LinkedIn Profile Optimisation

Your personal brand starts here

In today's job market, your LinkedIn profile is more than an online CV, it's your personal brand.

For many recruiters and hiring managers, it's their first impression of you. A strong, optimised profile helps you stand out, appear in more searches and build trust with the right audience. Consistent content and an active presence strengthen your credibility and increase your visibility.

Optimising your profile ensures you're discoverable, memorable and positioned for new opportunities.

Core Elements of an Optimised LinkedIn Profile

1. **Profile Photo**
   Choose a professional, high-quality headshot. Clear, friendly and confident wins.

2. **Headline**
   Don't just list your job title. Make this your Value Proposition.
   Example: *Marketing Strategist | Building Brands Through Insight-Led Storytelling*

3. **"About" Section**
   Write a clear, authentic summary that covers who you are, what you do, and the value you offer. Focus on **achievements** rather than responsibilities and weave in **keywords** relevant to your target roles.

   Use this space to tell your story, avoid repeating the detailed skills already listed in your Skills section.

4. **Experience**
   Your experience should show impact:

   - Focus on achievements, outcomes and measurable results
   - Use bullet points for clarity
   - Include key skills and tools relevant to your work
   - Arrange your skills by proficiency and relevance
   - Encourage endorsements from colleagues and mentors to boost credibility.

5. **Education**
   Include:
   - Degrees
   - Certifications
   - Relevant coursework
   - Honours, awards, or extracurricular activities that show leadership or expertise

6. **Networking & Engagement**
   Visibility grows with consistency.
   Post insights, share projects, comment on industry trends, every action builds your reputation. Staying active helps you reach the right people, not just more people.