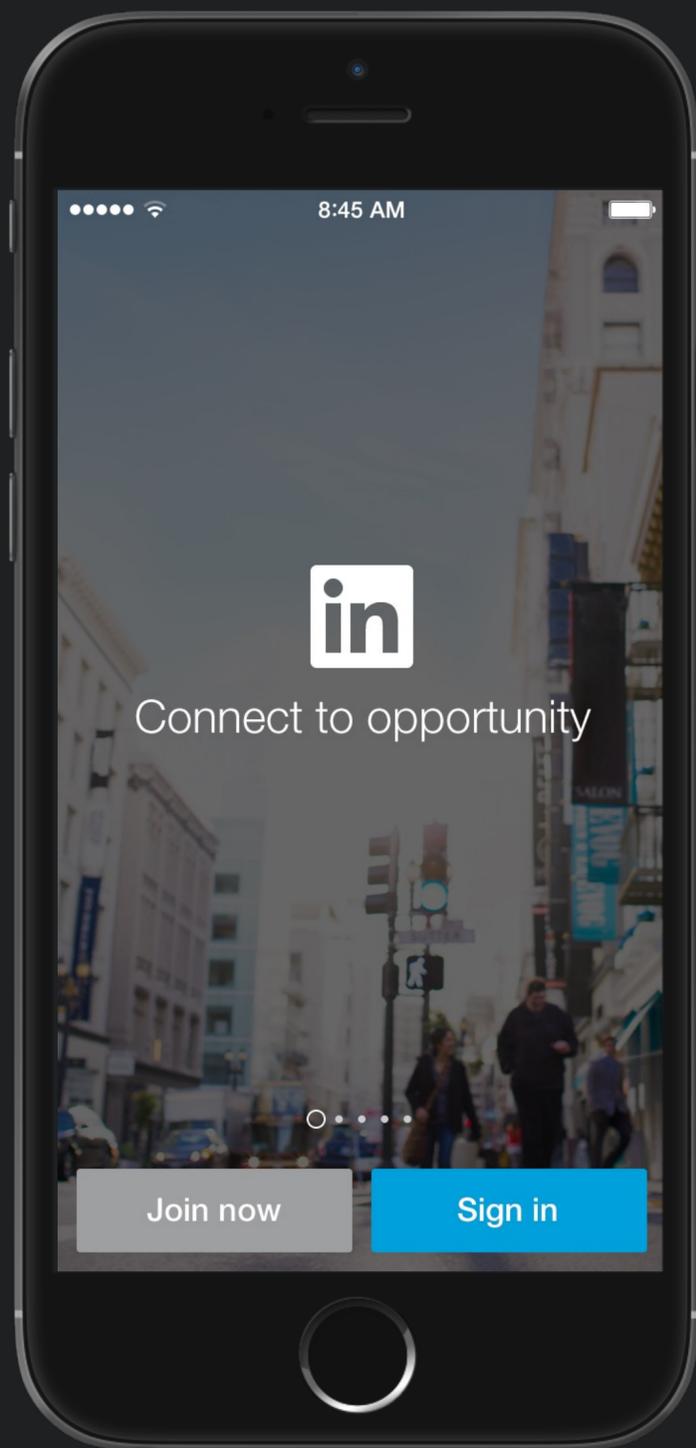


Linked  TM

Create a great LinkedIn profile  
and build your professional brand



Connect to opportunity

# Growing global network



500M

Members



>2 New

Members per second



93M

Monthly unique visitors

# Benefits of using LinkedIn



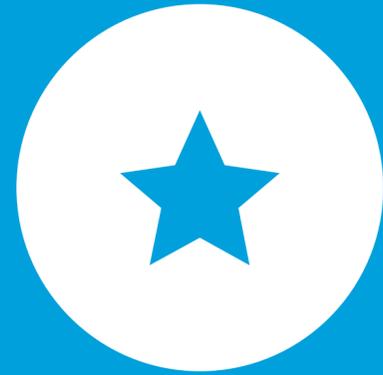
STAY CONNECTED



STAY INFORMED



GET HIRED



Create a great profile



## Colene Mitchell

1st

Building the World's Favorite UIs, One Pixel at a Time  
San Francisco Bay Area | Internet

Current LinkedIn  
Previous LinkedIn, Laurus Strategies  
Education The University of Georgia

Send a message

300  
connections

[www.linkedin.com/in/colenemitchell/en](https://www.linkedin.com/in/colenemitchell/en)

Contact Info

### Background

#### Summary

Working at LinkedIn, I am able to combine my experience in recruiting with my love of sharing knowledge to help recruiters become more successful.

In my spare time, I love to educate candidates on how to maximize their job search. By teaching them the tools available and helping them improve their interviewing skills, they are ultimately able to find the next great step in their careers.

Specialties include: Training, Public Speaking Coaching, Project Management and Process Improvement.



LinkedIn's Vision for the Next 10 Years



# Add a professional photo

# 14x

More likely to be  
viewed if have photo



**Colene Mitchell**

1st

Building the World's Favorite UIs, One Pixel at a Time

San Francisco Bay Area • Internet

Current LinkedIn

Previous LinkedIn, Laurus Strategies

Education The University of Georgia



**Reid Hoffman** fluencer 2nd [Following]

Entrepreneur. Product Strategist. Investor.

San Francisco Bay Area • Internet



**Michael Susi**  1st

Designing Wellness Programs that Help People Unleash Their Greatness

San Francisco Bay Area • Health, Wellness and Fitness



**Mike Gamson**  2nd

Passionate about investing in people

Greater Chicago Area • Internet

2

Write an attention-grabbing headline

Explain what it is you do

Show your passion and value

 THE ECONOMIC GRAPH

LinkedIn's Vision for the Next 10 Years

## Colene Mitchell

1st

Building the World's Favorite UIs, One Pixel at a Time

San Francisco Bay Area | Internet

### Background



#### Summary

Working at LinkedIn, I am able to combine my experience in recruiting with my love of sharing knowledge to help recruiters become more successful.

In my spare time, I love to educate candidates on how to maximize their job search. By teaching them the tools available and helping them improve their interviewing skills, they are ultimately able to find the next great step in their careers.

Specialties include: Training, Public Speaking Coaching, Project Management and Process Improvement.



LinkedIn's Vision for the Next 10 Years

3

# Draft a compelling summary

40 words or more

Include keywords but not buzzwords

Focus on career accomplishments



## Experience

### Sr. Customer Success Consultant

LinkedIn

January 2014 – Present (1 year 4 months) | San Francisco Bay Area



As a Strategic Recruitment Product Consultant at LinkedIn, I'm committed to helping our strategic clients attract, recruit, and hire top talent. This goal is accomplished by understanding each client's unique recruitment and employment branding challenges, then developing a customized solution to positively effect change within their organization. I work closely with Talent Acquisition, Website Design, Employment Branding and Marketing to ensure each client's suite of products are maximized to the fullest. Additionally, I drive customer adoption of existing SaaS product lines, as well as, new product releases in tandem with our product marketing teams.



LinkedIn for Students: Top Five Profile To-Do's



How to Change Your Culture for Passive Talent

### Recruitment Product Consultant

LinkedIn

September 2012 – January 2014 (1 year 5 months) | Greater Chicago Area



As a Recruitment Product Consultant at LinkedIn, I'm committed to helping our clients attract, recruit, and hire top talent. This goal is accomplished by understanding each client's unique recruitment and employment branding challenges, then developing a customized solution to positively effect change within their organization. I work closely with Talent Acquisition, Website Design, and Marketing to ensure each client's suite of products are maximized to the fullest. Additionally, I drive customer adoption of existing product lines, as well as, new product releases in tandem with our product marketing teams.

### Client Manager

Laurus Strategies

October 2009 – July 2011 (1 year 10 months) | Greater Chicago Area



# Detail your past work experience

# 12x

More likely to be viewed if have more than 1 position listed



Education

**The University of Georgia**  
Bachelor of Arts (B.A.), Business, Communication  
2000 – 2003

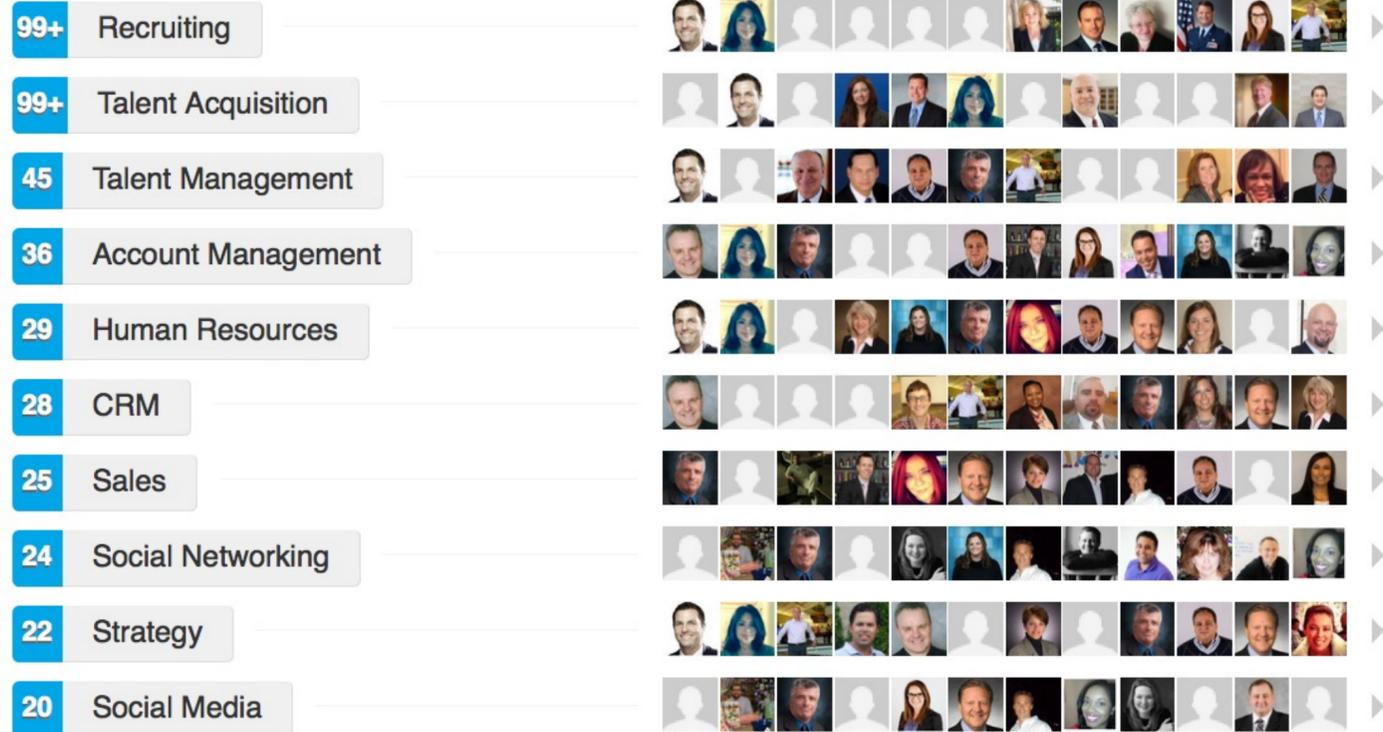


Activities and Societies: Delta Phi Lambda



Skills

Top Skills



5

# Add skills and get endorsements

## Include a mix of high level and niche skills

Colleen knows about...

20 Management 19 Leadership 17 Applicant Tracking... 16 Strategic Planning

Colleen knows about...

- 20 Management
- 19 Leadership
- 17 Applicant Tracking...
- 16 Strategic Planning
- 15 Enterprise Software
- 14 Negotiation
- 11 Cold Calling
- 10 Salesforce.com
- 10 Consulting
- 9 Onboarding
- 9 Marketing
- 8 Employer Branding
- 8 Training
- 7 Team Building
- 6 Business Networking
- See 6+ >



## Volunteer Experience & Causes

### Board Member

A Ban Against Neglect (ABAN)

March 2012 – Present (3 years 2 months) | Economic Empowerment



ABAN works with street girls in Ghana to teach them a trade (sewing), help them make money, and prepare them for a future off the streets. These girls sew products out of local fabrics, and plastic water bags -- we sell those products around the US and at aban.org.

### Volunteer

Menstrupedia

January 2015 – Present (4 months) | Children



Menstrupedia

Menstrual health adversely impacts millions of lives. Menstrupedia will enable parents at scale to teach their daughters about this topic in a way that would otherwise be taboo.

### Volunteer

Rising International

March 2011 – Present (4 years 2 months) | Civil Rights and Social Action



Giving someone the gift of education and seeing what they can accomplish is one of the most satisfying experiences I've ever had.



# Include Volunteer Experiences & Causes

Almost half of all hiring managers say they view them as equivalent to formal work

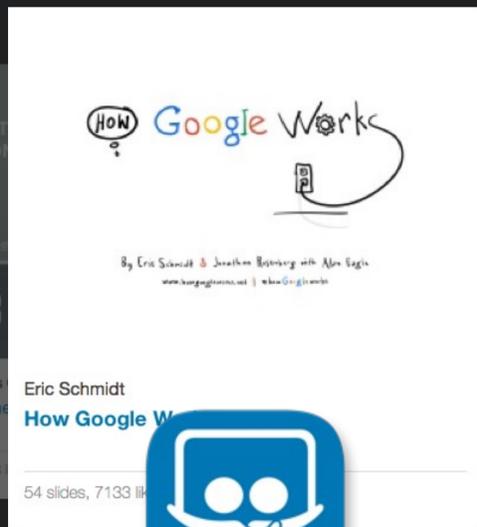
Recommendations



# STAY INFORMED

Build your professional brand

# The most relevant professional news and knowledge



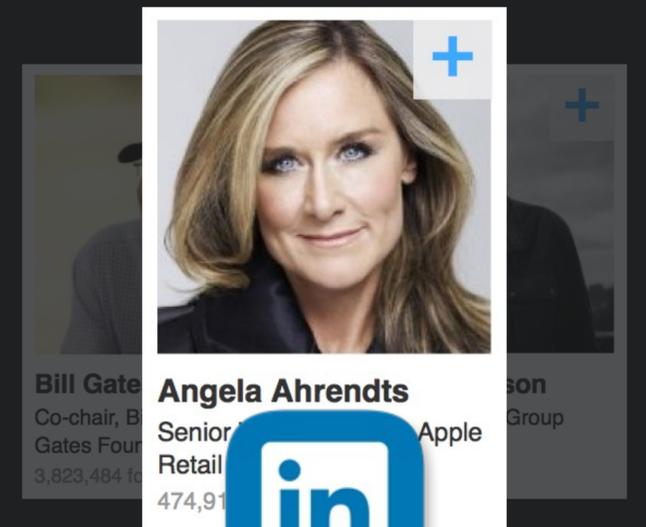
SlideShare



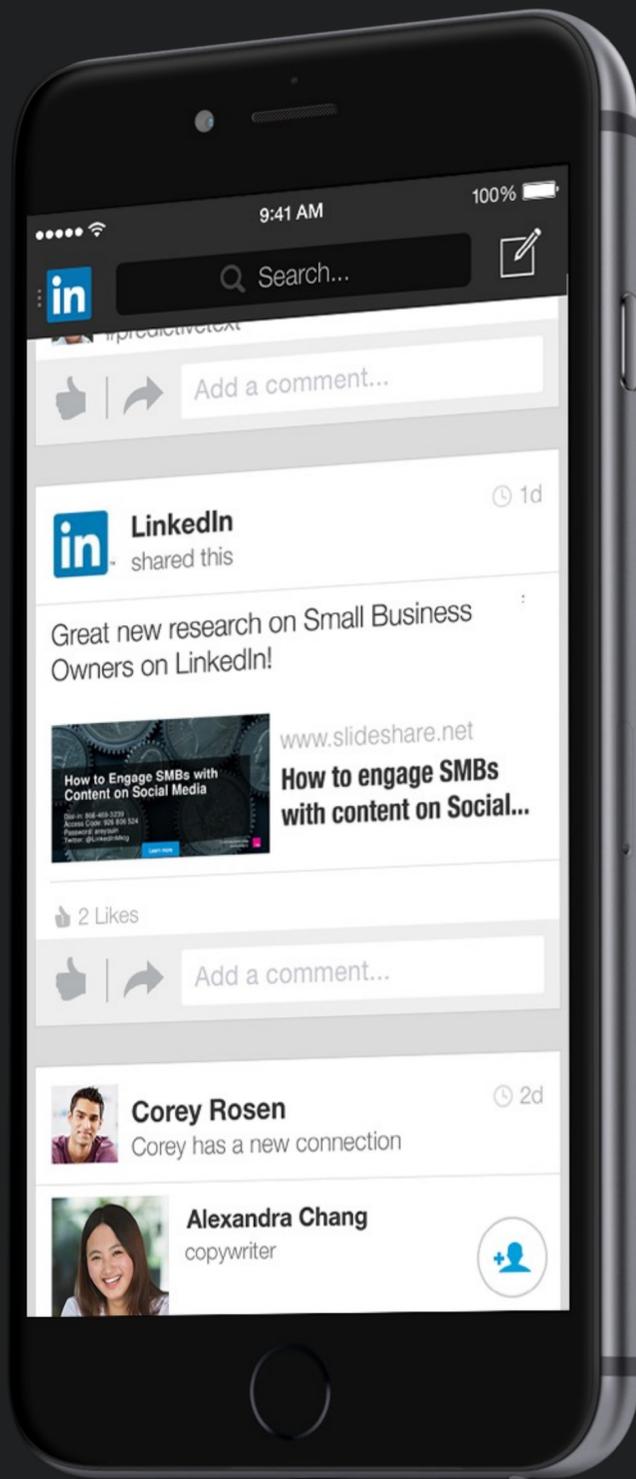
Groups



Pulse



Influencers & Publishing



Tell visual stories  
with SlideShare  
Major SEO ranking impact

Find and  
join groups  
Participate in discussions  
related to your industry

https://www.linkedin.com/pulse/discover?trk=tod3-top-nav-filter

PREMIUM Search for people, jobs, companies, and more... Advanced

Home Profile Connections Jobs Interests Business Services Go to Recruiter

**HBR** Harvard Business Review 1,000,000 members Member

Discussions Promotions Jobs About Search

Start a discussion with your group

Enter a discussion title

Sort by: Recent

**Samir EMILE** Retired Leadership Consultant Manager's Choice

**CEOs with integrity deliver better financial results - HBR**

[https://hbr.org/2015/04/measuring-the-return-on-character?utm\\_campaign=Socialflow&utm\\_source=Socialflow&utm\\_medium=Tweet](https://hbr.org/2015/04/measuring-the-return-on-character?utm_campaign=Socialflow&utm_source=Socialflow&utm_medium=Tweet)

Measuring the Return on Character  
hbr.org • CEOs who are rated high on four moral principles deliver better financial results than those who aren't.

Comment (3) • Like (9) • Follow 15 hours ago

See all comments

**Yi-Jie Eugene Chen**  
CEOs are top leaders of companies and leaders take the followers to go through ups and downs. Genuine CEOs can take the followers to deliver better performance. CEOs without integrity can cheat others in the short term but cannot ... [more](#)  
Like (0) • Reply privately • Report spam 12 hours ago

**Bert Robinson**  
Lukasz, Yes. But when we look at our financial sector and especially Wall Street do not exactly synonymous with integrity.  
Like (0) • Report spam 10 hours ago

Add a comment...

**Amy Gallo** Contributing editor, Harvard Business Review

**Have you ever confronted someone who was taking credit for your work?**

I'm working on a piece for HBR.org and am interested in hearing your stories about how you've responded when your boss or your peer accepts the congratulations that's rightfully yours or even says that the success was their doing.... [more](#)

Give Credit Where It's Due  
hbr.org • You might remember the FedEx commercial "Stolen Idea". A boss asks his team for cost-cutting ideas and a young staffer suggests opening a

Comment (2) • Like (0) • Follow • Report spam 4 hours ago

**See what's new**  
We've made some improvements to make your experience better! To read more about how we've updated Groups, visit our [Help Center](#).

**Your group contribution level**  
Start by commenting in a discussion. Group participants get 4x the number of profile views.  
Finding an Audience

**LinkedIn Ads**

**Zegna Suits for Less**  
Shanghai's Master Tailors tour the US. Get measured for your perfect suit!

**Bring Your Brand To Life!**  
Let Verdict Digital create stunning content to breath life into your brand

**Looking for a job?**  
Search jobs, upload your resume and get hired faster with CandidateBroker!

About | Feedback | Privacy & Terms  
LinkedIn LinkedIn Corp. © 2015

https://www.linkedin.com/pulse/discover?trk=tod3-top-nav-filter

PREMIUM Search for people, jobs, companies, and more... Advanced

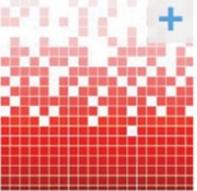
Home Profile Connections Jobs Interests Business Services Go to Recruiter

**Pulse** The news and insights you need to know.

Your News Top Posts **Discover**

**A SMARTER READ IN MORE WAYS THAN ONE**  
Follow what interests you to get personalized news and insights.

Recommended for you

 <p><b>Liz Ryan</b> CEO and Founder, Human Workplace 565,485 followers</p>	 <p><b>Robert Herjavec</b> Shark on ABC's Shark Tank, Founder of Herjavec Group, 446,578 followers</p>	 <p><b>Blake Mycoskie</b> Chief Giver at TOMS 48,431 followers</p>	 <p><b>Tony Hsieh</b> CEO at Zappos.com 129,862 followers</p>	 <p><b>A.J. Jacobs</b> Author, Lecturer and Editor at Large at Esquire magazine 38,054 followers</p>
 <p><b>Economy</b> 5,355,895 followers</p>	 <p><b>Online Advertising</b> 407,616 followers</p>	 <p><b>Big Data</b> 1,799,139 followers</p>	 <p><b>Android Community</b> 6,069 followers</p>	 <p><b>Techonomy</b> 9,632 followers</p>
 <p><b>Michelle Rhee</b> Founder / CEO at StudentsFirst 146,702 followers</p>	 <p><b>Phil Baumann</b> Strategist at Telere 59,238 followers</p>	 <p><b>Brian Wong</b> Founder and CEO at Kiip 82,549 followers</p>	 <p><b>Bruce Broussard</b> President and CEO at Humana 68,976 followers</p>	 <p><b>Joe Mansueto</b> Morningstar CEO 48,901 followers</p>

Discover content relevant to you

# Gain insights from top industry leaders



**Deepak Chopra MD  
(official)**

Founder, Chopra Foundation  
4,022,538 followers



**Bill Gates**

Co-chair, Bill & Melinda  
Gates Foundation  
3,823,484 followers



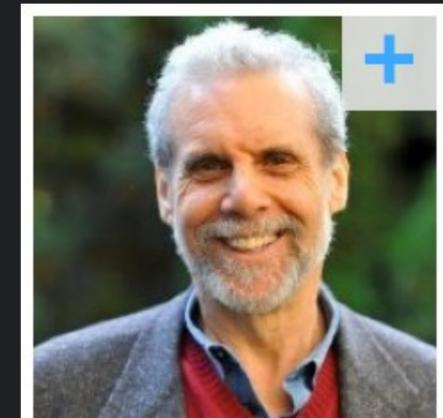
**James Caan CBE**

Serial Entrepreneur and  
Investor in People with  
2,279,565 followers



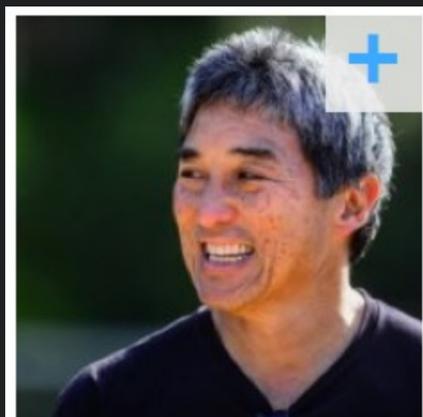
**Arianna Huffington**

President and Editor-in-Chief  
at The Huffington Post Media  
3,261,333 followers



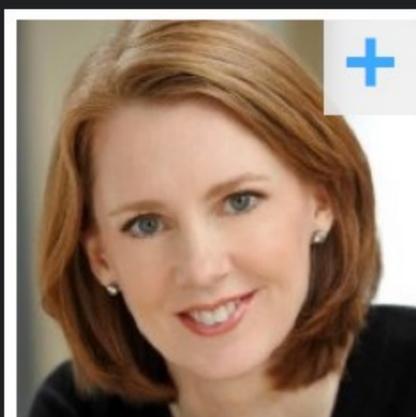
**Daniel Goleman**

Author of The Triple Focus: A  
New Approach to Education  
2,067,604 followers



**Guy Kawasaki**

Chief evangelist, Canva  
1,559,634 followers



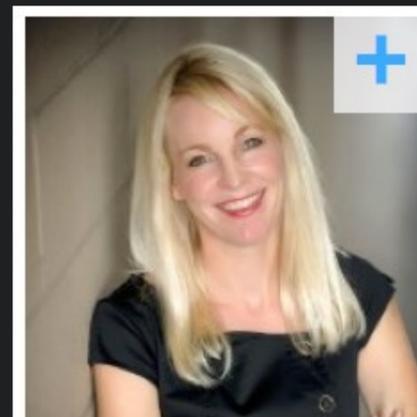
**Gretchen Rubin**

Bestselling writer about  
habits and happiness  
1,511,678 followers



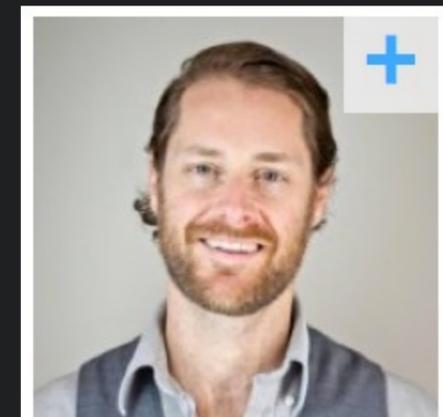
**T. Boone Pickens**

Founder, Chairman and CEO  
at BP Capital and TBP  
1,300,049 followers



**Katya Andresen**

CEO at Cricket Media/ePals  
1,210,990 followers



**Ryan Holmes**

CEO at Hootsuite  
1,136,559 followers

# Sharing updates vs. publishing posts

Helping you grow and engage your network

## Updates

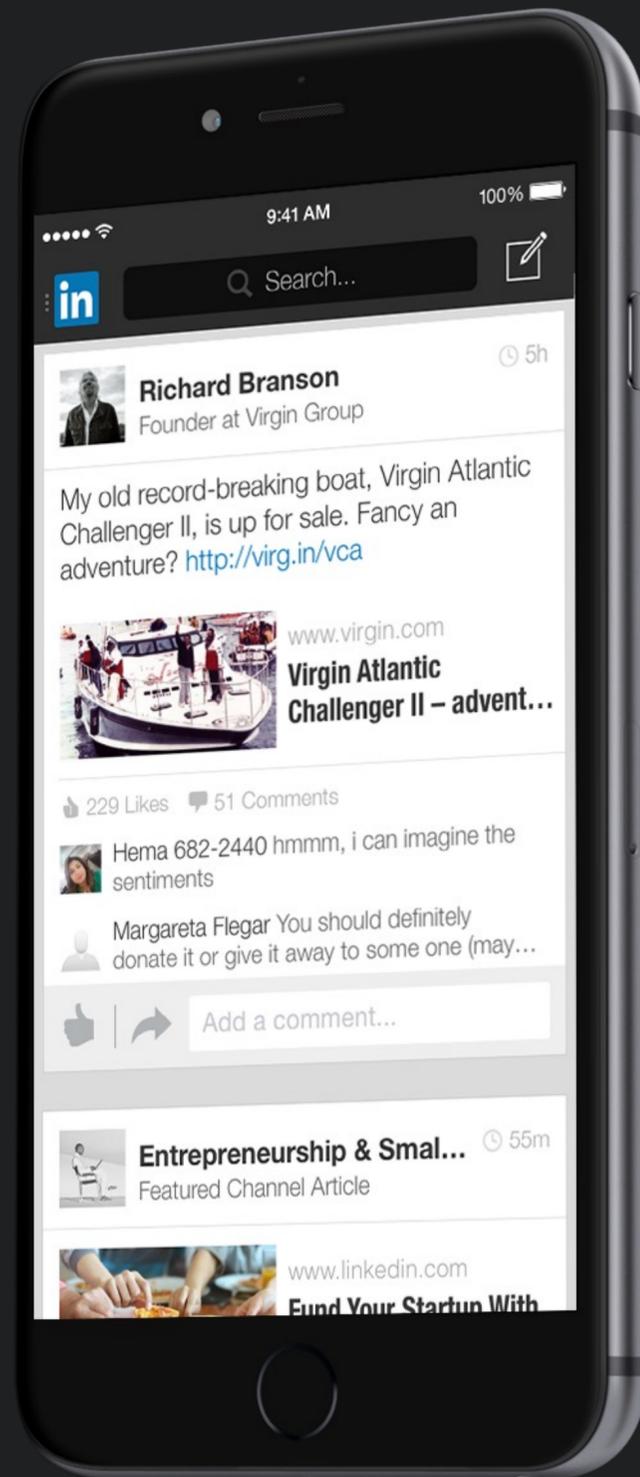
---

Share links, articles, images, quotes or anything else your followers might be interested in

## Posts

---

Deeply explore topics that matter to you, then watch the comments to see your impact



# Share content with status updates

Include links to content  
Or upload photos

# Publishing on LinkedIn



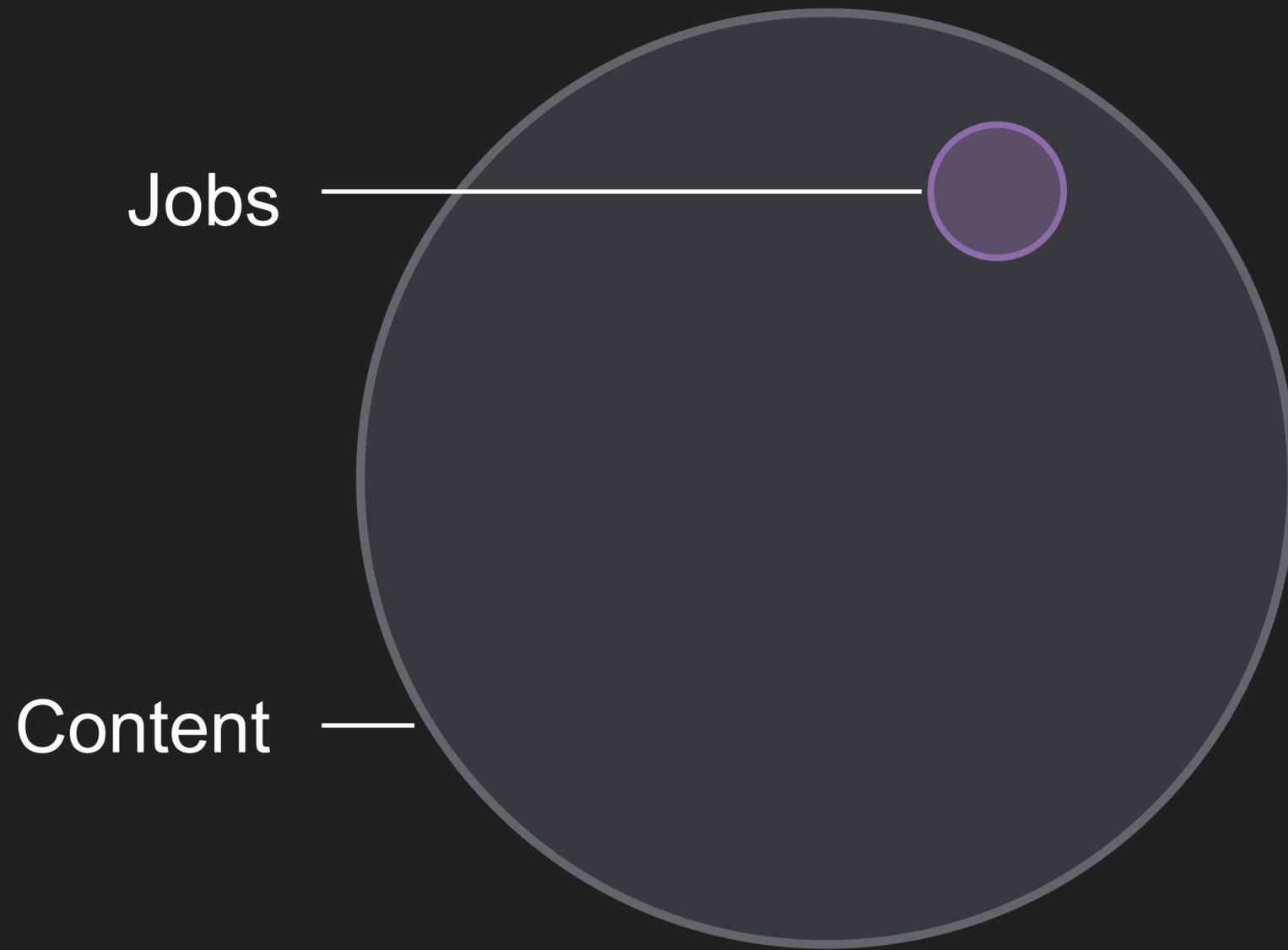
Becomes part  
of your profile



Gets shared  
with your network



Reaches the largest  
group of professionals  
ever assembled



7x

---

More engagement  
with content vs. jobs

Be known for  
what you know  
Strengthen your reputation  
and grow your reach

