Create a great LinkedIn profile
and build your professional brand on

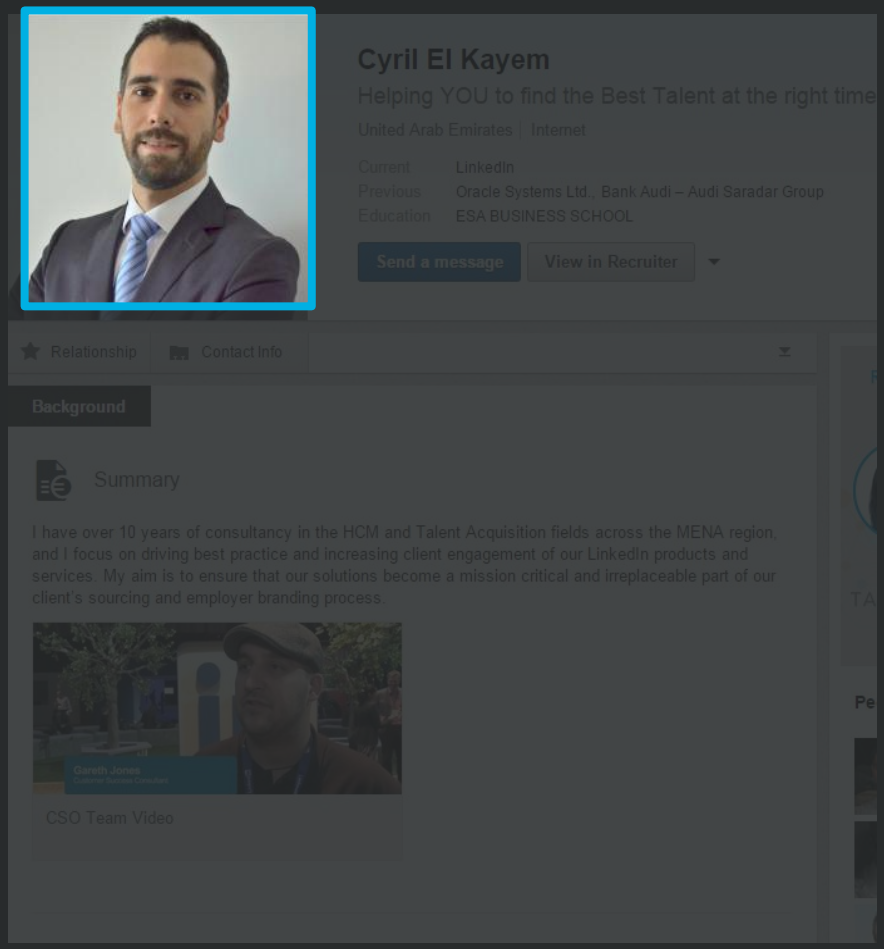
Benefits of using LinkedIn

STAY CONNECTED

STAY INFORMED

GET HIRED

Create a great profile



1

Add a professional photo

14x

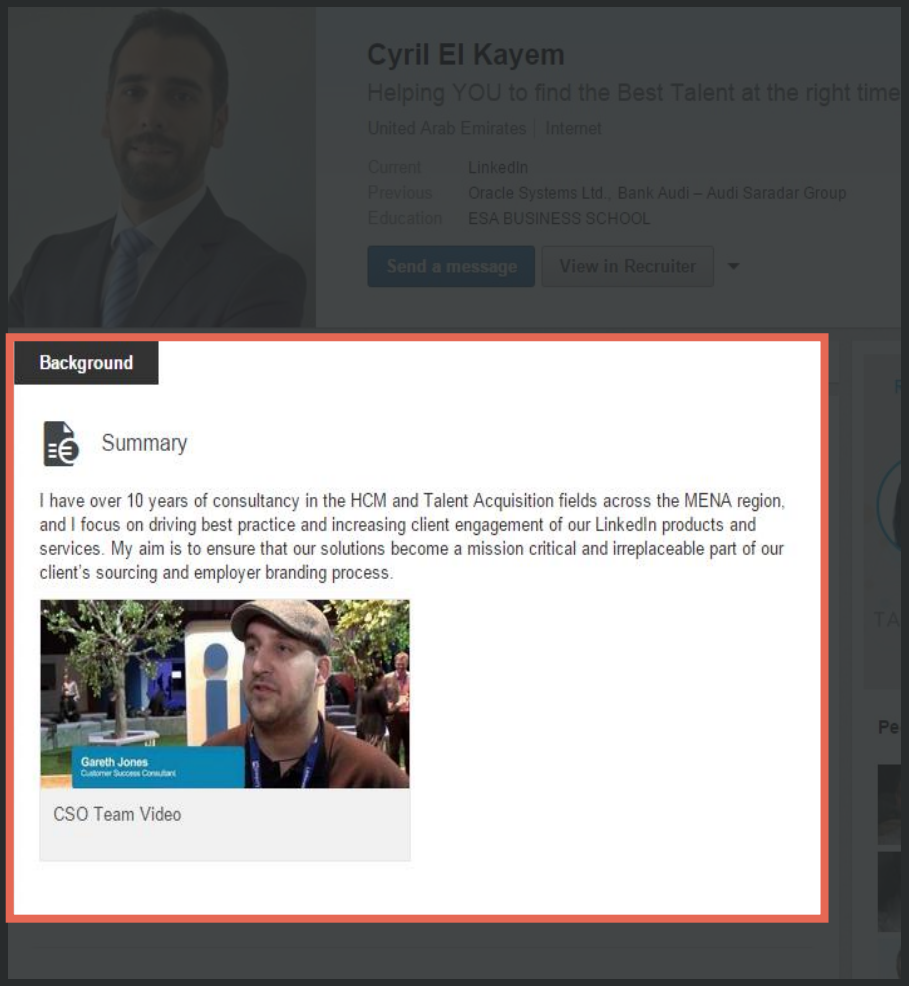
More likely to be viewed if have photo

2

Write an attention-grabbing headline

Explain what it is you do

Show your passion and value



3

Draft a compelling summary

40 words or more

Include keywords but not buzzwords

Focus on career accomplishments

Experience

Customer Success Consultant
LinkedIn
January 2015 – Present (4 months) | United Arab Emirates

As a Customer Success Consultant, my role is to help and advise Customers and Recruiters on how to achieve Optimal Results and Success with LinkedIn Talent Solutions Products.

• Develop retention strategies by becoming a client partner to our customers - maximizing the benefits of their investment with LinkedIn Corporate Solutions
• Partner alongside the LinkedIn Sales organisation as well as other key cross-functional teams to lead post-sales implementation and project management activity.
• Utilise LinkedIn, client and other data to derive insights and use these to drive greater customer success with LinkedIn products.
• Maintain a deep understanding of our solutions and provide strategic advice to customers on how to fully capitalize on their LinkedIn investment

HCM Principal Sales Consultant
Oracle Systems Ltd.
June 2005 – January 2015 (9 years 8 months) | MEA Region

More than 9 years in the Human Capital Management field promoting Human Resources and Talent Management solutions and interacting with HR departments to better support their organizational changes and HR processes.

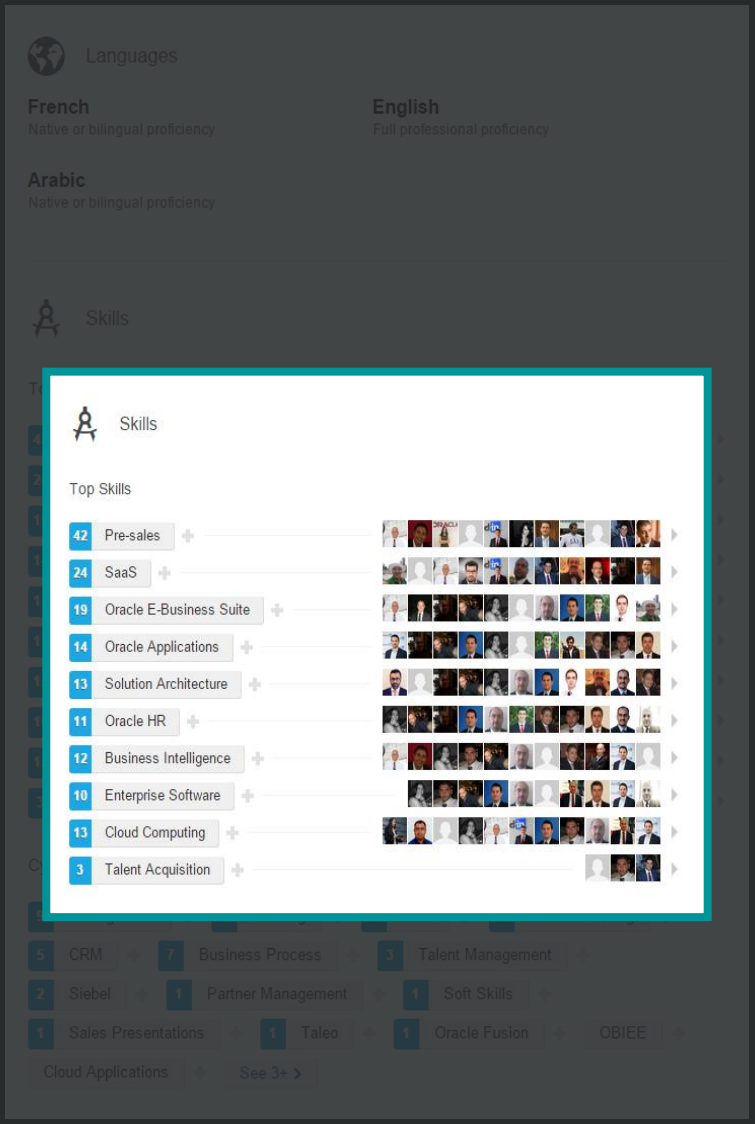
• Drive the Human Capital Management (HCM) business across industries in the Middle East, Gulf and Africa Region.
• Promote Oracle Talent Management & Talent Acquisition Solutions, focusing on Taleo and Fusion Cloud applications.
• Provide product expertise by understanding customers' requirements and business processes, identifying pain areas and accordingly advising on best practices and presenting appropriate solutions.
• Hold HCM & Talent Management seminars and marketing events in the region on a regular basis to better push Oracle's product offering to the market.
• Develop Partner knowledge to raise their awareness on new HCM products and Saas Solutions, helping them to get more opportunities.
• Conduct Partner and Customer trainings on all Oracle HCM products, specifically on Taleo and Fusion applications.
• Work closely with dedicated account managers to plan and develop account strategies for existing and new customers, and setup the future roadmap.
• Implement proof of concepts for Oracle e-Business Suite Applications, and prepare Presentations and Demonstrations for client, focusing mainly on the Oracle Talent Management Cloud set of applications (Taleo and Fusion) as well as the on-premise e-Business Suite solution, and ensure that the delivered solution meet / exceed customer's needs.
• Assist in answering RFPs and RFIs for a better support to our clients, and participate in the development of value propositions.
• Actively build and maintain a depth of product knowledge in the designated product areas.
• Involved in the pre-sales recruitment activity for the Levant and Africa region.
• Act as a mentor for the newly joined sales consultants, and develop productivity tools and training programs for them.

4

Detail your past work experience

12x

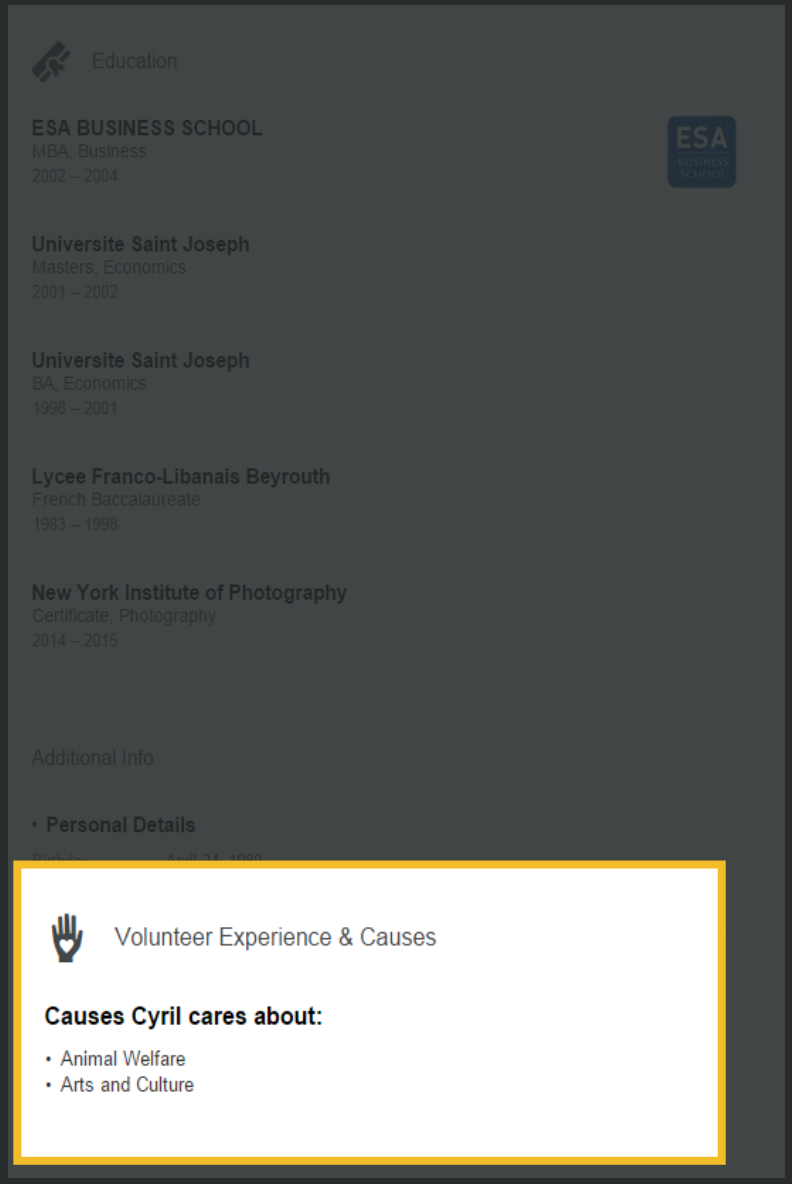
More likely to be viewed if have more than 1 position listed



5

Add skills and get endorsements

Include a mix of high level and niche skills



6

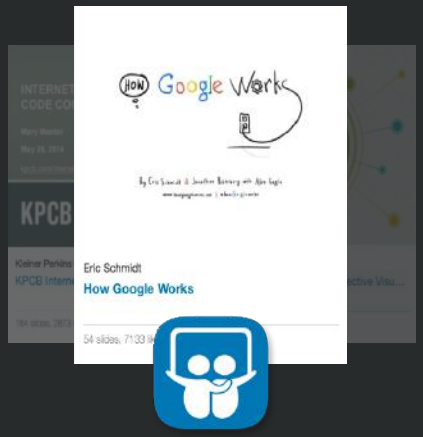
Include Volunteer Experiences & Causes

Almost half of all hiring managers say they view them as equivalent to formal work

STAY INFORMED

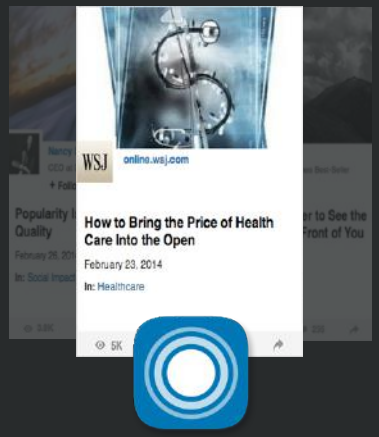
Build your professional brand

The most relevant professional news and knowledge



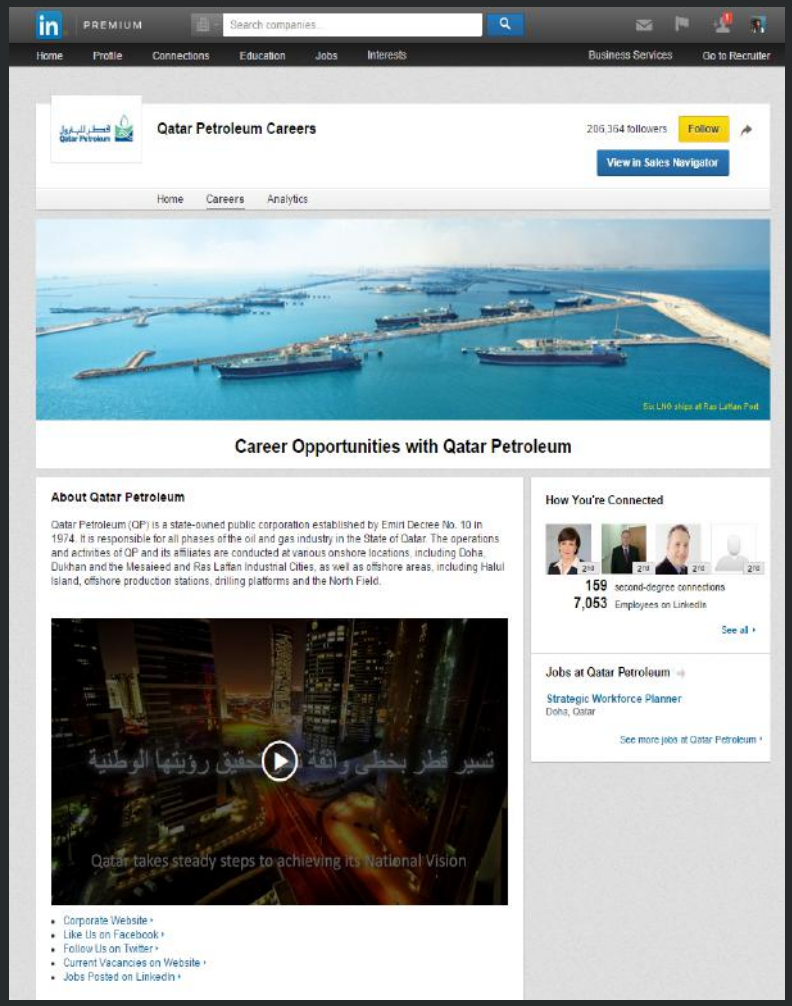
SlideShare

Groups



Pulse

Influencers & Publishing

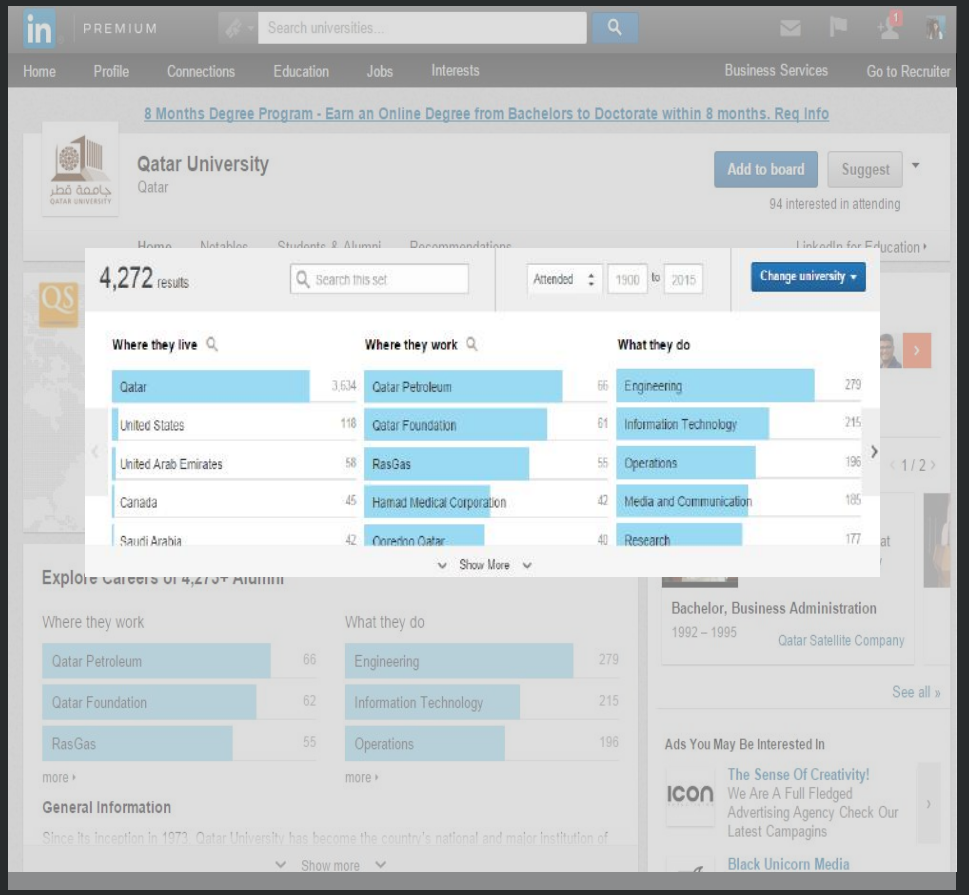


Follow companies

Get the latest updates on product launches and job opportunities

Connect with your alumni

Find opportunities through your university's alumni



Gain insights from top industry leaders

HH Sheikh Mohammed Bin...
We are building a new reality for our people, a new futur...
243,770 followers

Bill Gates
Co-chair, Bill & Melinda Gates Foundation
3,823,484 followers

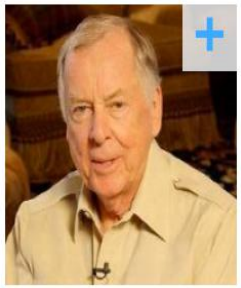
James Caan CBE
Serial Entrepreneur and Investor in People with
2,279,565 followers

Arianna Huffington
President and Editor-in-Chief at The Huffington Post Media
3,261,333 followers

Daniel Goleman
Author of The Triple Focus: A New Approach to Education
2,067,604 followers

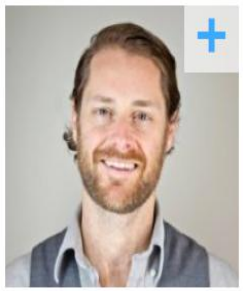
Fadi Ghandour
Founder & Vice Chairman Aramex
49,325 followers

Gretchen Rubin
Bestselling writer about habits and happiness
1,511,678 followers



T. Boone Pickens
Founder, Chairman and CEO at BP Capital and TBP
1,300,049 followers

Katya Andresen
CEO at Cricket Media/ePals
1,210,990 followers



Ryan Holmes
CEO at Hootsuite
1,136,559 followers

Share content with status updates

Include links to content

Or upload photos

Sharing updates vs. publishing posts

Helping you grow and engage your network

Updates

Share links, articles, images, quotes or anything else your followers might be interested in

Posts

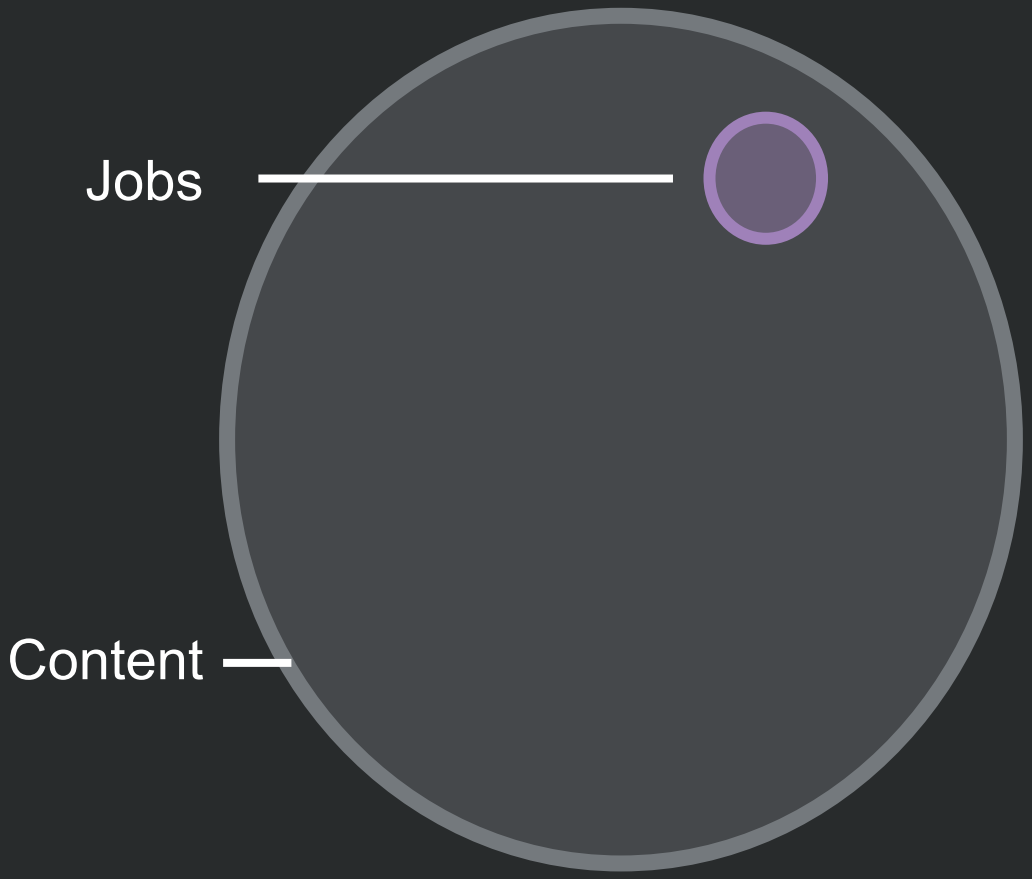
Deeply explore topics that matter to you, then watch the comments to see your impact

Publishing on LinkedIn

Becomes part of your profile

Gets shared with your network

Reaches the largest group of professionals ever assembled

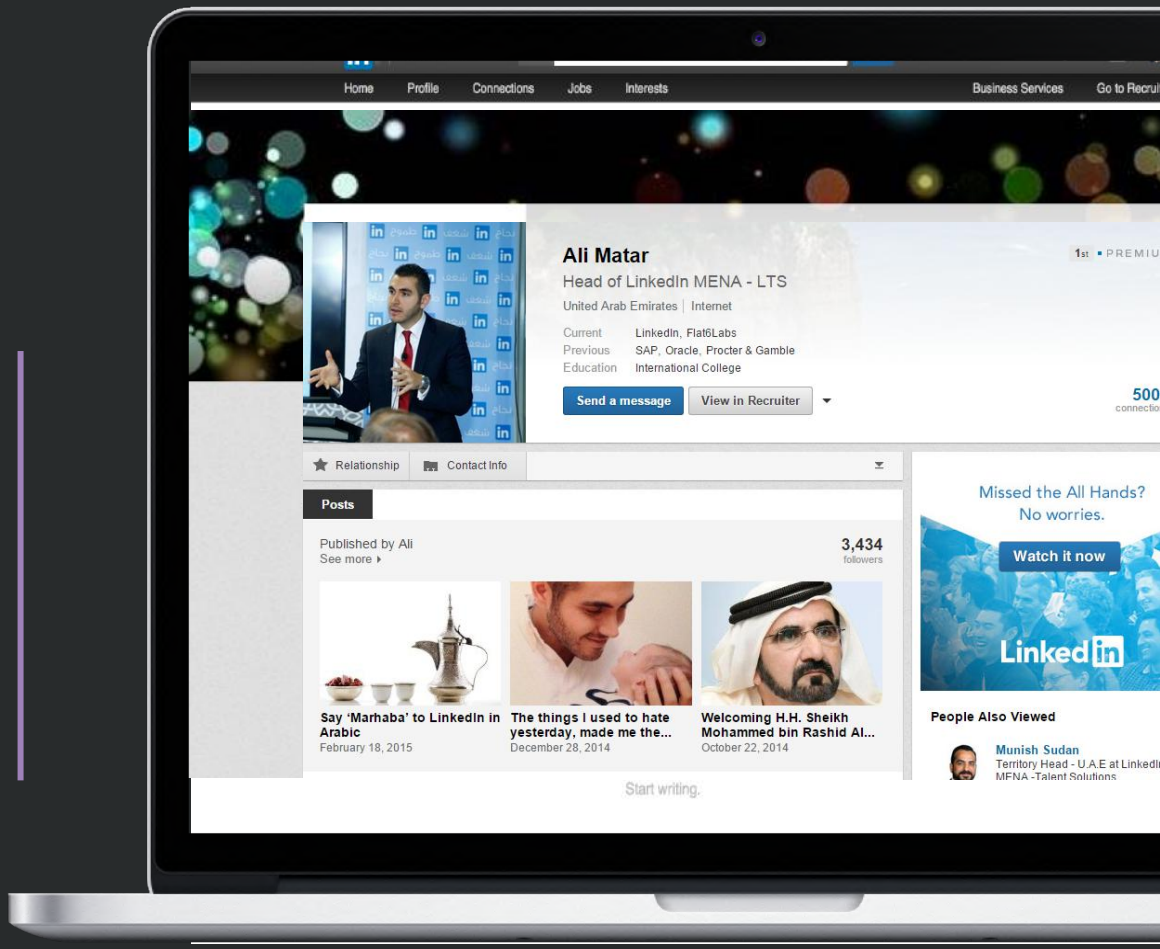


7x

More engagement
with content vs. jobs

Be known for what you know

Strengthen your reputation and grow your reach



3 things to do for yourself

1. Complete your profile
   (Photo, Tagline, Summary)

2. Set your parameters according to your needs
   (visibility, accessibility, frequency of messages)

3. Set news for you

   (Join 3 Groups, Follow 3 companies, Subscribe to 3 News sources)