

How To Update Your LinkedIn Profile

Overview

- Optimize Your Profile – Slide 3
- Add Profile Picture & Banner - Slide 4
 - Update banner image
 - Add profile picture
- Personalized URL - Slide 5
 - Create unique url
- Header Information - Slide 6
 - Ensure title is up to date
 - Add contact information
 - Add education
- Add Header Section- Slide 7
 - Add about section
 - edit experience section so logo appears
- Edit Experience – Slide 8

Optimize Your Profile

1. URL- Unique

linkedin.com/in/amyconnor/

1. Banner

Personalized, with Logo & Visuals



2. Updated/Professional photo



1. Clear Headline

120 characters, Key Words, Call-to-Action

Amy Connor

Helping mid-market companies win by infusing them with world-class marketing expertise.
Message me to learn more!

Cincinnati Metropolitan Area · 500+ connections · [Contact info](#)

2. Complete, Accurate Experience

Choose Company logo when adding

Experience

President/Owner
CMO-OnLoan
Mar 2016 – Present · 4 yrs 3 mos
Cincinnati Area, KY

Our goal is to help mid-market companies grow their business. How do we do it? By helping you better understand your strengths in the market, exploring ways to reach more customers, and figuring out how to knock each customers' socks off.

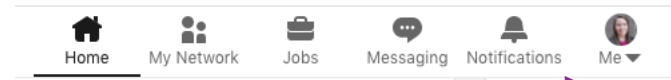
We offer a variety of services, each tailored to your specific need. These include differentiation strategy development, growth strategy development, and go-to-market planning.

Board Member
Clean All Services
Sep 2019 – Present · 9 mos
Dayton, Ohio, United States

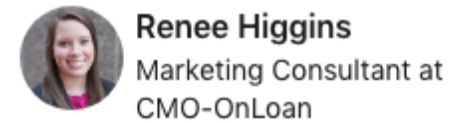
Luxottica
5 yrs 5 mos
• Vice President Marketing, Lenscrafters

Add Profile Picture & Banner

1. Click Me icon



2. Click view profile

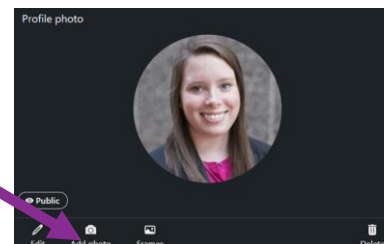


3. Click pen icon to add banner

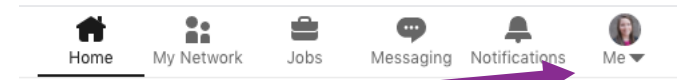
4. Click on profile picture circle to add profile picture



5. Click Add photo



Personalized URL



1. Click Me icon

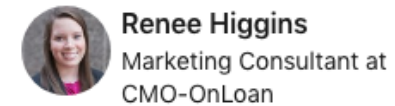
2. Click View profile

3. Click Edit public profile & URL

4. Click the pencil by Edit your custom URL

5. Change end of URL to your first name – last name


6. Click save



[View Profile](#)

Edit public profile & URL ?

Add profile in another language ?

 **Edit your custom URL**

Personalize the URL for your profile.

www.linkedin.com/in/renee-higgins



Edit Header Information

1. Once in profile, click on pencil icon
2. Make sure the following is filled out:

1. Name
2. Headline
3. Current Position
4. Education

Click check mark if you want education in your bio

5. Country/zip code
6. Industry
7. Contact Info

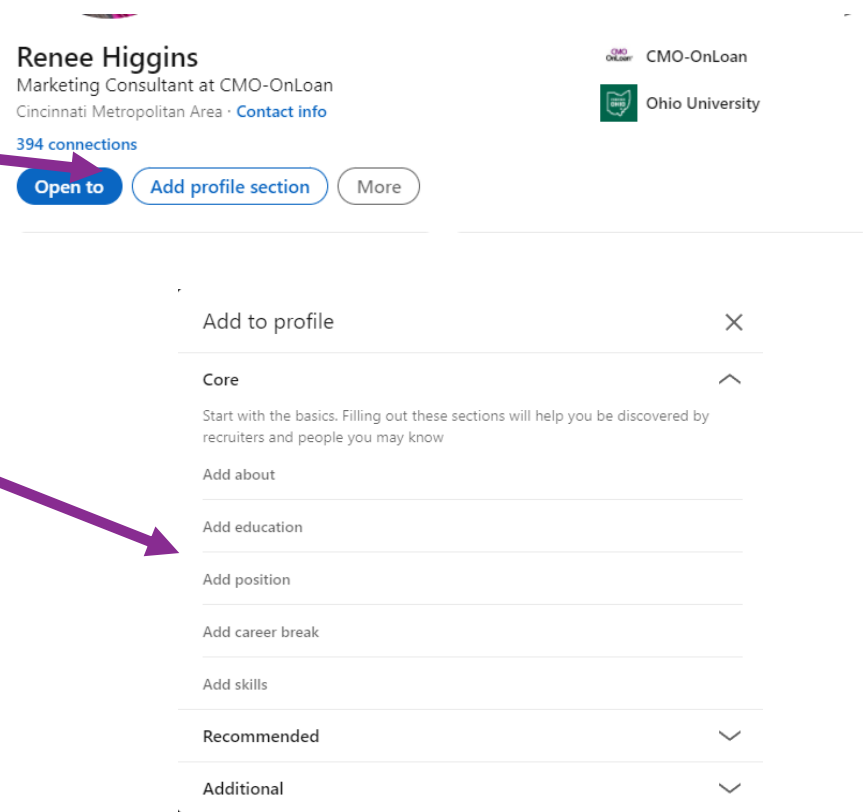
3. Click save

The screenshot shows a LinkedIn profile for Renee Higgins. The profile header includes a cover photo of a bridge at night, a profile picture of Renee Higgins, and her name 'Renee Higgins'. Below the name is her current position 'Marketing Consultant at CMO-OnLoan' and location 'Cincinnati Metropolitan Area'. There are buttons for 'Open to', 'Add profile section', and 'More...'. To the right, there are logos for 'CMO-OnLoan' and 'Ohio University'. A pencil icon in the top right corner of the profile header is highlighted with a purple arrow. Below the profile header, an 'Edit intro' modal is open, showing the same profile picture and cover photo. The modal contains input fields for 'First Name' (Renee) and 'Last Name' (Higgins), a 'Headline' field (Marketing Consultant at CMO-OnLoan), and a 'Current Position' dropdown menu. There is a checkbox for 'Show education in my intro' which is checked. A 'Save' button is at the bottom right of the modal. A purple arrow points from the 'Click save' instruction to the 'Save' button.

Add Header Section

*If you need to add a section like about, education, organizations, etc.

1. Once in profile, click Add profile section
2. Under Core, click education (or section you want to add)
3. Fill out info and click save



Edit Experience

- Once in profile, scroll down to experience, click pen icon
- Click pen icon next to experience you want to edit
- Edit info
- Ensure company logo appears by entering company name and clicking on it
- Click save

Experience

Marketing Consultant
 CMO-OnLoan
 Aug 2020 - Present · 1 yr 8 mos

Creation and management of digital marketing material: weekly content, images, website posts and emails, utilizing platforms such as Canva, Mailchimp, Constant Contact, WordPress and Social Media ...see more

Edit experience

Notify network
 Turn on to notify your network about job and education changes. Updates can take up to 2 hours. Learn more about [sharing profile changes](#). Off

* Indicates required

Title*
 Marketing Consultant

Employment type
 Please select

Learn more about [employment types](#).

Company name*
 CMO-OnLoan

CMO-OnLoan
 Company · Marketing & Advertising

Ex: London, United Kingdom

I am currently working in this role

Start date*
 August 2020

End date*
 Month Year

Delete experience Save