



Your Complete Guide for Profile Mastery on LinkedIn

Vector Marketing
TheVectorImpact.com

Profile Photo: Objective – When parents and recruits search you, you look trustworthy and credible

Not a selfie (this isn't Instagram) Warm and welcoming (smile and eye contact with camera) Professional dress attire (capture waist-up or chest up) Not blurry (square image sized at 400x400)

Cover Photo: Objective – Convey the professional story you want to tell

Contains one or more of the following (you at work, represents what you do every day, a quote, achievements hobbies/adventures or where you live) Not blurry (sized at 1584x396)

Headline: Objective – If you had 5 seconds to describe yourself to a new colleague, what would you say?

It's clear that you work for Vector Marketing as a(n) *insert title*

Communicates your area of expertise, your industry & grabs attention in under 120 characters


About: Objective – Viewers understand who you are before scrolling down to what you've done


Elaborates on your passions, skills and unique story as it pertains to your headline
Provides proof for the above claims


Work Experience Section: Objective – Show what you've accomplished, professionally


Most impressive accomplishments mentioned in concise sentences (your resume in sentence form)


No more than 2-3 sentences for each piece of experience

-  **Education Section:** Objective – Connect with those who went to your HS/College (beef up your profile)
HS/College added. And the section is located at the bottom of your profile

-  **Volunteer Section:** Objective – What have you contributed to? Bonus if you did it with your Vector office.
No more than 2-3 concise sentences for each volunteer effort/organization

-  **Skills and Endorsements:** Objective – Establish 3rd party credibility for your skills
5+ skills (relevant to your profile) are selected. Ie, those that you have or are working towards growing
ACTION: Search for 3-5 others leveling up their LI profile with you and endorse their skills

-  **Recommendations:** Objective – Demonstrates social proof of your character and impact
ACTION: Give 5 to those you look up to. Ask for 5 (don't ask within LinkedIn)

-  **Accomplishments:** Objective – Establish more credibility (if your profile needs more info)

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Trying to build a more professional presence on your social platforms?

Check out the full article on leveling up your LinkedIn profile.

[Full Article](#)

Attract*

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