

# Resume Rick's Guide to Using **LinkedIn** for your Job Search

**Transform your Job Search using LinkedIn**

**Customize your profile to  
become an opportunity-magnet**



## Hello Friend!

I want to help you use every tool at your disposal to support your search. LinkedIn is a great place to find job opportunities, to learn valuable information about your industry, and find people (and be be found).

This guide will show you how to customize your LinkedIn profile and leverage the platform to greatly enhance your job search.

## Ready? Let's begin...

# LinkedIn Profile Checklist

- Professional, high-quality profile picture
- Custom banner
- Optimized headline
- Update all standard sections
- Customize additional sections
- Customize your personal LinkedIn link
- Connect with People
- Join Groups & Subscribe to Newsletters
- Get & Give Recommendations
- Job Listings
- Find hiring contacts
- Get connections, LIONS, friends acquaintances thought leaders in your industry or interest areas

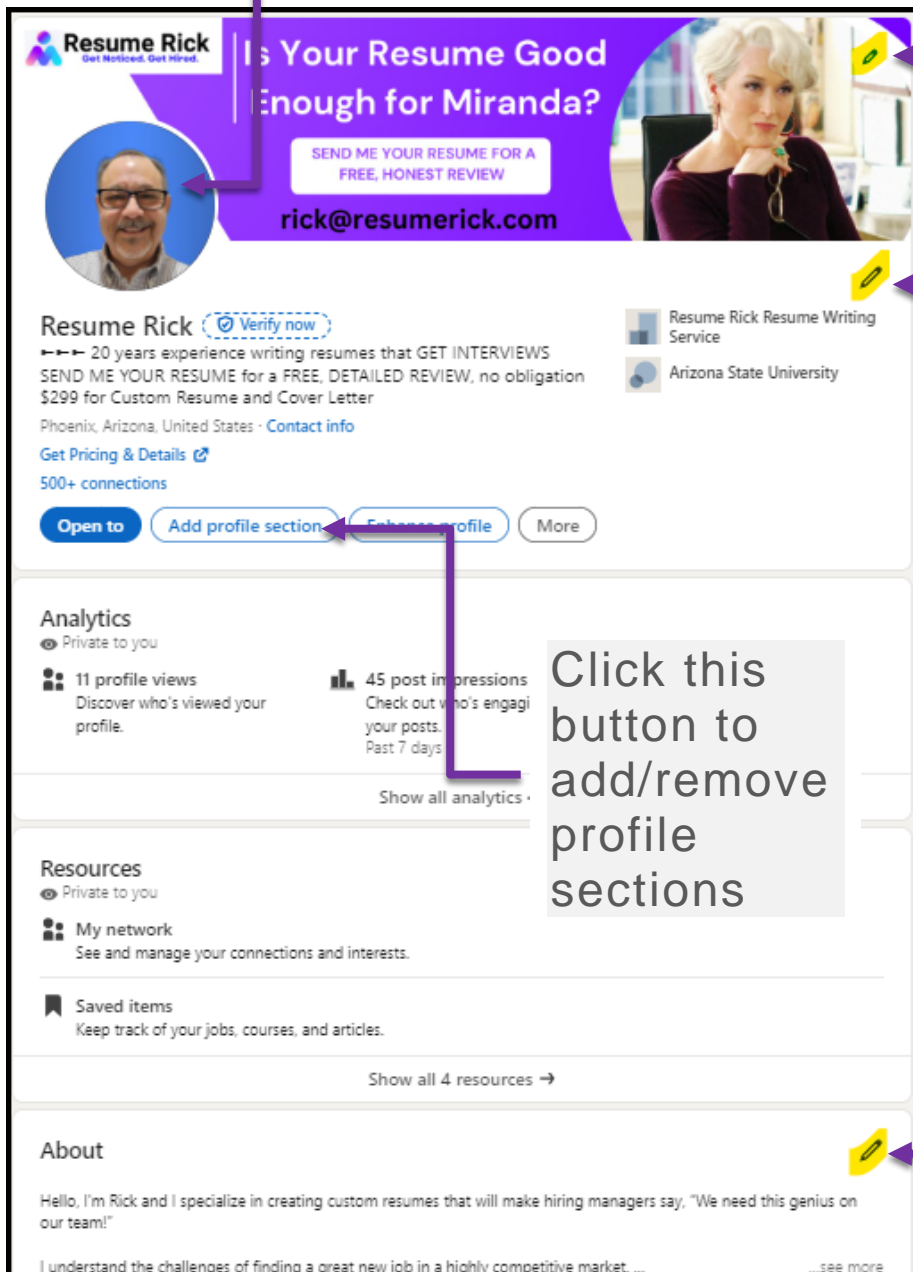
First, head over to [LinkedIn.com](https://www.linkedin.com), sign in, and navigate to your profile by clicking on your name or profile picture.

Click the pencil icon at the upper right of each section to edit that section.

## Here's how to customize each section...

# Editing your LinkedIn picture

Click your picture to edit



The screenshot shows a LinkedIn profile for 'Resume Rick'. The profile header includes a banner with the text 'Is Your Resume Good Enough for Miranda?' and a call to action 'SEND ME YOUR RESUME FOR A FREE, HONEST REVIEW' with the email 'rick@resumerick.com'. The profile picture is a circular image of a man with glasses. Below the header, the name 'Resume Rick' is followed by a 'Verify now' badge. The bio states '20 years experience writing resumes that GET INTERVIEWS' and 'SEND ME YOUR RESUME for a FREE, DETAILED REVIEW, no obligation \$299 for Custom Resume and Cover Letter'. The location is 'Phoenix, Arizona, United States' and there is a 'Contact info' link. A 'Get Pricing & Details' link is also present. The profile has '500+ connections'. Below the bio, there are buttons: 'Open to', 'Add profile section', 'Enhance profile', and 'More'. The 'Add profile section' button is highlighted with a purple arrow. The 'Analytics' section shows '11 profile views' and '45 post impressions'. The 'Resources' section includes 'My network' and 'Saved items'. The 'About' section starts with 'Hello, I'm Rick and I specialize in creating custom resumes that will make hiring managers say, "We need this genius on our team!"'. There are three yellow pencil icons indicating edit points: one on the banner, one on the profile picture, and one on the 'About' section. A purple line connects these icons to a text box on the right.

Resume Rick  
Get Noticed. Get Hired.

Is Your Resume Good Enough for Miranda?

SEND ME YOUR RESUME FOR A FREE, HONEST REVIEW

rick@resumerick.com

Resume Rick [Verify now](#)

20 years experience writing resumes that GET INTERVIEWS  
SEND ME YOUR RESUME for a FREE, DETAILED REVIEW, no obligation  
\$299 for Custom Resume and Cover Letter

Phoenix, Arizona, United States · [Contact info](#)

[Get Pricing & Details](#)

500+ connections

[Open to](#) [Add profile section](#) [Enhance profile](#) [More](#)

**Analytics**  
Private to you

11 profile views  
Discover who's viewed your profile.

45 post impressions  
Check out who's engaging your posts.  
Past 7 days

[Show all analytics](#)

**Resources**  
Private to you

My network  
See and manage your connections and interests.

Saved items  
Keep track of your jobs, courses, and articles.

[Show all 4 resources](#)

**About**

Hello, I'm Rick and I specialize in creating custom resumes that will make hiring managers say, "We need this genius on our team!"

I understand the challenges of finding a great new job in a highly competitive market. ... [...see more](#)

Click the pencil icon to edit each section

Click this button to add/remove profile sections

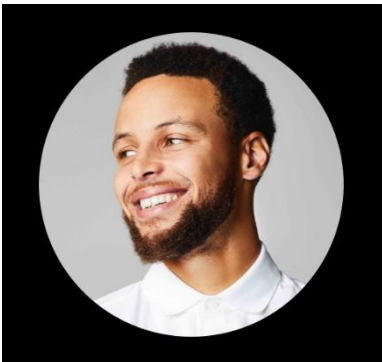
## Use a professional photo



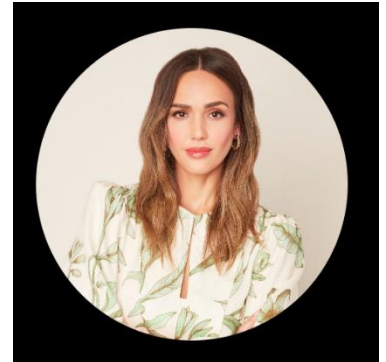
**IN FOCUS**



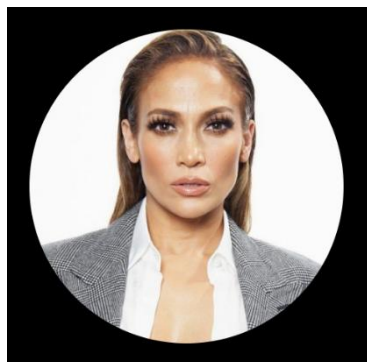
**APPROACHABLE**



**SOLID BACKGROUND**



**CONFIDENT**



**✗ NO GROUP PHOTOS**  
**✗ NO SPOUSES** (even if they're hot)  
**✗ NO KIDS**

**BUSINESS CASUAL**

## Customize your banner (Use free CANVA)

**GOOD:**



**BAD:**



(Be sure to leave room on your banner for your profile picture, capish?)

# Write a compelling headline and summary

Create a phrase that captures what you do and what makes you unique.


**“Digital Marketing Specialist | Driving Revenue Growth.”**


**“Content Writer | Resume Writer | Dog Lover | Specialize in Creative and Arts Resumes”**


**Warehouse Operations Manager | Six-Sigma | Coffee Connoisseur | Helicopter Pilot**

**Construction Manager | Forklift & Dozer Certified | OSHA Safety Expertise | Dad of 5**

## Examples:

 (He/Him) · 2nd  
Marketing Executive | Business Builder | Brand Builder | Demand Generator | Creating Content to Engage

 (She/Her) · 3rd  
Growth-Focused Marketer | Strategy, Operationlization, Data | Ask me how my GTMs drive 20% growth

 (He/Him) · 2nd  
Certified Resume Writer | Helping New Grads to Director-Level Jobseekers Land More Interviews | Message Me for A Free Resume Review | Indeed Resume Coach



# Write a Strong About Section

**Write a few sentences about your career, key skills, and what you're passionate about.**

**Highlight your strengths and what sets you apart in your field.**

**Imagine your summary is a commercial for yourself. You want to grab people's attention and make them want to know more. Keep it short, sweet, and fun. Tell them your biggest strengths and what you're passionate about.**

- **Write a few sentences about your career, skills, and what you're passionate about. Keep it simple and easy to read.**
- **The About section is a good place to highlight the very best aspects of your career and personality. Tell the story of your career. Instead of simply listing the kinds of jobs you have done over the years, you can use the About section to draw the attention of viewers toward your unique value proposition, what you do best, what you enjoy most.**



# Complete other sections as appropriate

Select this to edit profile sections:

[Add profile section](#)

Add to profile

×

Core

Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know

Add education

Add position

Add services

Add career break

Add skills

Recommended

∨

Add to profile

×

Core

∨

Recommended

∧

Completing these sections will increase your credibility and give you access to more opportunities

Add featured

Add licenses & certifications

Add projects

Add courses

Add recommendations


Additional

∨

**Core-**  
**Complete all relevant sections (services and career break if applicable).**

**Recommended-**  
**Complete all relevant areas.**

**This is a great place to upload samples of your work (each section varies in what type of media you can upload or link).**

**Additional** 

Add even more personality to your profile. These sections will help you grow your network and build more relationships.

Add volunteer experience

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Add publications

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Add patents

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Add honors & awards

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Add test scores

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Add languages

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Add organizations

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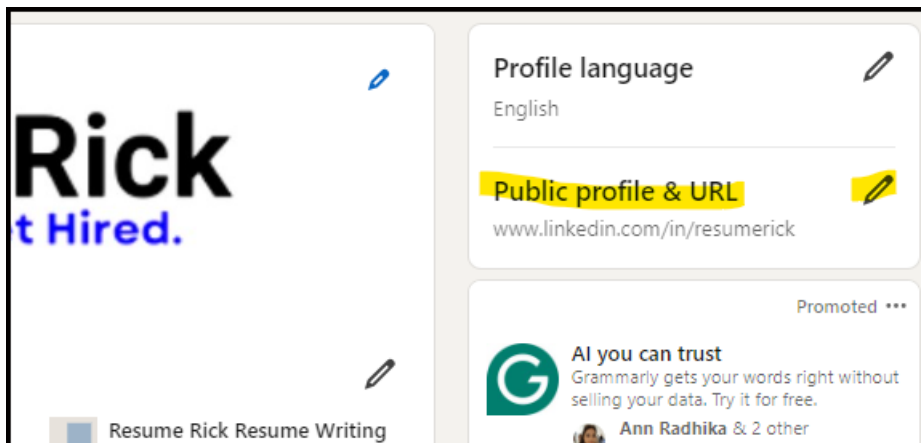
Add causes

## Additional Sections

**Complete relevant sections but no fluff.**

**Nobody likes fluff, right?**

**Important:** In the upper right of the screen, you should customize your personal LinkedIn URL, Keep it as simple as possible, like “linkedin.com/in/Margot-Robbie (your URL is unique, so use dashes and numbers etc. as needed to find a suitable name)



The screenshot shows the LinkedIn profile customization interface. On the left is a large image of the 'Rick t Hired.' logo with a blue pencil icon for editing. Below the logo is a 'Resume Rick Resume Writing' badge. On the right, the 'Profile language' is set to 'English'. Below that, the 'Public profile & URL' section is highlighted in yellow, showing the URL 'www.linkedin.com/in/resumerick' with a yellow pencil icon for editing. At the bottom right, there is a 'Promoted' section for Grammarly, featuring the Grammarly logo and the text 'AI you can trust' and 'Grammarly gets your words right without selling your data. Try it for free.' with a small profile picture of Ann Radhika and the text 'Ann Radhika & 2 other'.

## Experience Section (important)

- If your resume is well-written, you can simply copy/paste the experience bullets into this section

- **Include many keywords relevant to your industry, especially if you're job-searching.**
- **Enter your job title, company name, and the dates.**  
**(I recommend years only, not months. Same on your resume).**
- **Include a brief description of your responsibilities and accomplishments, focusing on what you achieved in each role.**

### Experience


Full-time · 7 mos  
Lewiston, Maine, United States · On-site

Medical and Community Services  
Aug 2024 - Present · 1 mo

Andwell Medical Partners (Maine Center For Palliative Medicine, Andwell Audiology and Andwell Mobile Wound care practices), Andwell Pediatric Services (Andwell Maternal & Child Health and Andwell Therapy & E ...see more

♥ Coaching, Operations and +7 skills


Home Care Services  
Feb 2024 - Aug 2024 · 7 mos



### Professional development

Career Break  
May 2023 - Mar 2024 · 11 mos  
(Career Break to Complete an MBA)

Career break to complete an MBA and additional certifications.



### Administrative Director

May 2021 - May 2023 · 2 yrs 1 mo  
Brewer, Maine, United States

Partner with Medical Director dyad to advance service line quality, financial performance, market position, and customer experience across the 11-hospital enterprise. Service line includes five inpatient programs, s ...see more

♥ Service Lines, Interpersonal Skills and +3 skills

## Final Review and Get Started Networking!

Once everything is complete, your profile is ready to be seen by the world. Do these things next to get the most out of LinkedIn:

### Connect with People



LinkedIn is at its heart a networking platform—connections directly determine exactly what contacts and content you can see, so you'll want to connect with as many people as possible.

**Important: You can connect with almost anyone you want to on LinkedIn**

When you send a connection request, include a short, friendly note introducing yourself. Build your connections with:

- Personal contacts, classmates, friends, and family.
- Current and former co-workers and business contacts
- If you're just getting started on LinkedIn, here is a hack: Search people with "LION" in their profile, these are **LinkedIn Open Networkers** who will connect with all requests and can greatly expand your network quickly.
- LinkedIn's free plan only allows 5 connection messages monthly, but you can still request connections without sending a message, most people will accept these requests anyways. If you want to increase your connection and other limits, LinkedIn offers several upgrade plans.

### Join Groups

- Groups are a great place to meet other professionals who are interested in the same things you are.
- Search for groups related to your industry and join.

- Follow companies you're interested in to stay informed about their job openings, news, and updates.
- Look for groups that share your interests or passions. It's a great way to meet new people and learn more about your favorite topics. S .
- Follow companies you're interested in to stay updated on their news and job openings.

## Give & Get Recommendations

- Reach out to colleagues, clients, or classmates to endorse your skills or write recommendations. Ask for recommendations Ask people you've worked with to write nice things about you on your profile. Offer to do the same for them to build mutual support.
- Ask colleagues, clients, or classmates to endorse your skills or write a recommendation.
- You can return the favor by endorsing their skills or writing a recommendation for them.

## Share Content and Engage with Your Network

- Start posting or sharing articles, insights, or updates related to your industry.
- Engage with others by commenting on posts, contributing to discussions, and building relationships.
- Sharing your thoughts is like having a conversation with the world. Post articles, share your opinions, and join discussions. It's a great way to show off your knowledge and connect with others. Start posting or sharing articles, insights, or updates related to your field.
- Comment on posts from others in your network to engage and build relationship

## Consider joining LinkedIn Premium

- For some industries (sales, HR, engineering and technical roles, LinkedIn is almost a “must-have” in your job search arsenal. It’s expensive but get monthly for unlimited messages and InMails.
- You can subscribe monthly and cancel when you find a job so you can take advantage of the added access options available. These plans change frequently so go to LinkedIn for the latest plans and prices.

## Search LinkedIn Jobs

- For some roles, LinkedIn may be a great place to find job opportunities. You can set job alerts, search, and apply using your LinkedIn profile as a resume.