



starfish marketing

LinkedIn Profile Builder

Basics

Name First name, Last name	
Photo A MUST, but make sure it's professional If you have a professional photo simply upload to your profile. Note: you may need to resize	
Personal profile banner Make yourself really stand out. Size 1584 x 396 px. Use Canva to create (free). Leave a gap in the middle for mobile viewing.	
Professional Headline Word limit approx. 20. Your headline is a powerful tool to add colour to your profile. EG Instead of simply "Director at starfish marketing", be more descriptive such as "Great at marketing stuff. Living the starfish story. On a mission to make marketing fun for all. Making a difference."	
Current Position Defaults to your most current experience (role/company). You can add a new role here.	
Education You can choose to show in your intro or not. You can also add new education here.	
Location Country, Postcode, City	
Industry Choose from the dropdown list.	
Contact info Make it easy for people to find you. Email and phone. Make sure you include your company website	
Profile URL Get your unique LinkedIn profile URL.	

About

One or two paragraphs that sum up your professional capability, including years of experience, industry specialisation, and value you bring to your clients'.

Top tips

- * Write in the 'first person'
- * Make it personable and evocative. Act natural – Picture yourself at a conference or meeting, how would you introduce yourself?
- * Be honest and succinct – three or four paragraphs is heaps

<p>Claim to fame What makes you outstanding? (optional)</p>	
<p>A short description of what you do One to two sentences</p>	
<p>Problem What key problem do you solve for your clients? Ideally describe three.</p>	
<p>Solution How do you solve that problem?</p>	
<p>What is your why? Talk about why what you do (or want to do) is important.</p>	
<p>Close with a call to action What do you want your connections or potential connections to do next? For example: "Feel free to contact me to learn more about how I may can help you"</p>	
<p>Summary Limited to 2000 characters (includes spaces). Summarise the answers to the above questions. Include a call to action at the end.</p>	

Experience

Top tips:

- * Describe your role in the context of what you were responsible for achieving, the value you provided, not what you did on a day to day basis
- * Two lines max on the company you work/ed for

Employer Name: (Note: As you type the company name will appear in the list)	
Title	
Dates	
Description A description of what you are responsible for, and the value you deliver. Include key achievements.	

Employer Name	
Title	
Dates	
Description	

Employer Name	
Title	
Dates	
Description	

Skills and Endorsements

Add any relevant skills and expertise. People will start recommending you for these!

Education

Include any relevant education, ensuring correct name of degree and years.

Institution	
Qualification	
Field of study	
Year obtained	

Qualification	
Institution	
Year obtained	

Qualification	
Institution	
Year obtained	

Volunteer roles

Include volunteer roles.

Organisation	
Role	
Description What did you do	

Organisation	
Role	
Description What did you do	

Organisation	
Role	
Description What did you do	