



LinkedIn Profile Tips: Make Your Profile Work for You

Your LinkedIn profile is often the **first impression** — sometimes even before your resume. Here's what matters and how to make it count:



Key Sections to Focus On

1. Profile & Background Images

Choose a professional profile photo and a clean, relevant background image. These are visual cues that shape your credibility in seconds.

2. Headline

Your headline should be clear, not just stuffed with buzzwords.

Example:



“Strategic Leader | Agile | DevOps | JavaScript | Team Player”



“Technical Project Manager driving enterprise cloud initiatives across fintech and healthtech sectors”

3. Job History

- Use job titles that are easy to understand
- Provide clear, results-focused descriptions
- Include well-chosen, relevant keywords (but avoid keyword stuffing)

4. Dates

Be strategic about formatting dates to make sure they work in your favor, not against you.

5. Skills, Licenses, and Certifications

Make sure they're current and relevant. Prioritize skills you're actively using or targeting.

6. Supporting Sections

Include publications, volunteering, and hobbies if they reinforce your professional brand. These humanize your profile and help spark conversation.



Visibility Settings

- Check that your profile is visible

GTechNY

www.gtechny.com

- Enable notifications so your network sees key updates
 - Adjust headline/post visibility to increase exposure without oversharing
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Stay Active

Don't just build your profile — **use it.**

Posting occasionally — even resharing articles with commentary — gives people a reason to visit your profile and remember you.

Need further help?

For full resume builds, strategy, and presentation upgrades, visit [GTechHelp Services](#)