

# Quick Tips for Your LinkedIn Profile to Increase Your Interview Rate

The more complete your LinkedIn profile is, the better the odds that recruiters will find you in the first place. So, completeness is important. It's also important after a recruiter has found you and decided to click on your profile: He or she wants to know what your skills are, where you've worked, and what people think of you. So, fill out every single section of your profile. The good news? LinkedIn will measure the "completeness" of your profile as you work and offer suggestions on how to make it stronger.

**Get a Custom URL:** It's much easier to publicize your profile with a customized URL (ideally linkedin.com/yourname), rather than the clunky combination of numbers that LinkedIn automatically assigns when you sign up. How to get one? On the Edit Profile screen, at the bottom of the gray window that shows your basic information, you'll see a Public Profile URL. Click "Edit" next to the URL, and specify what you'd like your address to be. When finished, click Set Custom URL.

**Benefits of LinkedIn Premium:** Premium Career helps you make connections and find a job. If you're searching for a job, Premium Career's InMail credits, insight into who looked at your profile, and additional job information will all be instrumental. InMail lets you reach out to people who work at companies you're interested in without trying to connect with them first. It's an excellent tool for networking. When you view someone's profile without LinkedIn Premium, you'll notice a padlock beside the Message button if you haven't connected with them. With InMail, you won't see that icon, meaning that you can message them without any connection. There is value in taking a look at who has viewed your LinkedIn profile. You can connect with those people, reach out to recruiters who have shown interest or use your InMail credits to offer any help to people who look like they'd be valuable connections.



**500+ Connections**  
Connecting with lots of recruiters and professionals in your target industry is more important than posting statuses and writing articles.

**Header Section**  
*Are you being strategic about this section? Make your location as large as possible if you are interested in relocating.*

**Smiling Headshot**

**Jonathan Doe**

**Keywords and Key Strengths in Headline**

Program Manager Manager | SDLC | IT Project Management | Process Reengineering | Negotiations | Operations Streamlining

Cali Company • University of California, Los Angeles

Greater Los Angeles Area **500+ &**

**Summary**

**Job Title** → I am a program manager and solutions architect who untangles complex business challenges by building high-capacity, efficient networks. To do so, I develop new technologies, collaborate with telecom partners globally, and utilize data analytics for smooth deployment.

**Key Technical Strengths** { I lead large-scale project lifecycles, working in technical environments while engaging senior executives and government officials.

**Key Soft Skills** → The main reason for my success is that I work in collaboration with cross-functional stakeholders and create buy-in for the various teams that I work with including electrical, regulatory, and marketing.

**Biggest Accomplishments** { Here are a few examples of how I strategically deploy latest wireless technology for seamless connectivity:  
- Process Improvement: Improved site-selection time by 60% by developing the first network planning tool using AI, data analytics, and LIDAR data.  
- Data Analytics: Improved ROI for a tier-1 cable operator company by leveraging data analytics for effective hotspot deployment.  
- Technical Consulting: Enabled LTE launches across 5 Latin American markets through pre-assessment of requirements.

**Key Soft Skills (Again)** → I work closely with data scientists and partner mobile operators to assess the performance of existing networks, identify gaps and areas of improvement, and address bottlenecks. I leverage the latest tools to improve connectivity for enhanced user experience.

**Call to Action** → If you are interested in working with someone who can utilize the state-of-the-art technology to effectively create buy-in for your company, email me at jonathan@gmail.com.

**Keyword "Dump"** → Specialties: Strategic Planning & Deployment, Program Management, Strategic Infrastructure Partnership, Due Diligence, HETNET, Wi-Fi, 2G/3G/4G/LTE, Terragraph Technology, MATLAB, Python, Tableau/SQL, Cost Optimization, Process Automation, Infrastructure Solution, Artificial Intelligence

**Brief Bio** → When I am not working, I enjoy volunteering at...

*This humanizes your profile.*

Media (1)

Media Section Attach your resume under your summary.



Job Title

Include "equivalent" job titles if your company had a unique nomenclature for personnel. LinkedIn weighs job titles very heavily for keywords!

Experience



Technical Consultant | Undertook Program Manager Duties
LinkedIn
Feb 2012 – Present • 5 yrs 5 mos
Corona

Detailed Company Description/Scope of Work



I act as the go-to-person for operational vendors, guiding throughout deployment and coordinating with city officials to deploy Terragraph technology at this leading social networking corporation. As part of my daily duties, I oversee 5 direct reports and 36 indirect reports.

3-4 Accomplishments

Your resume can detail your accomplishments. Your profile should just outline them.



My key accomplishments here include:
- Reduced report generation time from 5 days to 4 hours by automating script running using Tableau.
- Established MVNO services for a leading VOIP company. Led from proposal creation to GTM strategy development.
- Conducted due diligence to enable wireless replication across 70 buildings.
- Reduced sample collection time for signal performance by supporting development of the world's only outdoor Wi-Fi optimization tool with <1 millisecond collection rate.

Technical Environment If applicable.



Key tools used: ATOLL, Planet EV/ASSET/EDX, TEMS Investigation/Nemo/Ericsson, ALU OSS, Virtual Reality, Python, HETNET

Education



University of California, Los Angeles
Bachelor's degree, Network Engineering
2012

Year of Graduation If you leave it out, people will overestimate in the wrong direction.



Featured Skills & Endorsements

10-15 Key Skills Avoid soft skills like "leadership" and "communication." Be specific to your industry and area of expertise.



- Strategic Planning, Program Manage..., Due Diligence, Wi-Fi, MATLAB, Python, Tableau, SQL, Cost Optimization, Process Automation, Artificial Intelligen.., Strategic Infrastru..., HETNET, Terragraph Techn..., 2G, 3G, 4G, LTE

Accomplishments

Result-Based Project Title Catch your reader's eye by dropping numbers in your project titles and enticing them to click on to read more.



1 Project
Helping Hands | Raised \$80,000 for a local school