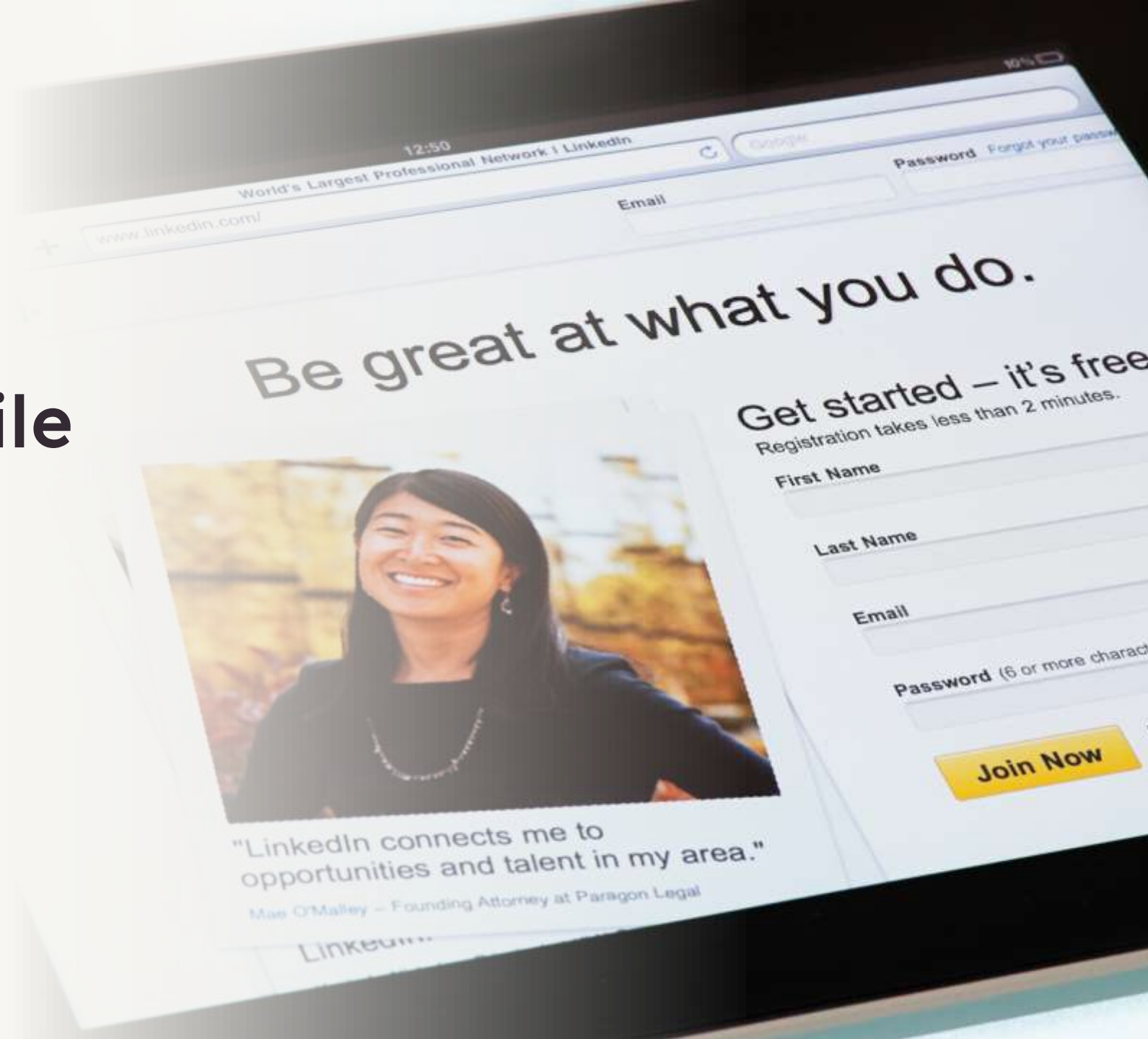


Creating a Strong LinkedIn Profile





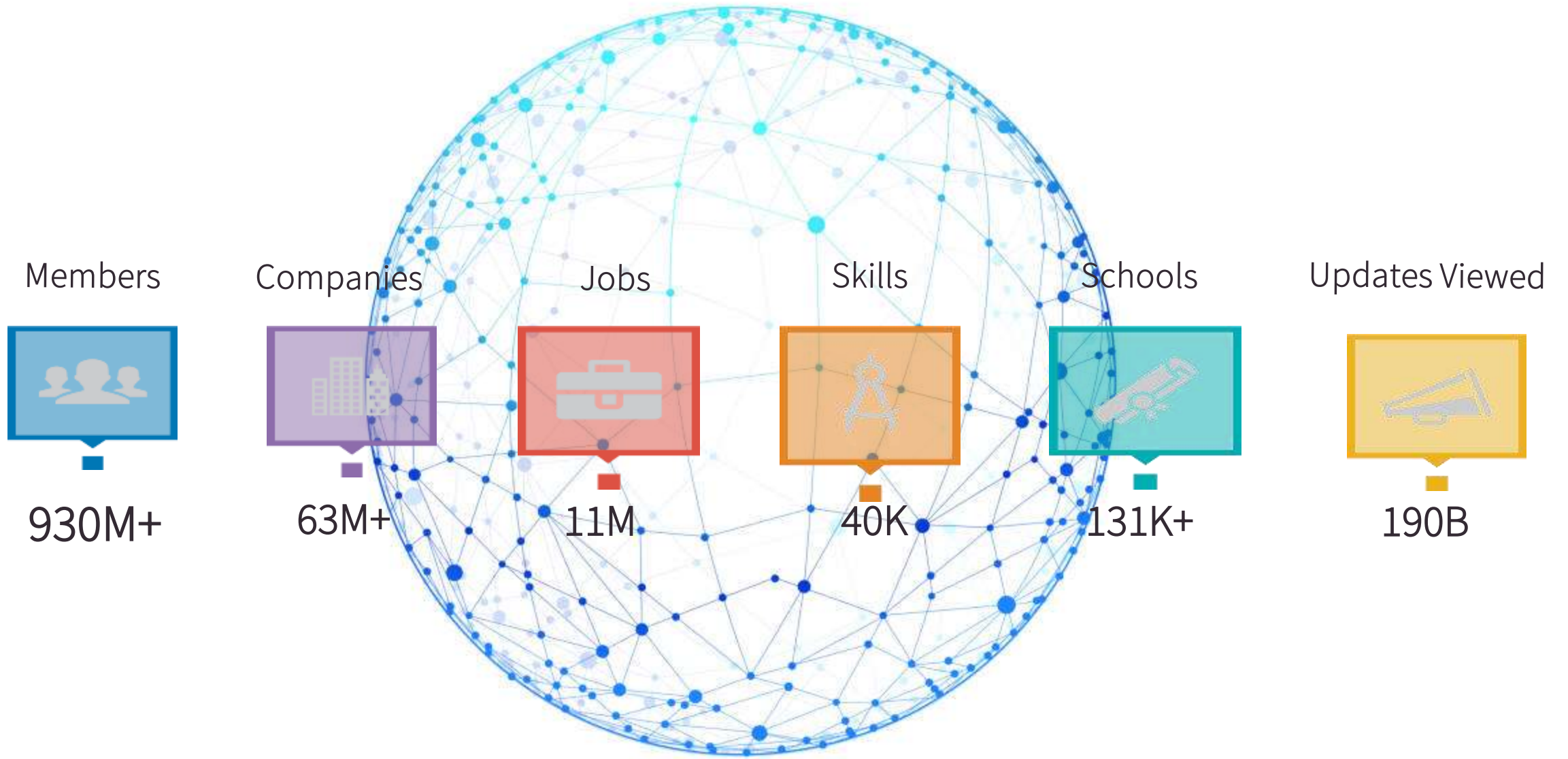
Learning Objectives

Leverage insights about how to build and maximise your LinkedIn profile.

Discover how to increase your visibility on LinkedIn in your area of expertise.

Explore how you can set up your job search preferences.





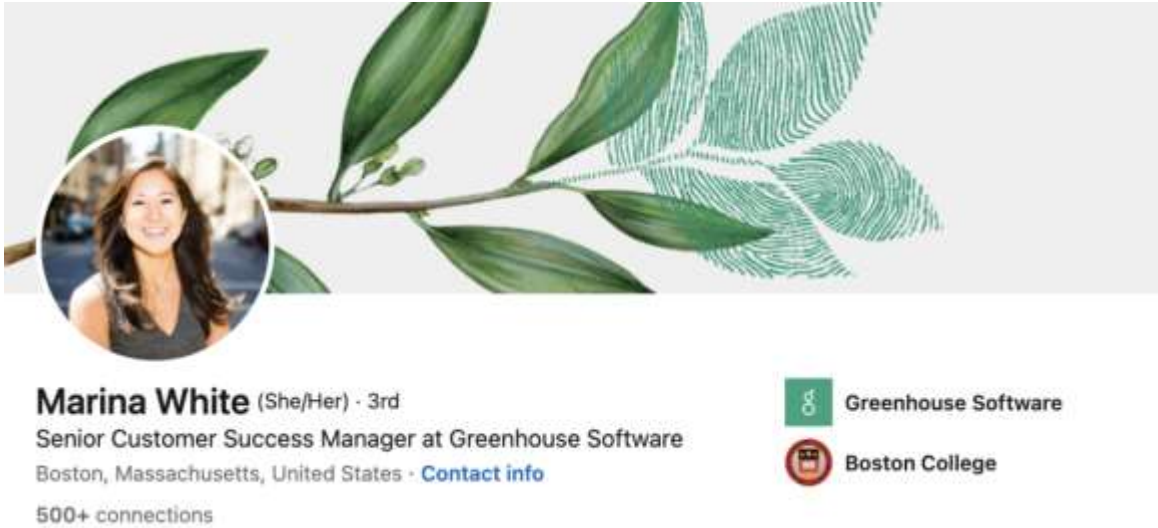


What is the #1 Activity on LinkedIn?

Viewing Connections' Profiles



➤ Profile Photo



1

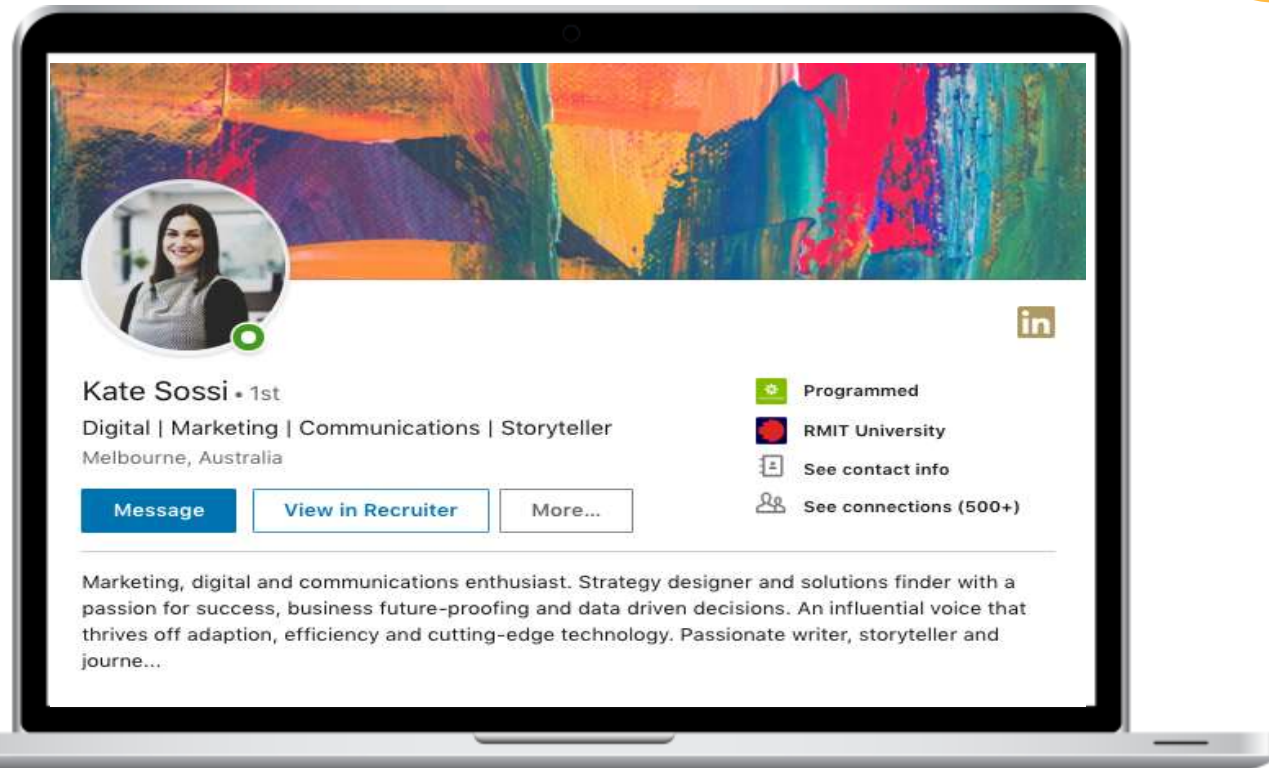
Add a
professional photo

14x

More views with a profile photo than without

2

Putting a compelling background photo





Hasan Ahmed

Multimedia & Emotion Architect

San Francisco Bay Area | Graphic Design

Current LinkedIn

Previous HAI Freelance, Zodiac Aerospace, Centric Media

Education San Jose State University

Send a message

View in Recruiter

359

connections



Karyssa Magann

UX Designer, Animal Whisperer & Presentation Guru

San Francisco Bay Area | Graphic Design



Mike Gamson

Passionate about investing in people

Chicago, Illinois | Internet



Reid Hoffman

Entrepreneur. Product Strategist. Investor

San Francisco Bay Area | Internet



**Write an attention-grabbing
headline**

**Explain what it is you do by showing
your passion and value**



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Multimedia & Emotion Architect

San Francisco Bay Area | Graphic Design

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connections

Background

About

🌟 Recognized as a Top 100 DEI Leader in 2021 by Mogul

As a Global HR Executive, I activate an organization's unique opportunities to align culture, processes, and systems to maximize the investment in its people.

Having held roles at multibillion-dollar global brands and unicorn startups, I've developed proven strategies which positively impact the physical, mental, and financial wellbeing of employees. Using real-world examples and leading industry practices, I consult, coach, and facilitate workshops that empower HR and People Leaders to more effectively connect the value of their talent with the mission of their organization.

I frequently speak on the topics of Benefits Equity and Centering the BIPOC employee journey for transformative employee engagement.

Contract Designer

KMidori Design & Easy Art Co.

November 2007 – Present (7 years 6 months) | San Francisco Bay Area

User Experience Designer

LinkedIn

December 2012 – December 2014 (2 years 1 month) | Mountain View, California

1 recommendation



4

**Draft a
compelling
"About" story**

**You can use your Career Profile from
your resume here**



Experience

User Experience Designer

LinkedIn

May 2014 – Present (1 year) | United States

► 1 project



Filmmaker/ Multimedia Designer

HA! Freelance

January 2013 – April 2014 (1 year 4 months) | United States



Klien Epstein & Parker F/W 13 Perfect Imperf...



Carapace Custom Wetsuit Kickstarter Camp...

Multimedia Designer

Zodiac Aerospace

2012 – April 2014 (2 years)



Mr. Ahmed was part of an in-house design team which was responsible creative design He was directly responsible for various multimedia needs, including but not limited to: web development, photography, motion graphic concept and design, video concept and production. Mr. Ahmed was initially hired for internal photo documentation and graphic design, however after displaying proficiency in video production, motion graphics and web development created a position for himself as multimedia designer.

Notable Projects

Concepting and creating video piece for ISIS Bin to be used by sales team at customer pitches.

Tasks

5

Detail your past
work experience

12x

More profile engagement than those
without



Experience

User Experience Designer

LinkedIn

May 2014 – Present (1 year) | United States



► 1 project

Filmmaker/ Multimedia Designer

HA! Freelance

January 2013 – April 2014 (1 year 4 months) | United States



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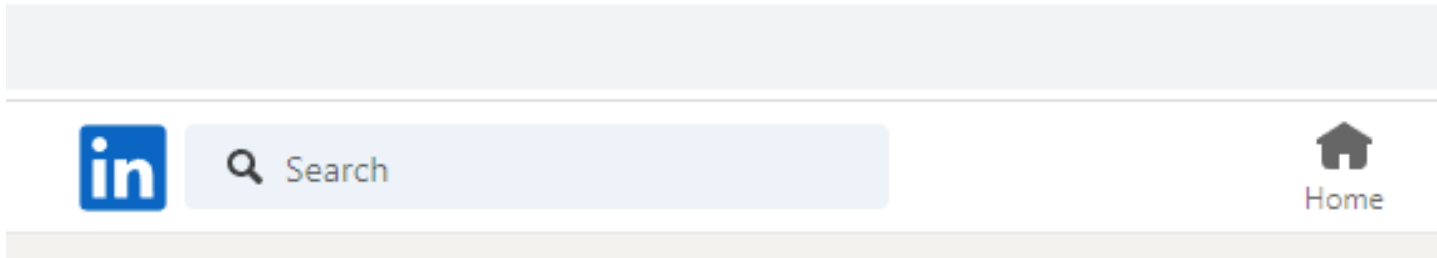
Tasks

6 You can add examples of your work in photos presentations & videos

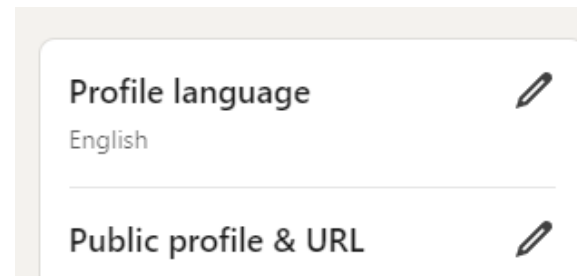
Give a dynamic, visually appealing representation of your professional story



Personal LinkedIn URL



- Use in your resume
- Share with others
- More professional





Notable Projects

Concepting and creating video piece for ISIS Bin to be used by sales team at customer pitches.

Tasks



Skills

Top Skills

40	Graphic Design	+		▶
27	Photography	+		▶
25	Illustrator	+		▶
23	Advertising	+		▶
19	Video Production	+		▶
16	Logo Design	+		▶
15	Music Production	+		▶
15	Typography	+		▶
12	Adobe Creative Suite	+		▶
10	Sound Design	+		▶

Hasan also knows about...

10	Graphics	+	9	Web Design	+	9	Digital Photography	+			
8	Art Direction	+	7	CSS	+	7	InDesign	+	7	Creative Direction	+
7	Layout	+	6	Motion Graphics	+	5	Wide Format Printing	+			
5	Commercial Product...	+	5	Digital Printing	+	4	Print	+			

7

Add skills and get endorsed for them

Include a mix of high level and niche skills



Volunteer Experience & Causes

Designer

East Palo Alto Charter School

2007 – Present (8 years) | Education

I've worked on a variety of design projects for EPACS, from identity systems, to apparel, to posters for fundraising.

Board Member; Co-Chair, Marketing & Communications Committee

LinkedIn for Good for Employees

January 2015 | Economic Empowerment

Shaping stories and experiences that inspire LinkedIn employees to engage with opportunities for social impact.

<https://linkedinforgood.linkedin.com/>

Opportunities Hasan is looking for:

- Joining a nonprofit board
- Skills-based volunteering (pro bono consulting)

Causes Hasan cares about:

- Children
- Education
- Environment
- Health
- Science and Technology

Organizations Hasan supports:

- [Sierra Club](#)



Include Volunteer Experiences & Causes



Other Inclusions

Education



Swinburne University of Technology

Master of Business Administration - MBA Exec, Business Administration and Management, General

2017 - 2019



Swinburne University of Technology

Grad cert of applied business

2016 - 2016



RMIT University

International Trade

1992 - 1993

Show all 4 education →

- Location
- Education
- Licences and Certificates
- Accomplishments
- Recommendations



Also....

Build your connections

Join groups

Share or publish posts

Follow organisations

Check your privacy settings





Set up Job- seeking Preferences

The screenshot shows the LinkedIn Privacy settings page. The 'Privacy' tab is selected in the top navigation bar. On the left sidebar, 'Job seeking preferences' is highlighted. The main content area lists several settings related to job seeking:

- Job seeking preferences**
- Job application settings** (Change): Choose what information LinkedIn saves when you submit a job application.
- Let recruiters know you're open to opportunities** (Change Yes): Share that you're open and appear in recruiter searches matching your career interests.
- Signal your interest to recruiters at companies you have created job alerts for** (Change No): This will be applied for companies that you have created job alerts for.
- Sharing your profile when you click apply** (Change Yes): Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking apply.
- Commute preferences** (Change): Set commute times and get job recommendations based on your preferences.
- Stored job applicant accounts** (Change): Manage which third party job applicant accounts are stored on LinkedIn.

- Let Recruiters and/or all on LinkedIn know you're open to opportunities
- Include potential job titles and locations in your Career Interests to receive more relevant job suggestions



Key Takeaways

- The #1 activity on LinkedIn is viewing profiles.
- Your LinkedIn profile is your digital professional identity. Take control of it.
- Revisit and update your profile at least 1x every few months.
- Take note at what others are doing to add a punch to your own profile