

How to Optimize Your LinkedIn Profile

1. PROFILE PHOTO

- Choose a professional, high-quality shot.
 - Smile and make eye contact.
 - Project confidence, warmth, and ambition.
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3. HEADLINE & SUMMARY

Write a headline aligned with your career goal.

Add your contact info (WhatsApp, email, phone) – make it easy to reach you. Keep your summary short, personal, and authentic.

You can use AI as a starting point, but re-write in your own voice, human tone, natural flow, maybe an emoji or two. Ensure your online identity is consistent across all platforms.

5. CONTENT TO INCLUDE

- Work experience (mirrors your CV).
- 3–4 key skills relevant to your experience.
- Education.
- Languages.
- Recommendations (professors, clients, former colleagues).
- Follow companies or groups in your target sector.

2. BANNER IMAGE

Your banner should instantly communicate your professional direction.

Pick an image related to your target industry. Example: luxury branding, wine & spirits, tech innovation.

It's an easy way to strengthen your personal branding.

4. KEY INFOS

Make sure these appear clearly on your profile:

- Your location.

A short line describing you:

- Passionate about
 - Seeking position
 - Working at
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6. BUILDING YOUR NETWORK

Aim for 500+ connections but focus on quality and relevance.

Connect with industry professionals & decision-makers.

7. FINAL CHECK

No spelling & grammar mistakes. Keep your tone professional yet approachable.