



BUILDING
A WINNING
PROFILE



fortra
executive search



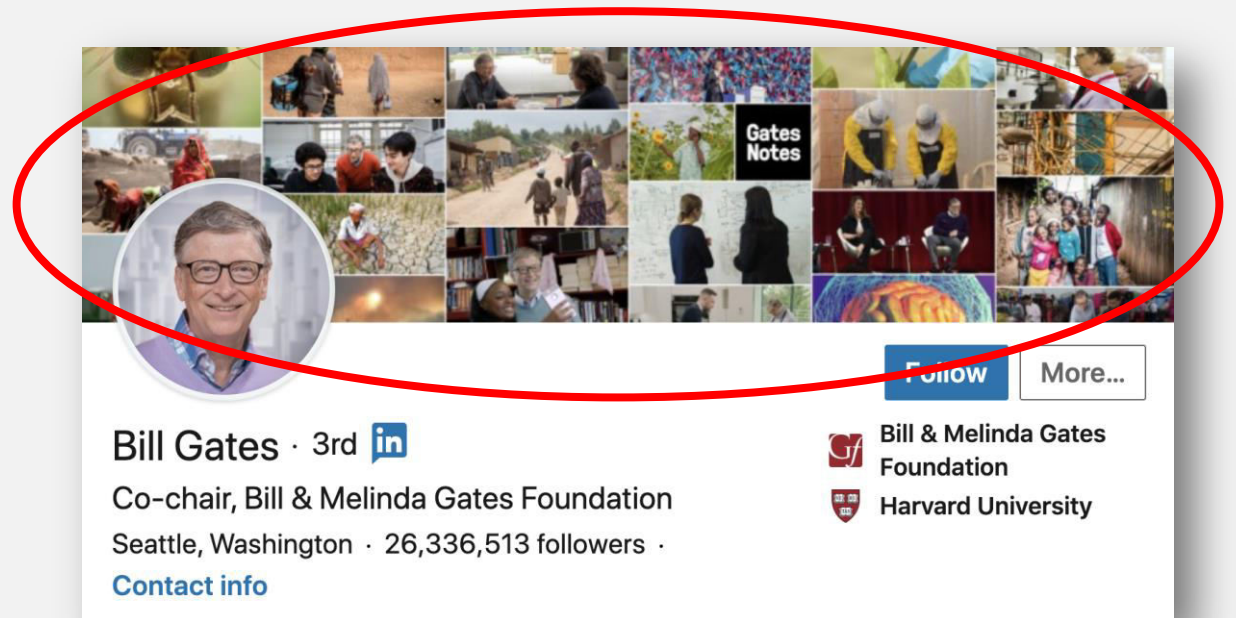
JOB SEEKER GUIDELINES

- LinkedIn *IS* your resume. Nobody reads an old-school CV anymore.
- Make it interesting, compelling and complete.
- LinkedIn is your professional profile, associate it with your personal email, not your work email.
- Pay for an upgraded LinkedIn account for maximum functionality and networking opportunities.
- Set your account to “Open to be seen by recruiters” so you can be found.
- Set your profile settings to public.
- Be sure that your connection settings are open so people can contact you.

SHOW YOUR BEST SIDE

Profile Pictures Matter

- Use a professional, high-resolution, close-up, square picture of your face between. Size should be at least 400x400 pixels.
- A headshot taken by a photographer is best.
- Color or black-and-white are both ok.
- Crop the photo close-in to your face so it's clear on mobile.
- Let your cover photo make you more interesting! Don't leave it to default. 1584x396 pixels.




YOUR HEADLINE

What do you do?

Your Headline will be viewed
more than the rest of your profile

Two options:


- Your current title
- Your value, i.e. “I help private companies build a robust, reliable sales funnel.”

Jeff Matthews · 2nd 

Head of Sales for LinkedIn Learning Solutions in Europe, Middle East, Africa and Latin America

Ireland · 500+ connections · [Contact info](#)

[Connect](#) [Message](#) [More...](#)

 LinkedIn
Wilfrid Laurier University



IMPORTANT SETTINGS

- Include your real first and last name.
- Select your current position from the pull-down menu, this allows you to be found more easily.
- If appropriate, select “include education” in your introduction.
- Include your current geographic location.
- Include as much contact information as possible.
- Make sure you can be contacted outside of your email. Include personal email and phone, not associated with your work email.

ABOUT SECTION

Tell Your Story

- This is your bio, your written profile. It's how people get to know you.
- Make it interesting or you may lose the reader before they get to your work history.
- Write it in first person.
- Limit of 2600 characters. The first 20-25 show on mobile and the first 300 or so on desktop before cutting to "Read more..." so make those count!
- The summary is a secret SEO goldmine. Consider loading this section with keywords (highly searched terms for your position or industry).
- Consider adding some bullets on your specialties at the bottom.

About

At Fortra Search, my primary focus is working with venture capital firms to help place the sales and management teams of their portfolio companies. I specialize in searches for Executive Sales and revenue-driving teams and have deep experience in filling VP of Marketing, VP of Engineering, and VP of Product positions.

Prior to Fortra Search, I had eight years of successful executive search experience at Riviera Partners. Prior to Riviera, I had 12 years of technology sales and sales management



FEATURED SECTION

- Show your talents through publishing.
- Highlight interesting articles
- Showcase posts, links and blogs.
- Include case studies.
- Share videos, photos of professional events or speaking engagements.
- List awards or recognition.

EXPERIENCE

- Provide a complete professional history—Don't omit positions or companies in the last ten years. Jobs prior to ten years ago can be listed, no detail needed.
- Use accurate titles as they'll be checked by recruiters and hiring companies.
- Provide details about scope of your responsibilities and size of organization.
- List accomplishments in context of responsibilities.
- Scrub all confidential information like budgets, names of other employees, etc.
- Use your own voice, you can still show the type of person you are in this professional section.
- **KEEP THIS SECTION UP TO DATE**—even if you don't plan to change jobs.

Experience



LinkedIn

9 yrs 8 mos

- **Senior Director of Sales for Learning Solutions for EMEA + LATAM**

Oct 2016 – Present · 3 yrs 7 mos

County Dublin, Ireland

I am honoured to be responsible for leading the enterprise strategy and revenue for our Learning Solutions business in Europe, Middle East and Africa.

Our vision is to create economic opportunity for the global workforce through transformative learning.

- **Field Sales Director for DACH, Nordics, BENELUX and Growth Markets (Africa, CEE and Turkey)**

May 2015 – Oct 2016 · 1 yr 6 mos

Dublin

Leading enterprise (field) sales for our Talent Solutions business throughout Northern Europe (DACH, BENELUX and Scandinavia) and our growth markets (primarily Central/Eastern Europe, Turkey, and South Africa).

[...see more](#)

EDUCATION LICENSES & CERTIFICATIONS

Just the facts.

Universities

- Most recent at the top.

Degrees

- Majors, minors, undergraduate, graduate

Licenses & Certifications

- Include credentials

Education



Stanford University Graduate School of Business

MBA
2001 – 2003



University of California, Berkeley

BA, Political Science
1988 – 1992
Activities and Societies: Phi Beta Kappa, Magna Cum Laude, Semester at Sea



Semester At Sea / ISE

1991 – 1991

Traveled around the world on a floating university. Multiple country study, interdisciplinary coursework, and experiential learning. Life changing experience.

Licenses & Certifications



Introducing Robotic Process Automation

LinkedIn
Issued Feb 2020 · No Expiration Date

[See credential](#)



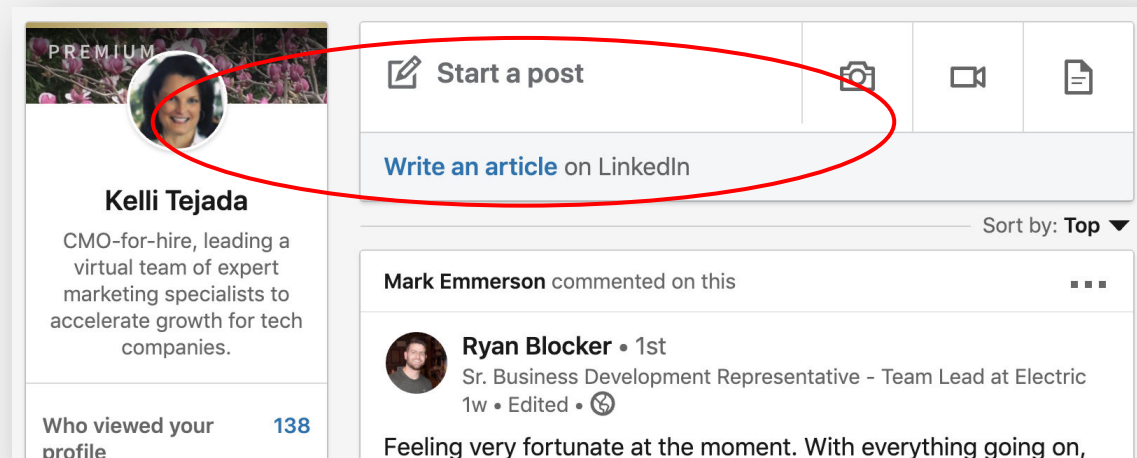
ROUND OUT YOUR PROFILE

- Skills and Endorsements
 - Choose 3 -5 Top Skills – Members of your network will endorse you in these skills over time.
- Recommendations
 - Ask your network, colleagues and co-workers to endorse you. They may ask you to do the same. It's best practice to ask for recommendations personally rather than using LinkedIn's "Request a Recommendation" feature.
- Interests
 - This section shows every influencer page, group, or school you follow or belong to.
- Accomplishments
 - Awards, patents, languages, organizations, licenses and certifications

KEEP IT FRESH

Make LinkedIn Work for You

- Don't set it and forget it. LinkedIn works for people who actively participate in it...just like any other social network.
- Add anyone new you meet in a professional context.
- Expand your network by connecting with past colleagues.
- Check and respond to your messages from your connections.
- Check your feed, liking, commenting on, and sharing posts from others.
- Post to your own feed once per week. Post an article once per month
- Join a group and participate.
- Search and apply for jobs, if you're looking. Make sure your settings show you're open to be contacted about opportunities.





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