

Using Your Resume & LinkedIn Profile to be found by Recruiters

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

Leanne Raynor

February 2019

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

The Meetup logo is written in a red, cursive script font. The letters are connected and have a slight shadow effect, giving it a three-dimensional appearance. The 'M' is the largest and most prominent letter, followed by 'e', 'e', 't', 'u', and 'p' in descending order of size.

meetup

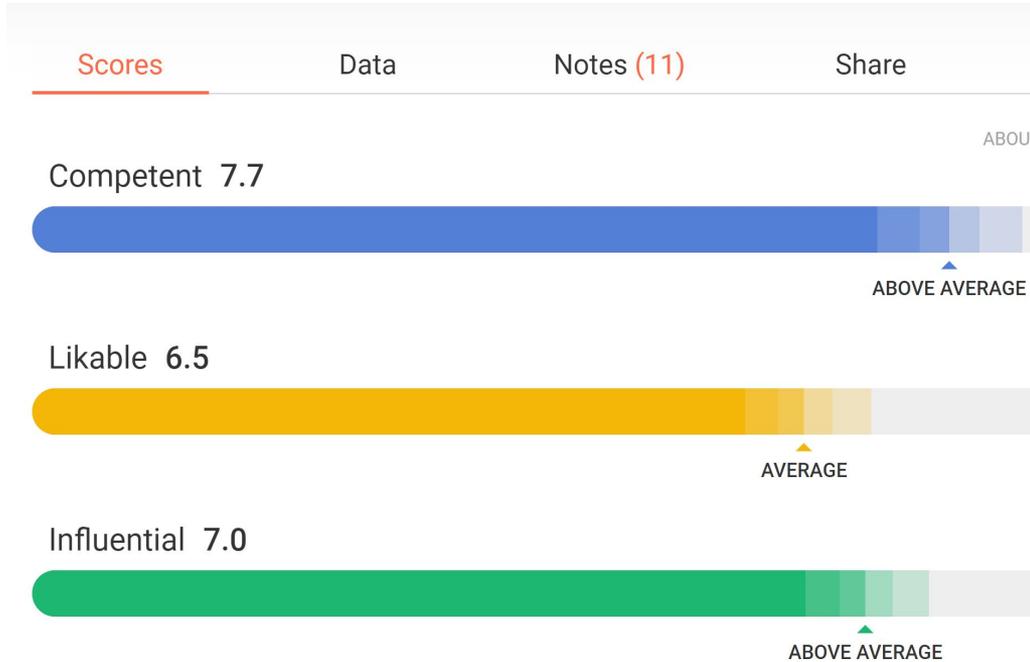
Profile Photo

- 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>



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”



Headline | Keywords

Job title

Leanne Raynor

Industry

Compliance Auditor | Regulatory Analyst in Chemical and
FDA Industries | Project Manager | Social Media Training

Wow factor

Richmond, Virginia Area



Leanne Raynor

Compliance Auditor | Regulatory Analyst in Chemical and
FDA Industries | Project Manager | Social Media Training

Richmond, Virginia Area

Add profile section ▼

More...



Career Prospectors



University of Mary
Washington



See contact info



See connections (500+)

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?

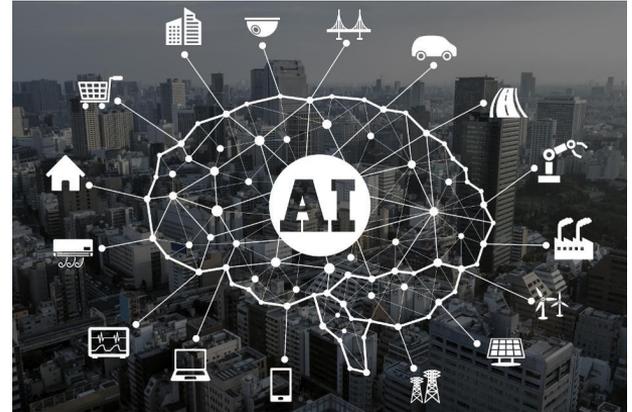
Draw people in - Add humor, show your personality

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



Marylenn C. Minor, CSM • 1st
Project Manager | Engagement Leader |
People Capability Leader | Collaborator



Bill Levitt • 1st
Vice President



Joseph A. Crowley • 1st
Strategic Marketing | Branding |
Marketing Campaigns | Career
Coaching | Personal Branding



Barry Martin • 2nd 
President & Creative Director, The Idea
Center



Chip Tarkenton • 1st
Owens & Minor-director of community
relations



Gaye Ryan • 2nd 
Executive Assistant|Organizer|Renovator

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 easier

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.

Leadership · 99+	 Endorsed by Dr. Christine Fuselier, D.M. and 5 others who are highly skilled at this	 Endorsed by 25 of Leanne's colleagues at Career Prospectors
Environmental Awareness · 94	 Endorsed by Joseph Cook and 8 others who are highly skilled at this	 Endorsed by 11 of Leanne's colleagues at Career Prospectors
Management · 92	 Endorsed by Karen Larsen MHRM, SPHR, SHRM-SCP, who is highly skilled at this	 Endorsed by 13 of Leanne's colleagues at Career Prospectors

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>

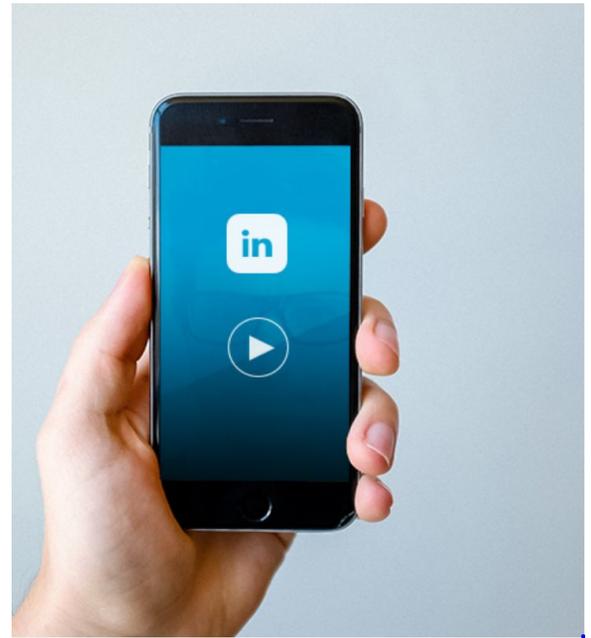
Jon Thurmond <https://www.linkedin.com/in/jonthurmond>

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-linkedin-simon-gray>

<https://business.linkedin.com/talent-solutions/blog/product-updates/2017/how-linkedin-uses-automation-and-ai-to-power-recruiting-tools>

<https://www.linkedin.com/pulse/5-ways-your-linkedin-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

