MARTIN Recruitment Inc.

COMPLIMENTARY LINKEDIN PROFILE GUIDE

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INTRODUCTION

This complimentary LinkedIn profile guide is a short, step-by-step guide to help junior and intermediate professionals build a simple and effective LinkedIn profile. It is not meant to cover every feature LinkedIn offers. Rather, it covers the things that matter most when you are looking for your next role.

Before we begin, there is one important detail everyone must understand.

> Your LinkedIn profile is often the first impression you make, before anyone has seen your resume.

Recruiters and hiring managers search LinkedIn every day to find people. When you apply for a job, many employers will also look you up to learn more about you.

An effective profile does two things:

- **It helps the right people find you.**
- **It backs up your resume.**

Like your resume, your profile should be professional, honest, and genuine. Represent yourself authentically. The goal is for the right people to find the real you.

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BASICS

Before you work on any one section, get these basics right. They apply to every profile, at every level.

COMPLETE EVERY SECTION

Recruiters search LinkedIn using job titles, skills, and locations. The more complete your profile is, the more searches you will show up in. A half-finished profile is easy to skip.

MATCH YOUR RESUME

Your job titles, companies, and dates on LinkedIn must match your resume. Employers compare the two. If they do not line up, it raises questions.

KEEP IT CURRENT

Update your profile every time you change roles, earn a certification, or finish a major project. Do not wait until you are looking for a job.

REMEMBER IT IS PUBLIC

Your profile, your activity, and anything you post can be seen by recruiters, hiring managers, and your current employer. It is all part of your professional reputation.

PROOFREAD

Read every section out loud. Then ask someone else to read it. Spelling and grammar mistakes stand out even more on a public profile.

PROFILE PHOTO & BANNER

Your photo is the first thing people see. LinkedIn says members with a profile photo receive up to twice as many profile views.

YOUR PROFILE PHOTO

- Use a clear, recent photo that looks like you today.
- Your face should fill most of the frame, from the shoulders up.
- Dress the way you would for an interview.
- Use good lighting and a plain, uncluttered background.
- Make sure you are the only person in the photo.
- A professional headshot is great, but a well-lit phone photo against a plain wall works too.

AVOID

- Cropped group photos, vacation photos, and selfies.
- Filters, sunglasses, and busy backgrounds.
- Old photos that no longer look like you.

YOUR BANNER

The banner is the wide image behind your photo. Replace the default with something simple and professional, such as your city skyline, your industry, or a clean solid colour.

HEADLINE

Your headline is the line under your name. It shows up in search results, in connection requests, and next to every comment you make. LinkedIn gives you 220 characters.

By default, LinkedIn fills it in with your current job title and company. That is a missed opportunity. Use it to tell people what you do and what you are good at.

HOW TO WRITE IT

- Start with your job title, or the job title you are targeting.
- Add your main areas of expertise, using the words recruiters search for in your field.
- Add your industry or specialty, if it helps.
- Separate each part with a vertical bar (|) so it is easy to read.

AVOID

- Buzzwords with no proof behind them, such as guru, ninja, or rock star.
- Writing “Unemployed” or “Looking for work” as your whole headline. Tell people what you do instead.

EXAMPLE

> Intermediate Accountant | Month-End Close, Reconciliations & Audit Preparation | Construction & Professional Services

ABOUT

The About section is your chance to tell your professional story in your own words. Unlike a resume, it is normal to write it in the first person, using I and my. LinkedIn gives you 2,600 characters.

Only the first few lines show before someone clicks to read more, so make your opening lines count.

WHAT TO INCLUDE

- **Who you are:** your profession and your years of experience.
- **What you do:** the work you do and the areas you know best.
- **What you have achieved:** your biggest accomplishments, with real numbers where you can.
- **What drives you:** what you enjoy about your work, and what matters to you in your career.
- **What you are looking for:** the type of role or opportunity that interests you, if you are open to one.

TIPS

- Write it the way you would talk about yourself to a hiring manager: professional, but genuine.
- Use short paragraphs so it is easy to read on a phone.
- Include the skills and keywords recruiters in your field search for, as long as they are true.
- Give real detail. A one-line About section tells the reader very little.

EXPERIENCE

Your Experience section should mirror your resume. Recruiters and hiring managers will compare the two.

FOR EACH ROLE

- Use your exact job title, the company's official LinkedIn page, and your start and end dates.
- Set the employment type, such as Full-time, Contract, or Temporary.
- Add the location, or note if the role was remote or hybrid.
- In the description, list your duties, responsibilities, projects, and accomplishments, the same way you would on your resume.
- Add the skills you used in that role.

PROMOTIONS

If you were promoted, add each title as its own position under the same company. LinkedIn will group them together, which clearly shows your growth.

MEDIA

You can attach links, documents, or images to a role, such as a published article or a project you can share publicly. Never share anything confidential from a current or past employer.

EDUCATION, LICENCES & CERTIFICATIONS

These sections confirm your credentials. Many recruiters filter their searches by designation or certification, so make sure yours are listed.

EDUCATION

- Add each post-secondary institution, your credential, and your field of study.
- If you are still in school, add your expected completion date.
- Match what is on your resume.

LICENCES & CERTIFICATIONS

- Add every professional designation and relevant certification, such as CPA, P.Eng., PMP, or First Aid.
- Include the issuing organization and the date you earned it.
- Add a credential ID or link if you have one, so employers can verify it.
- Add your designation after your name if it is part of how you are known professionally.

SKILLS & RECOMMENDATIONS

SKILLS

Recruiters search by skill. The skills on your profile help you show up in the right searches.

- Add the technical skills, software, and areas of expertise that matter most in your field.
- Look at job postings for the roles you want, and add the skills they ask for, as long as you actually have them.
- Pin your most important skills to the top.
- Only list skills you can confidently talk about in an interview.

RECOMMENDATIONS

A recommendation is a short written reference that appears on your profile. A few strong ones add real credibility.

- Ask people who directly supervised or worked closely with you.
- Ask them personally, and tell them which role or project you would like them to speak to.
- Offer to write one for them in return, if it makes sense.

CONTACT INFO & CUSTOM URL

CUSTOM URL

LinkedIn gives every profile a web address with a string of random numbers and letters at the end. You can change it to something clean, such as linkedin.com/in/janesmith, in your public profile settings.

- Use your name, or a simple version of it.
- Add your custom URL to your resume and your email signature.

CONTACT INFO

- Add a professional email address, so recruiters can reach you outside of LinkedIn.
- Set your location to your city and province, so you show up in local searches.
- Only share the information you are comfortable making visible.

OPEN TO WORK

LinkedIn's Open to Work feature lets you tell recruiters you are looking for a new role, and which roles and locations interest you. You choose who can see it.

YOUR TWO OPTIONS

Recruiters only	Only recruiters using LinkedIn's recruiting tools can see that you are open. It is not shown on your public profile.
All LinkedIn members	Anyone can see that you are open, and a green #OpenToWork frame is added to your profile photo.

IF YOU ARE CURRENTLY EMPLOYED

LinkedIn takes steps to hide your Open to Work status from recruiters at your current company, but it says it cannot guarantee complete privacy. Keep that in mind before you turn it on.

BE SPECIFIC

Add the job titles, locations, and work arrangements you are actually interested in. The more accurate your preferences are, the better the opportunities you will hear about.

ACTIVITY & NETWORKING

A strong profile gets you found. An active network gets you remembered.

BUILD YOUR NETWORK

- Connect with current and former coworkers, managers, classmates, and clients.
- Connect with recruiters who specialize in your field, including your recruiter at Martin Recruitment.
- Follow the companies you would like to work for.
- When you send a connection request to someone you do not know well, add a short personal note explaining why you want to connect.

BE ACTIVE

- Comment thoughtfully on posts in your industry.
- Share articles, insights, or milestones that matter to you professionally.
- Congratulate people in your network on new roles and achievements.

YOUR REPUTATION

Everything you post, like, comment on, or share is visible and becomes part of your professional reputation. Recruiters and hiring managers will see it.

COMMON MISTAKES

These are the mistakes we see most often. Any one of them can cost you an opportunity.

1. **No profile photo, or the wrong one.** A clear, professional photo makes a real difference.
2. **Leaving the default headline.** Tell people what you do and what you are good at.
3. **An empty or one-line About section.** Use it to tell your professional story.
4. **A profile that does not match your resume.** Titles, companies, and dates must line up.
5. **An outdated profile.** Keep it current, especially your current role.
6. **Missing dates or descriptions.** Every role needs dates and real detail.
7. **Listing skills you do not have.** You will be asked about them.
8. **Spelling and grammar mistakes.** Proofread every section.
9. **Generic connection requests.** Add a short personal note.
10. **Forgetting that it is public.** Everything you post is part of your professional reputation.

LINKEDIN PROFILE CHECKLIST

YOUR PROFILE

- ☐ Clear, recent, professional profile photo.
- ☐ Professional banner in place of the default.
- ☐ Headline that says what I do and what I am good at.
- ☐ About section that tells my professional story, in real detail.
- ☐ Every role listed, matching my resume: titles, companies, dates, and descriptions.
- ☐ Education, licences, and certifications added.
- ☐ Relevant skills added, with the most important pinned to the top.
- ☐ At least one recommendation requested.

YOUR SETTINGS

- ☐ Custom URL set, and added to my resume.
- ☐ Professional email and location added to my contact info.
- ☐ Open to Work preferences set, with the right visibility.

YOUR NETWORK

- ☐ Connected with my recruiter at Martin Recruitment.
- ☐ Following the companies I would like to work for.
- ☐ Proofread the whole profile, and had someone else read it.