



EDGE

CAREER SOLUTIONS

A LINKEDIN PROFILE THAT WINS INTERVIEWS

- ➔ Is 100% complete and search optimized with the proper keywords
- ➔ Includes a professional looking headshot (no selfies or edited group shots)
- ➔ Your headline differentiates you from your peers
- ➔ Your About section tells your "going forward" career story in a conversational tone
- ➔ Is consistent with the personal brand on your resume
- ➔ Let's visitors learn about you as a person, your career drivers and business philosophy
- ➔ Is aspirational in nature to position you strategically for your next role
- ➔ Conveys your unique value clearly and concisely - consider this is a writing sample
- ➔ Highlights your professional achievements with metrics and specific examples
- ➔ Is age-neutral and written in an easy-to-read format
- ➔ Your vanity URL shows that you are tech savvy

Gain the competitive EDGE you need to succeed®



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