



Resonating Resumes

**Go There! Coaching
and
Resonating Resumes**

**Presents a
Creating Change Series Module:**

**Building Your
LinkedIn Brand**

A Laura Geduldig and Lisa Carman event

Building Your LinkedIn Brand

I. Section by Section Best Practices

A. Customize your **LinkedIn URL** address

Examples:

<https://www.linkedin.com/in/annmariejacobsen/>

<https://www.linkedin.com/in/andre-iervolino-strategist/>

<https://www.linkedin.com/in/lisacarman-resumes/>

B. Develop a targeted **Headline**

Examples:

Vice President /Sr VP | Marketing Strategy | Business Intelligence | Predictive Analytics |
Enterprise Strategy & Growth

Executive Resume Writer | LinkedIn Writer & Coach | Personal Branding | Key Note Speaker |
Career Transition Training

Chief Operating Officer / VP / Sr Director | Operations Management | Program Delivery | Project
Management | Quality Management

C. Consider a professional **Headshot Photo** and **Background Image** that speaks to you

D. Write a [Summary](#) that portrays who you are and what you offer (product and industry knowledge, skills, expertise, character traits, personality...)

E. Build out your [Experience](#) to provide context for what you offer

F. Create a targeted [Skills Section](#) with your “Top Skills” identified in order to receive Endorsements for those ‘target’ skills

G. Give and Request [Recommendations](#)

i. Who can I ask?

ii. Who would I recommend?

H. [Follow](#) companies of interest and industry leaders

II. The Key to Key Words

III. The Problem with Privacy

A. Privacy Settings

B. Your Dashboard

Contact Lisa Carman to start the conversation and launch your professional brand.

