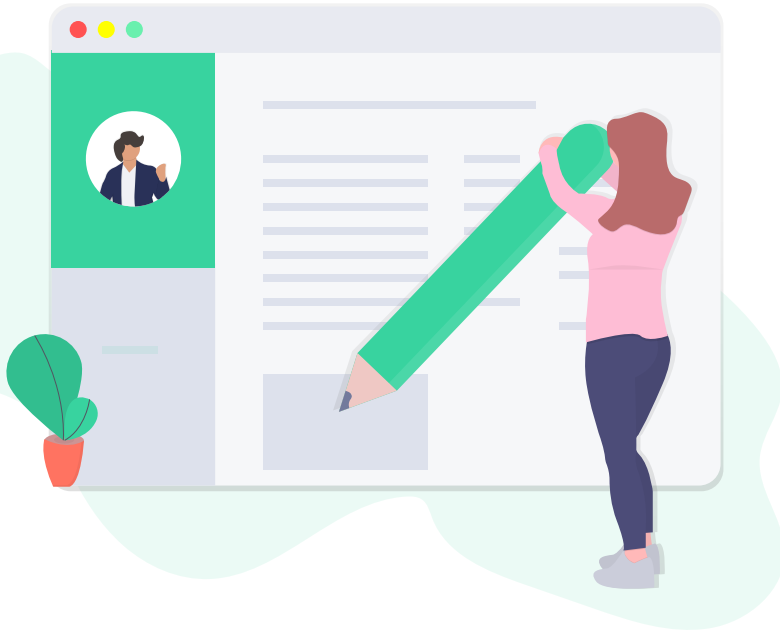




Profile Optimizer Checklist



Profile Photo

- ✓ Is it professional?
- ✓ Is it high resolution?
- ✓ Does it have a clean background?
- ✓ Does your face make up 70-80% of the frame?
- ✓ Are you facing forward and looking directly at the camera in your photo?
- ✓ Tip: Make your profile consistent with your other social media pages.

Recommendations

- ✓ Get your profile listed on your colleagues' profiles by writing them recommendations.
- ✓ Ask for recommendations from previous and present clients and/or colleagues.

Cover Photo

RECOMMENDED SIZE

1584 x 396_{px}

- ✓ Is it professional?
- ✓ Does it show your brand?
- ✓ Does it show a photo of you working?
Does it showcase a current project or promote a work campaign?
- ✓ Does it have a call to action and a link to your website or other important social media platforms you have?
- ✓ Tip: Highlight your awards or include a short testimonial.



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Custom URL

- ✔ Maximize SEO by personalizing your URL.

INSTRUCTIONS

1. Click the **Me** icon at the top of your LinkedIn homepage.
2. Click **View profile**.
3. On your profile page, click **Edit public profile & URL** on the right sidebar.
4. Under **Edit URL** in the right sidebar, click the **Edit** icon next to your public profile URL.
 - It'll be an address that looks like www.linkedin.com/in/yourname.
5. Type the last part of your new custom **URL** in the text box.
6. Click **Save**.

Companies are Linked

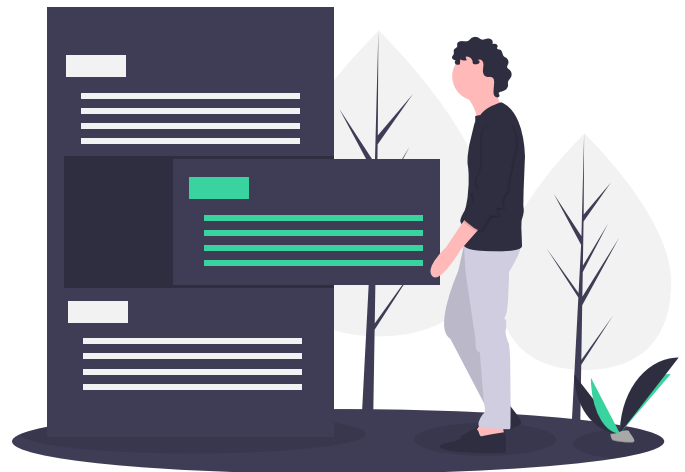
- ✔ Allows visitors to click and view your company
- ✔ Includes a hi-res logo

Actionable Headline

- ✔ Include keywords
- ✔ Instead of just listing your job title, mention how you benefit your company/customers

Bulleted Job Description

- ✔ Include job responsibilities (2-3 is sufficient except for executive positions which merit 5-6)
- ✔ Include notable accomplishments, certifications, and awards
- ✔ Attach any relevant documents/projects to showcase your work.



Relevant Skills

Rearrange your skills so the most relevant ones are listed first



Education Background

Rearrange your education so the most relevant ones are listed

Include a Summary

- ✓ Should tell people who you are
- ✓ Should be written in first-person
- ✓ Practice brevity - keep it between 450-650 characters

Include Contact Info

- ✓ Professional email address
- ✓ Website
- ✓ Personal/company social media accounts.
- ✓ Phone number

Adjust Public Profile Settings

- ✓ Ensure necessary information is visible to the public
- ✓ If your profile is hidden it will make it harder for contacts to find you.



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Bonus LinkedIn Growth Hacks

- ✓ Regularly tag your company page (when relevant) in your personal posts to grow your company page following.
- ✓ Generate more leads by regularly promoting downloadable resources in your posts such as ebooks, guides, checklists, etc. Make sure your blog posts and LinkedIn pulse articles point to these as well with relevant calls to action.
- ✓ Connect with people who engage with your newsfeed posts. These people are proven to engage with your posts, so they are likely to engage with your future posts.
- ✓ Engage new connections in conversations to increase the likelihood of them engaging with your future content. Sometimes these conversations can even naturally lead to sales meetings.
- ✓ Leverage the LinkedIn voice message feature on the LinkedIn mobile app. This can drastically increase the conversion rate from new connections, to actual conversations.

LinkedIn Profile Optimization Examples



LinkedIn Personal Page Optimization

Engaging LinkedIn Banner

Logo



2ND VAULT IS A DIGITAL BINDER FOR YOU TO STORE WHAT YOU NEED AT YOUR FINGERTIPS

In simplest terms, it's a safe place to have all of your stuff in one place.

30 DAY FREE TRIAL

2ndvault.com



Profile Image



Name

J. Helaine Felder, CPA · 1st

Jaclyn Strauss, CPA — **Tagline or alternative name**

Fort Lauderdale, Florida, United States · [Contact info](#)

2nd Vault

University of Florida

500+ connections



33 mutual connections: John Erik Fraker, JD, LLM, Gary Frey, and 31 others

Message

View in Sales Navigator

More

Highlights



9th Annual Extraordinary Women Leading Change Leadership Conference

J. Helaine attended this event

About

Jaclyn Strauss, CPA is the founder of **My Macro Memoir** who specializes in account management including general business consulting, efficiency expert, professional organization, complex B2B discussions, contracting, reimbursement in the buy and bill space, small business cash flow management, strategic building, execution and implementation planning. ...see more

Featured

Link · 9mo



Revealing New Website Launch! Free NO credit card trial please go to MyMacroMemoir.com YouTube

After dreaming up the idea of MyMacroMemoir.com 3 years ago and working around the clock to get it just right, we are finally ready to launch! I am so excited to invite you all into the concept of getting your life organized into a one-stop-shop...

Tell Your Story Here

Put Valuable Content Here

LinkedIn Personal Page Optimization

Add Your Full Career History Here

Experience



Founder | 2nd Vault

2nd Vault · Self-employed
Feb 2021 - Present · 11 mos

2nd Vault - One place for you to store and organize for your relevant information to be saved and shared in a secure way. [...see more](#)



Jaclyn Strauss, CPA.

Jaclyn Strauss, CPA.
2010 - Present · 12 yrs

Small business bookkeeping via cloud-based accounting software.
Serves as a fractional CFO for small businesses.



Merck

Full-time · 17 yrs 1 mo

- **Associate Director, Account Management, Currently Appointed to Organon**

Jan 2021 - Jun 2021 · 6 mos

- **Associate Director: Integrated Account Management**

Jan 2016 - Feb 2021 · 5 yrs 2 mos

Demonstrated expertise in contracting, reimbursement and market access for complex buy-and-bill, specialty pharmacy, distribution infusion therapies across transitions of care, healthcare networks and sites [...see more](#)

- **Vaccine Account Executive**

Jun 2004 - Jan 2016 · 11 yrs 8 mos

Responsibility includes calling on accounts in the primary care, pediatric and specialty space: servicing Public Health Departments, Federally Qualified Health Centers, Integrated Delivery Systems, large Physi [...see more](#)



International Tax Consultant

Deloitte · Full-time
Oct 2002 - Jun 2004 · 1 yr 9 mos

Performed high-level tax research and assisted with company restructuring work.
Southeast Sarbanes 404 Tax Readiness Expert. [...see more](#)

Education



University of Florida

Master's degree, Accounting
Aug 1997 - Jun 2002



University of Florida

Masters of Science, Accounting
1997 - 2002

Education

LinkedIn Personal Page Optimization

Other Experiences, Awards & Credentials

Volunteering



Board Treasurer

Bayview Elementary PTA

Jun 2018 - Dec 2019 · 1 yr 7 mos

Education

This position is 100% volunteer work and a two-year term. Dedicate a significant amount of time pro bono in the area of accounting. I perform all accounting functions for this non-profit organization, includir ...see more

Add Your Skills

Skills

Business Planning · 9

Endorse

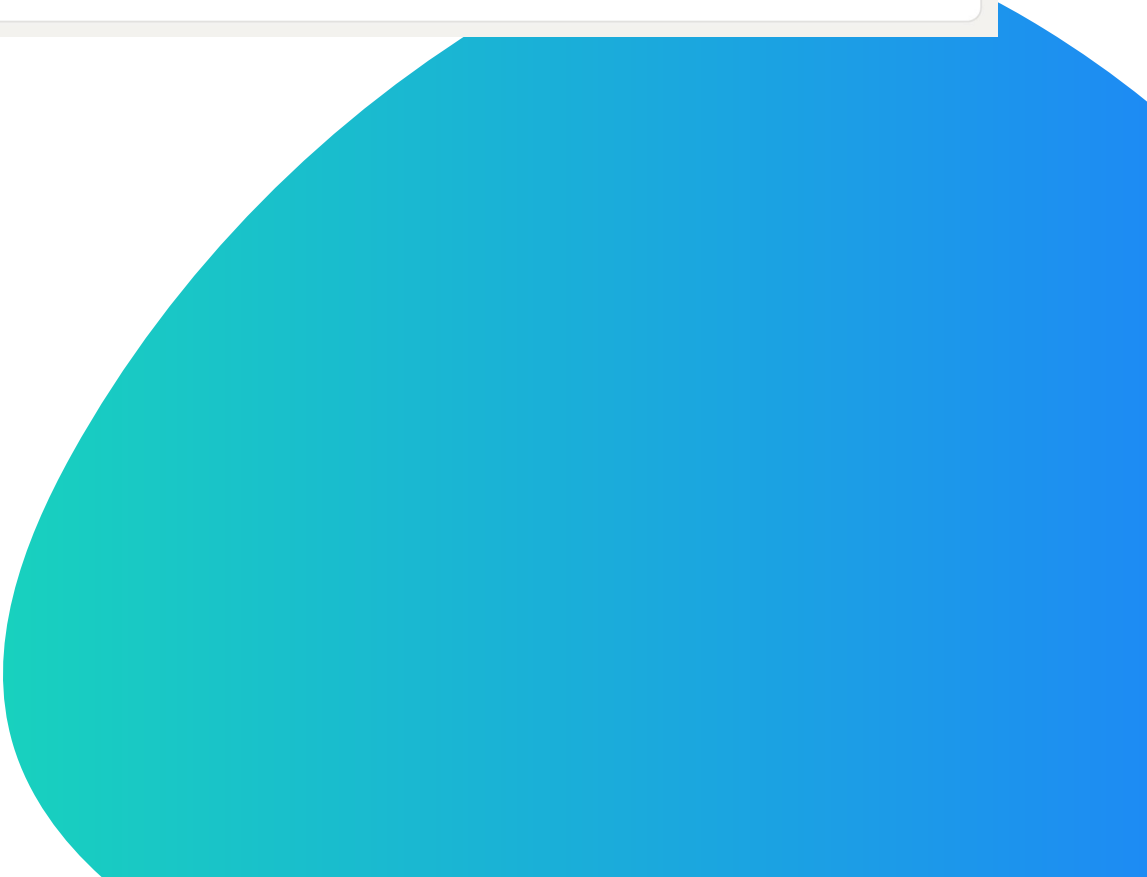
Business Development · 7

Endorse

Accounting · 6

Endorse

[See all 14 skills](#)



LinkedIn Business Page Optimization

Engaging LinkedIn Banner

Logo

Name

Tagline

The image shows a LinkedIn Business Page for '2nd Vault'. At the top is a blue banner with the 2nd Vault logo on the left, the text '2ND VAULT IS A DIGITAL BINDER FOR YOU TO STORE WHAT YOU NEED AT YOUR FINGERTIPS' in the center, and a '30 DAY FREE TRIAL' button and '2ndvault.com' on the right. Below the banner is the company name '2nd Vault' and a tagline: 'One place for you to store and organize for your relevant information to be saved and shared in a secure way.' Below the tagline is the location 'Individual & Family Services · Fort Lauderdale, FL · 287 followers' and a photo of two women with the text 'J. Helaine & 1 other connection work here · 2 employees'. There are three buttons: '+ Follow', 'Visit website', and 'More'. To the right of these buttons is a 'Video Uploads' section. Below this is a navigation bar with 'Home', 'About', 'Posts', 'Jobs', 'People', 'Insights', and 'Videos'. The 'About' section is expanded, showing the text: '2nd Vault provides you a one-stop-shop for all of your relevant information to be saved and shared in a highly secure and convenient way. Organize all that you keep inside your head or written somewhere into one convenient place that will always be right at the tip of your fingers to access. ♦ How does it work? 2nd Vault™ is a way to securely store... see more'. At the bottom of the 'About' section is a 'See all details' link.



2ND VAULT IS A DIGITAL BINDER FOR YOU TO STORE WHAT YOU NEED AT YOUR FINGERTIPS

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Call To Action

2nd Vault

One place for you to store and organize for your relevant information to be saved and shared in a secure way.

Individual & Family Services · Fort Lauderdale, FL · 287 followers



J. Helaine & 1 other connection work here · 2 employees

+ Follow

Visit website

More

Video Uploads

Home

About

Posts

Jobs

People

Insights

Videos

About

2nd Vault provides you a one-stop-shop for all of your relevant information to be saved and shared in a highly secure and convenient way. Organize all that you keep inside your head or written somewhere into one convenient place that will always be right at the tip of your fingers to access. ♦ How does it work? 2nd Vault™ is a way to securely store...

see more

See all details

About Section

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