Using Your Resume & LinkedIn Profile to be found by Recruiters

Tips to engage, have a robust profile, and use keywords

Leanne Raynor
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Plan Your Destination

We live in a world of specialization

Your job is to appeal to the minority that you chose; instead of the majority that you have no control over

If what you are doing is not working, keep adjusting

Looking for a new adventure is like running a marathon - you never know if you are on mile 2 or mile 26

Don’t compare your journey with anyone else; run your best race
Put your best foot forward on Meetup

Use your first and last name on Meetup - We are a closed Meetup group

Have a professional photo of just you - Avoid sunglasses, animals, kids, hats, etc.

Use the same photo on all of your social media channels

Include an introduction of yourself using keywords on Meetup so that we can remember you and help you
Profile Photo

- Professional Photo
  - Good background | Relates to your field
  - Just you in the photo | No pets, no cropped photos, no sunglasses
  - Professional attire
  - Current - within 2 years | same hair style
  - Picture should be authentic
  - Use the same photo on all your channels-Meetup | Twitter | LinkedIn
Photofeeler Categories  Competent | Likable | Influential

https://www.photofeeler.com

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Get rid of the string/nail art default
Career interests | passion | word cloud

https://wordart.com

Upload your photo to your Google profile
Include an email signature with contact info and quick links to your social media platforms - help people reach you. Remove old websites and inactive accounts.

Look at wisestamp.com to create your email signature
Headline

Most important real estate after your photo

120 Character limit in your headline | Maximize your headline - use all the characters

Include Keywords and Industry

Separate with a pipe (|)-or another unique character to break up your keywords

Alternatively create a power statement
What does not work

Seeking Opportunities

#SNO

Actively Seeking New Adventures

Volunteer at Career Prospectors

In transition

Unemployed
Why is using these phrases a problem?

A recruiter is trying to fill a need. The fact that you need a job probably does not matter to the recruiter unless the recruiter is your mother or father.

Does not help you stand out. There is no wow factor in seeking opportunities. Does not show your value.

A recruiter is searching to fill roles. Seeking new opportunities is not a skill that is in their work order.
What does work for a headline

Auditor in the Financial sector

Cost accountant for Federal Agencies

“I help burned out teachers reignite their passion and redirect their skills & experience into new, fulfilling careers.”

“CEO - WorkItDaily.com | HR | Recruiting | Professional Development | Speaker | Trainer | Career Coach | Job Search”
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<tr>
<th>Headline</th>
<th>Keywords</th>
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<td>Industry</td>
<td>Compliance Auditor</td>
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<td>Wow factor</td>
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LinkedIn Summary

Be personable - write in the first person (I do) versus Professional who..; Jim does...

Tell your story - How have you evolved? What led you to your career? What are your passions?

Draw people in - Add humor, show your personality

LinkedIn displays approximately 3 lines. Include your main info in the first three lines

Include keywords in your summary
Artificial Intelligence (AI)-Combo of Human & Machine

1. Keywords
2. Connections
3. Leads
4. Skills
5. Job Recommendations
6. Courses
Optimize Your Settings

- Personalize your LinkedIn url - remove the numbers
- Turn off the people also viewed in your settings
- No need to help recruiters find your competition
Add value | Include media

Upload your presentations and videos to show your value

Go to conferences and comment on presentations

Create presentations

The more that you can prove that you do what you say you do the better
Connections

500+ connections help you appear at the top of a recruiters search

Be active in Career Prospectors | JAM - makes getting to 500 easy

Find Nearby option on your mobile Device

CAREER PROSPECTORS | JAM (698)

- Aaron Pierce
- Aaron Smith
- Abby Isom
- Abu Fofana
Endorsements

Only endorse people for what you know they can do (Don’t endorse for PCR, for example)

If you state in your summary that you are a thought leader and only two people have endorsed you for leadership your statement has less value.

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<td>Endorsed by 25 of Leanne’s colleagues at Career Prospectors</td>
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<tr>
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<td>Endorsed by 11 of Leanne’s colleagues at Career Prospectors</td>
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<tr>
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<td>Endorsed by 13 of Leanne’s colleagues at Career Prospectors</td>
</tr>
</tbody>
</table>
Recommendations

Have at least 5 recommendations

Ask for recommendations

Give recommendations

How can giving recommendations help you?
Career Prospectors Alum to Follow

Kitty Boitnott https://www.linkedin.com/in/kittyboitnott

Christine Fuselier https://www.linkedin.com/in/drcfuselier

John Kates https://www.linkedin.com/in/johnkates

Denise Nelson https://www.linkedin.com/in/denisenelsonpe

Tracey Sloan https://www.linkedin.com/in/traceysloan

Jon Thurmond https://www.linkedin.com/in/jonthurmond
LinkedIn Videos

Judi Fox | CP Alum with over 3 million LI views

https://www.linkedin.com/in/judiwfox

- Progress Over Perfection
- Be a thought Leader
- Optimize For LinkedIn
- Everything great is on the other side of uncomfortable
Resume

Keywords | include LinkedIn hyperlink | Good phone contact

Use years and not months to minimize gaps

Should match your LinkedIn profile with your resume

Have an achiever resume for both your volunteer and professional positions - What did you do to improve the company? How did you make money for the company or save money?

Demonstrate your value
Keys to being found by a Recruiter

● Utilize all features - photos, summary, job history, recommendations, activity, etc.
● Have a robust profile-keyword dense
● Update consistently
● Be consistently professional in what you share
● Be authentic
● Be reliable
● Other suggestions?
References

The Dos & Don'ts for Taking the Perfect Photo

How repetition helps us learn

https://www.linkedin.com/pulse/why-seeking-new-opportunities-should-never-your-linked-in-simon-gray


https://www.linkedin.com/pulse/5-ways-your-linked-in-profile-cover-photo-can-sell-you-judi-fox

3 Ways to Stand Out on LinkedIn
Disclaimer

LinkedIn is always changing

Be committed to learning new approaches

Pay attention to the changes

Enjoy the journey