

Swink's Welding

Employee LinkedIn Guide



Why LinkedIn?



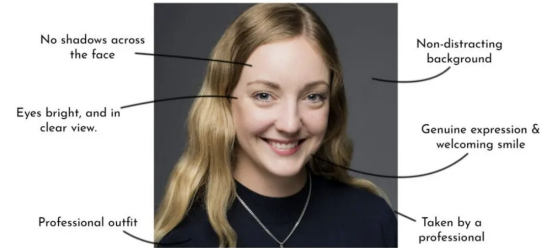
- Maintaining a consistent presence on LinkedIn is crucial for building and nurturing your professional network, showcasing your expertise, and staying top-of-mind with potential employers, talent, and clients.
- LinkedIn is the biggest B2B network in the world.

LinkedIn Accounts

- Each Office Employee will have their photo taken, and be given a banner.
- Once they receive their photo and banner, they will create their account, following the guideline presented in this powerpoint.

Photo & Banner

Signs Of A Great LinkedIn Headshot

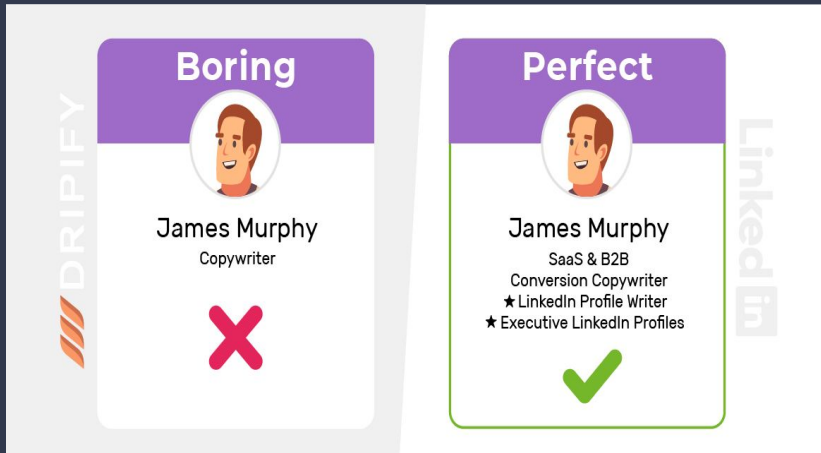


The Keys to a Successful Profile

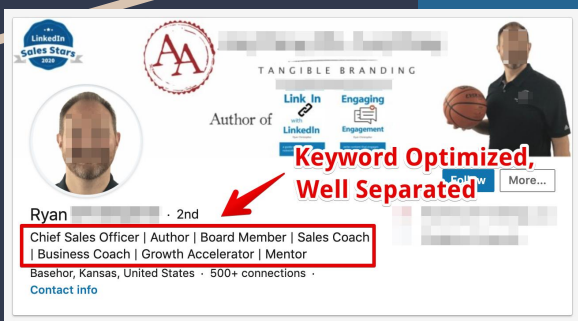
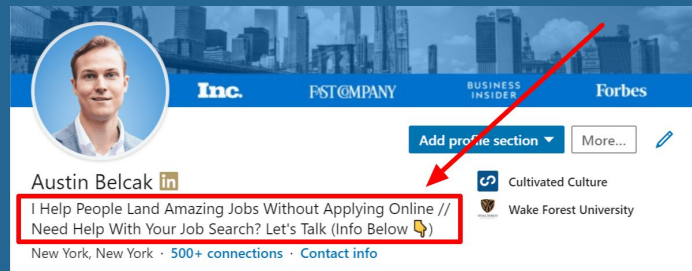


- Good headline
- Completed job experience
- Completed education, if applicable
- Completed about section
- Added location
- Posting daily
- Commenting on others content
- Good photo & banner
- Completed and endorsed skills section
- Organizations, if applicable
- Licensing and Awards

Headline



- Headline must include your current job title, company name, profession, keywords, and hook factor.
- Ex: Account Manager at Wall Street | Sales, Customer Service, & Investment Expert | 100M plus and counting in successful investments



The Good

The Bad

The Ugly

1. Branded Background Photo

2. Professional Headshot

3. Attention Getting Headline

4. Over 500 Connections

5. Contact Information Filled in with Customized URL

6. Compelling, interesting About section using a natural, conversation tone

7. Clear Call to Action to provoke your reader to REACH OUT

8. Multimedia Work Samples that Showcase Your Abilities

Donna Serdula | Speaker, Author, Consultant

LinkedIn Profile Writer | Author | Speaker | Workshop Facilitator | Brand Strategist | Transform your future today!

New York, New York · 500+ connections · Contact Info

Profile Writer | Vision Board Media | LinkedIn

It doesn't matter who you are or what you do, it's not easy to write about yourself. You can manage complex projects, sell pens to sharks, or lead exceptional teams... but sell yourself? That's HARD!

Besides, do you even have the time (or desire) to write your LinkedIn profile yourself?

You know this: People are Googling you. Your LinkedIn profile is your digital introduction & first impression to the world. If your LinkedIn profile doesn't showcase your skills or portray you as a polished professional, you are letting the ultimate opportunity just slip away.

Do you know what makes a LinkedIn profile stand out from the crowd?

Well, I do.

My name is Donna Serdula & in 2009, I pioneered my LinkedIn profile optimization & I have helped OVER FIVE THOUSAND professionals from all over the world tell their story & build a powerful professional brand.

We help you take control of your online presence & present yourself in a way that inspires, impresses, & builds confidence in your abilities, products, & services.

Whether it's a powerful LinkedIn profile for yourself or your team, we craft engaging, targeted, & highly compelling content that gets you NOTICED & FOUND for the right opportunities.

Stop trying to figure it out on your own. It's time to transform your professional portfolio that brands and markets you.

SERVICES

- Learn more about our LinkedIn profile writing services linkedin.com
- Add a resume: LinkedIn-Makeover.com/resume-linkedin-profile-writing/
- Call me, I ANSWER MY PHONE: 215-839-0008

Jason Alba

Organize your job search, own your career! Empowering professionals with [www.JibberJobber.com](#)

Greater Salt Lake City Area | Internet

More Impt

No titles

why??

bigger

hidden

?

Current: I'm on LinkedIn - Now What?? | JibberJobber.com

Previous: The National NetWorker, Nuvek, Varsity Contractors

Education: Idaho State University

500+ connections

albjason@gmail.com

www.linkedin.com/in/jasonalba/

ACTIVITY

Contact Info

ic rd h ma

Senior Project Manager at [Redacted] Ltd

United Kingdom | Financial Services

Previous: Y Lo Ltd

Education: [Redacted] University

Connect | Send InMail

372 connections



About Section

A ship is always safe at the shore,
but that is not what it is built for.
Albert Einstein

Adler Merveille • 3rd

Partnerships + Sales | Consumer + Digital Media | Client
Partner @ Twitter

Greater Los Angeles Area

Message

Twitter

University of Michigan -
Stephen M. Ross School of...

See contact info

500+ connections

Business-minded partnerships and sales professional with a broad consumer marketing background. Well versed in brand and passionate about audience and revenue growth. My industry focus and interest lies at the intersection of consumer, tech, and media/entertainment. Past experiences include a range of marketing, innovation, business development, and sales roles across CPG, marketing services, tech/telco, startups, and sports industries.


I'm at my best when I'm continually tackling complex problems, uncovering new insights and creative business opportunities, and driving a team of diverse perspectives towards a unified vision. And I'm quite passionate about finding a way to do all of this while helping people along the way!

Show less

- 1 to 3 paragraphs - no more.
- Explain your current job, industry, profession, and your ambitions.
- What separates you from everyone else?
- Add something small regarding your personal life, only if it makes you objectively look good.
 - Examples: college athlete, volunteer in free time, sports coach.
- DO NOT include hobbies. “I love traveling”, “Love eating & drinking wine”, “I enjoy watching the Dodgers”. This is not a dating profile.


Job Experience

Experience +




Marketing Consultant | Growth, Digital and Marketing Strategy
Freelancer
2013 – Present · 7 yrs
Australia

I help mid-sized to large organisations like Salesforce, Oracle, Zalora, Dayspring, MinMed (and more) develop + execute growth strategies. Companies choose to work with me for my ability to drive demand up and increase customer lifetime value.



Head Of Marketing
Value Investing College
2016 – 2018 · 2 yrs
Singapore

Led the marketing and sales department in a coordinated effort to hit revenue targets. Strategies include both online & offline activities. Tactics: Facebook Ads, Content Syndication, LinkedIn Ads, Sales prospecting and cadence development.



Demand Generation | Account-Based Marketing | Digital Marketer | Contract Role
LinkedIn · Contract
2015 – 2016 · 1 yr
Australia

Key responsibilities are to develop, manage and execute digital marketing campaigns on LinkedIn sales solutions. Well versed with the entire suite. I'm super passionate about B2B ads.

- Must be completed fully
 - Must add dates, location, and summary!
- This is your digital Resume
- You can skip jobs irrelevant to your career.
 - Example: Dishwasher for 6 months when you were 16

Education

- Fill out Education completely as if you were writing a Resume.
- Only add BA and above. DO NOT add GED.

Education



Butler University

Bachelor of Business Administration - BBA, Marketing

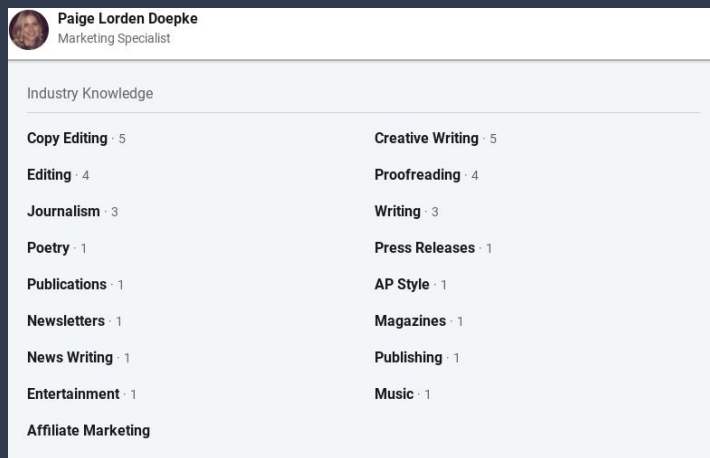
2014 - 2019

Grade: Graduate

Activities and societies: Entrepreneurship and Innovation Club, President - Vice President - Lemonade Day Chair -
- Sigma Chi Fraternity, Derby Days Chairman -- Greeks Education Awareness Resource (GEAR) Rep, Peer Educator

Skills: Strategy · Problem Solving · Time Management · Professional Networking

Skills Section

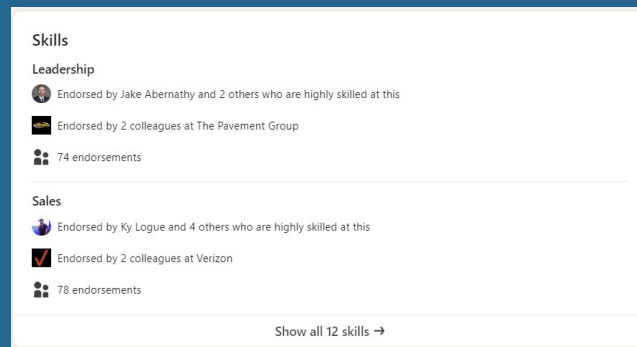


Paige Lorden Doepke
Marketing Specialist

Industry Knowledge


Copy Editing · 5	Creative Writing · 5
Editing · 4	Proofreading · 4
Journalism · 3	Writing · 3
Poetry · 1	Press Releases · 1
Publications · 1	AP Style · 1
Newsletters · 1	Magazines · 1
News Writing · 1	Publishing · 1
Entertainment · 1	Music · 1
Affiliate Marketing	


- Look for skills section on LinkedIn and begin filling in skills
- Put in a minimum of 10
- List only skills that are already listed on LinkedIn
- Endorse 3 skills from your coworkers account




Skills


Leadership


 Endorsed by Jake Abernathy and 2 others who are highly skilled at this


 Endorsed by 2 colleagues at The Pavement Group

 74 endorsements

Sales

 Endorsed by Ky Logue and 4 others who are highly skilled at this

 Endorsed by 2 colleagues at Verizon

 78 endorsements

Show all 12 skills →

Organizations

Organizations

Challenge Detroit Fellowship

Fellow - Sep 2019 - Present

 Associated with Challenge Detroit

Challenge Detroit cultivates diverse, innovative, community-minded leaders from the city and across the country, fostering their talents to support local initiatives that move Detroit forward... [...see more](#)

Sigma Chi Fraternity

Member - Derby Days Chair - Community Service Chair - Campus Involvement Chair - Jan 2015 - Present

 Associated with Butler University

-Derby Days Chairman: Responsible for planning annual fundraiser that resulted in raising over 18 thousand dollars in the initial kick off week and over 21 thousand in total ... [...see more](#)

Show all 3 organizations →

- If you have been involved in any organization or currently active in an organization then list them in the organization section.
- Examples include: Fraternities, Volunteer work, Boy Scouts, etc.

Licensing & Awards

Licenses & certifications



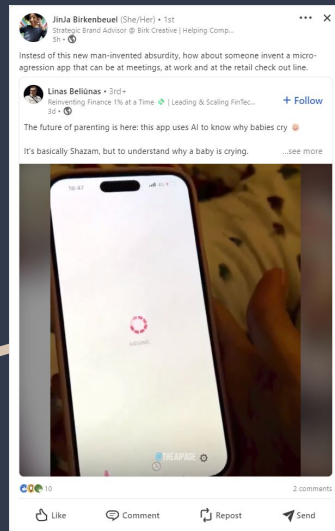
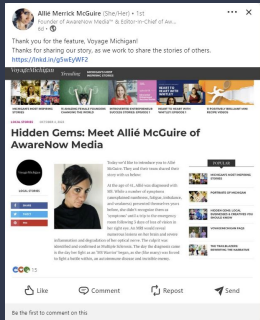
VSP
VMware
Issued Mar 2019



VTSP
VMware
Issued Mar 2019

- If you have a license, such as a CPA or Contractor's License, then list it in the license & certification section.
- If you have awards, list these in the awards section.
- This is crucial for separating yourself from others on LinkedIn.

Daily Activity on LinkedIn



- All office employees are required to make one post per day and comment on two post per day.
- Keep it relevant & keep it professional.
- Target those who are in the industry.
 - Example: Architectures, Contractors, others who work in construction.
- Ideas on what to post.
 - Reshare Swink's Welding post and write your thoughts.
 - Discuss trends in the industry.
 - Share what you are working on that day.
 - Always remember - Entertain, Educate, or Motivate!

Recap!



- Create LinkedIn once you receive your photo & banner
- Fill out your profile correctly as directed in this powerpoint
- Be active on LinkedIn
- Be professional & keep it relative

If you have any questions please email
me at

connorkovack@gmail.com