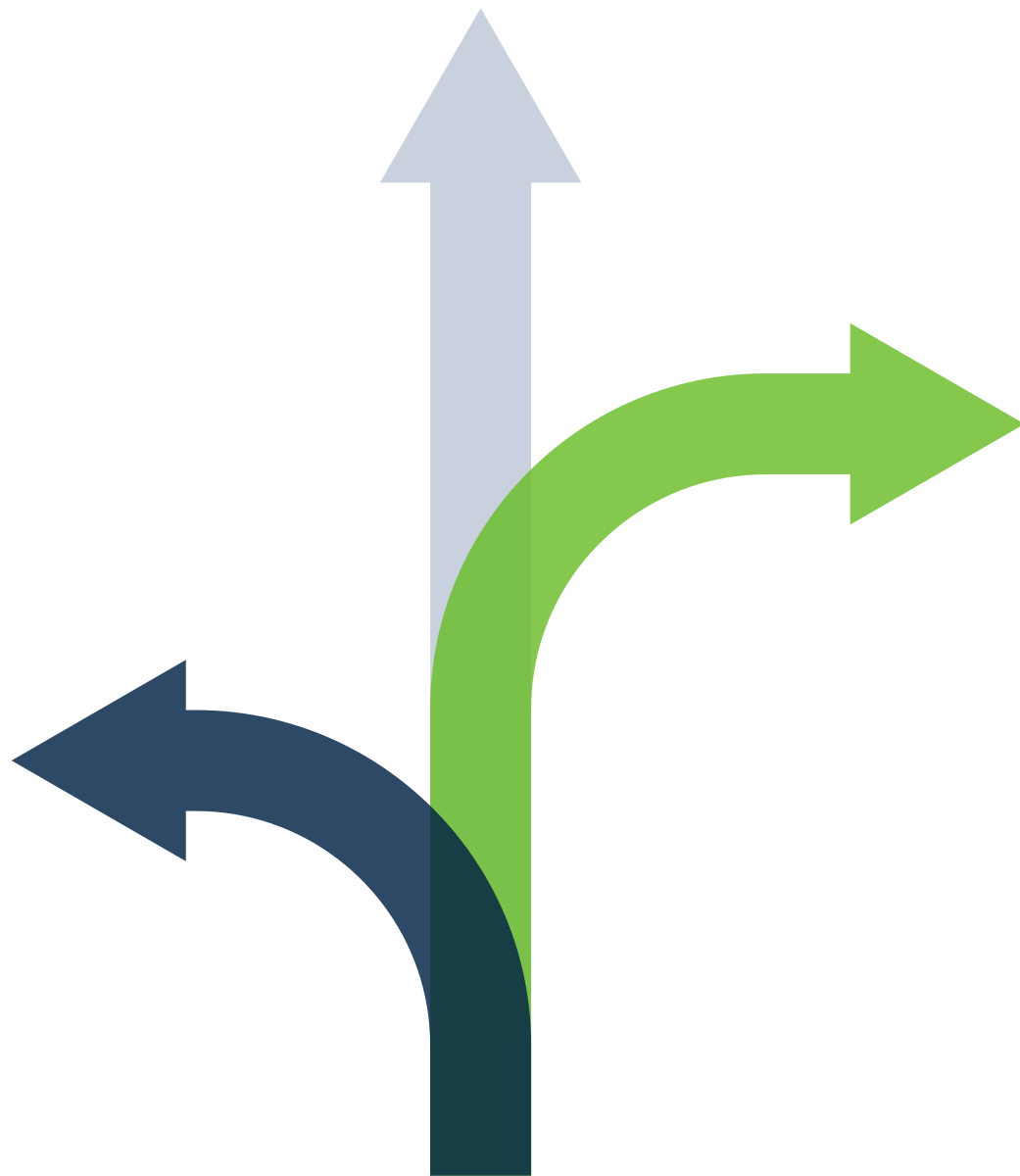
Professional overview



Skills/problem-solving focused



Story-based (optional)



About: How to Think About it

- What is your primary goal right now?
- Who is your audience?
- What do you want them to understand about you



About Style: Professional Overview

Template

I'm a [your job title] with [x] years of experience in [industry], currently focused on [briefly describe your passion or mission].

In my current role at [company], I specialize in [key skills/expertise]. My work involves [brief description of responsibilities].

Over my career, I have [notable achievements]. For example, I [describe a specific achievement with metrics if possible].

I strive to [mission] and [describe how you add value]. My goal is to [your professional goal].

I'm happy to connect with others working in [industry] resources or interested in [your interests].

Example

I'm an HR Coordinator with five years of experience in corporate environments, currently focused on supporting employees through clear, reliable people processes.

In my current role, I specialize in onboarding coordination, HR administration, and records management. My work involves supporting hiring logistics, maintaining accurate employee documentation, and responding to routine HR inquiries.

Over my career, I have supported onboarding, compliance tracking, and internal process improvements. For example, I coordinated multi-hire onboarding cycles while improving documentation turnaround and accuracy.

I strive to support employees and bring structure and consistency to HR operations. My goal is to continue growing within human resources while improving outcomes.

I'm happy to connect with others working in human resources or interested in early-career HR development.

About Style: Skills/Problem Solving

Template

Many organizations struggle with [challenge]. As a [role], I help [teams or organizations] improve [what do you help improve] through [specific tools, methods, or skills].

In my current role as a [role], I support [what do you do?] by [how do you do it?]. I've contributed to [project(s) that helped [achievement/outcome]].

My approach focuses on [practical detection, disciplined investigation, continuous improvement, or similar mindset], ensuring [usable, repeatable, and effective outcomes].

I'm always interested in connecting with others working in [industry].

Example

Many organizations struggle with detecting and responding to security threats in a timely, consistent way. As a Cybersecurity Analyst, I help teams strengthen monitoring and incident response through SIEM analysis, alert triage, and clear documentation.

In my current role, I support day-to-day security operations by reviewing logs, investigating alerts, and escalating incidents based on risk. I've contributed to improved response workflows and clearer handoffs between teams, helping reduce delays and confusion during incidents.

My approach focuses on practical detection, disciplined investigation, and continuous improvement—ensuring security processes are usable, repeatable, and effective. I'm always interested in connecting with others working in security operations, incident response, or threat detection.

About Style: Story-based

Template

Early hands-on experience in [training, clinical, or educational setting] shaped my interest in [field] and how I approach my work.

I'm currently transitioning into [profession] through [program, coursework, or practicum], where I focus on [primary area of responsibility]. In this setting, I support [patients, students, clients, or teams] by [2-3 concrete activities].

Through training and applied experience, I've developed skills in [key competencies]. One experience I'm particularly proud of is [specific example], which reinforced the importance of [skill or outcome].

I bring a focus on [clarity, consistency, safety, or support] and aim to [how you add value] as I continue building my foundation in [field].

Example

Early hands-on experience supporting an aging family member introduced me to the responsibilities involved in caregiving and shaped my interest in healthcare.

I'm currently transitioning into the field through formal coursework and supervised training, where I focus on providing consistent, people-centered support. In this setting, I support patients and interdisciplinary teams by following established protocols, documenting accurately, and communicating clearly.

Through training and applied experience, I've developed skills in organization, attention to detail, and professional judgment. One experience I'm particularly proud of is supporting multiple individuals with competing needs while maintaining accuracy and professionalism, which reinforced the importance of clear communication and reliability.

I bring a focus on consistency, safety, and thoughtful support as I continue building my foundation in healthcare.



Experience: What is Evaluated

- Are role titles clear and aligned with target roles?
- **Impact** → **Action** → **How** format (not just responsibilities)
- Are key skills demonstrated *within* the experience?
- Leverage media to support work, projects, or results



Education: How to Use It

- List degrees completed or currently in progress
- Highlight details that support your career direction
- Use project media to demonstrate skills if limited experience



Skills: How They Work

- Use skills to support your target roles and keywords
- Prioritize skills demonstrated in Experience and About
- Align top skills with how employers search on LinkedIn



Growing Your Connections

- Many roles are never publicly advertised
- Online applications alone rarely create visibility
- Relationships increase access, context, and referrals



Engaging on LinkedIn

- Follow companies and organizations you're interested in
- Light engagement increases profile visibility
- Activity supports networking and name recognition

Next Steps



Complete or update your LinkedIn profile

Build visibility through networking & engagement

Use the handouts to take one next step

Need Help?



denise@dilresumes.com



www.dilresumes.com



www.amazon.com
Search by: Denise Ingledue-Lopez

