

No matter how you define success, it starts with your profile.



1 Profile picture

2 Cover photo

3 Summary: I'm living the dream at LinkedIn! I lead a team of brand marketers who inspire LinkedIn members around the world to pursue their own definition of success. I'm in it to bring people together. I love connecting people - to each other, to ideas, to opportunities - especially when these connections res...

4 Experience

- 5** LinkedIn (7 yrs 9 mos)
 - Director, Global Brand Marketing** (Jul 2018 - Present - 5 mos, Sunnyvale, California)
 - ADWEEK: LinkedIn Lit Up the Next Stage ...
 - LinkedIn Blog: We're in it together
 - Director, Brand and Social Marketing** (May 2017 - Jul 2018 - 1 yr 3 mos, Sunnyvale, CA)
 - Led a team of brand and social marketers to inspire LinkedIn members to pursue their own definition of success.

6 Education

- William & Mary**
 - Master of Education (M.Ed.), Higher Education Administration

7 Skills & Endorsements

- Social Media** - 99+
 - Endorsed by Alexandra Rynne and 9 others who are highly skilled at this
 - Endorsed by Meg Garlinghouse and 1 other mutual connection
- Non-profits** - 59
 - Endorsed by Jeremy Foreman and 1 other who is highly skilled at this
 - Endorsed by 2 of Connie's colleagues at LinkedIn

1. Photo

For starters, add a photo. It helps you build credibility with others and be authentic. It doesn't need to be perfect or professionally shot. Just choose something recent that shows the real you. And when you upload it, you can enhance it with our filters.

2. Location

Details are good. The more you add to your profile, the more LinkedIn can help you find your next opportunity. When you add your location, you're more likely to be contacted by recruiters and employers about jobs in your area.

3. Summary

This is your career snapshot. Think of it as your personal "elevator pitch." Describe what you do and highlight your strengths. Pro tips: Stick to a few short paragraphs. Lose the jargon. And be your authentic self.

4. Experience

Starting with your current position, write about projects, accomplishments, and the value you bring to your team and organization. Keep it clear and concise. Bullet points work great here.

5. Pictures and videos

Adding media is a great way to engage other people. Posting photos, videos, and more helps you tell your professional story in eye-catching ways.

6. Education

Be sure to include where you went to school and what you studied. People who list these details get up to 11x more profile views.

7. Endorsements

Add skills you want to be known for—and that your connections can endorse you for. Every new endorsement adds credibility to your profile.