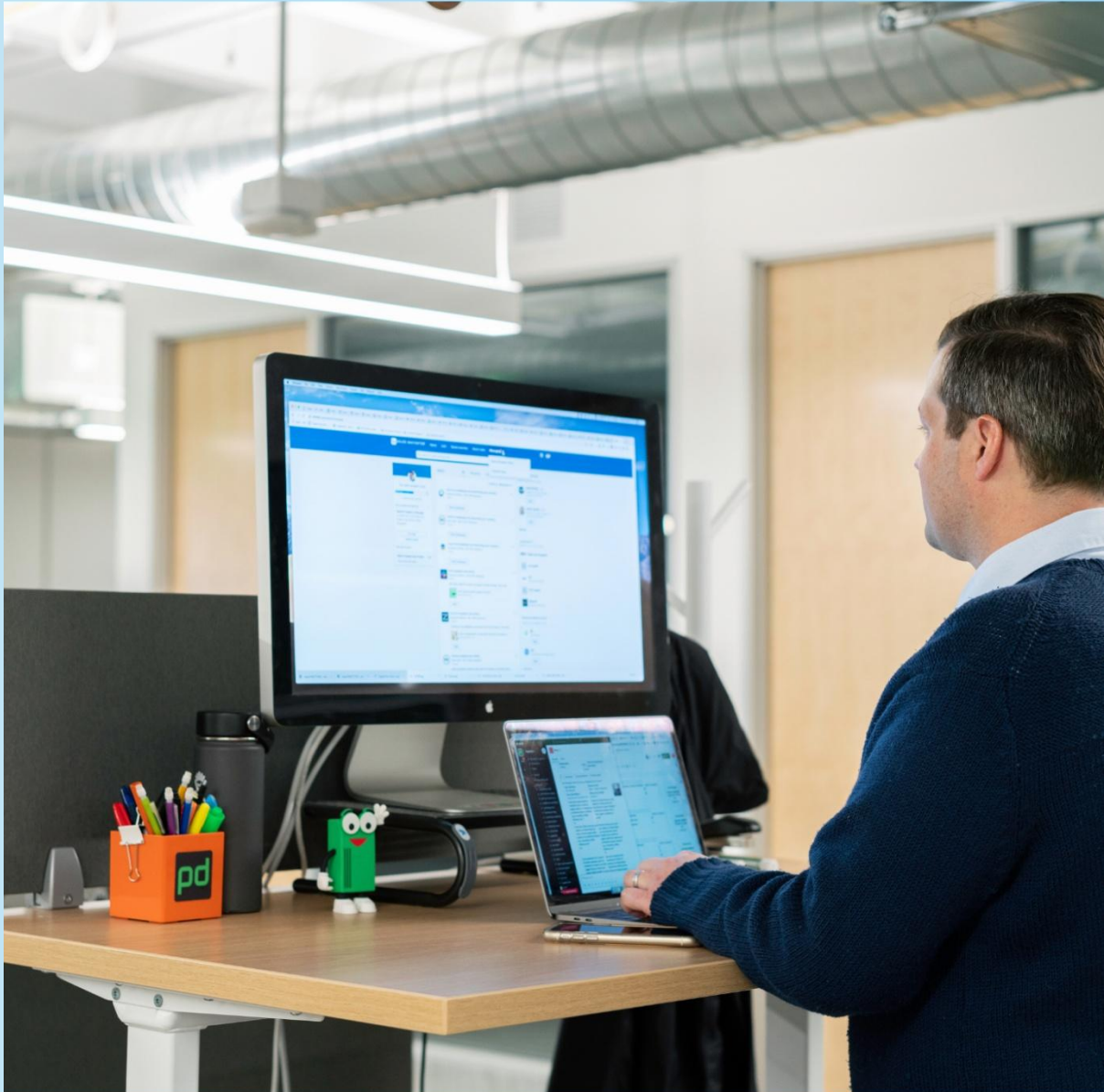


LinkedIn



Profile Checklist

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Why Your LinkedIn Profile Matters

Typically, recruiters often spend less than 30 seconds reviewing a profile before deciding whether to continue. Your profile needs to maintain the attention of these recruiters so that they are curious enough to find out more information about you.

LinkedIn profiles generally appear in recruiter searches based on:

- Keywords
- Skills
- Job titles
- Experience
- Activity

Before You Begin...

In order to get the most out of this guide, you'll need the following items before you can get started...

- Professional email
- Professional headshot
- Updated resume
- PMP or certifications
- List of accomplishments
- List of projects
- Awards
- Metrics

Profile Photo

The purpose of your profile photo is to appear approachable and professional. Remember that LinkedIn is basically an online resume of yourself. Your profile photo needs the same formality as if you were going to a job interview.

Here is a brief checklist as to what your profile photo should include...

- Smile
- Look into camera
- Solid background
- Business casual or an outfit you'd wear to an interview
- High resolution
- Face fills approximately 60% of image

As much as possible, avoid...

- Sunglasses

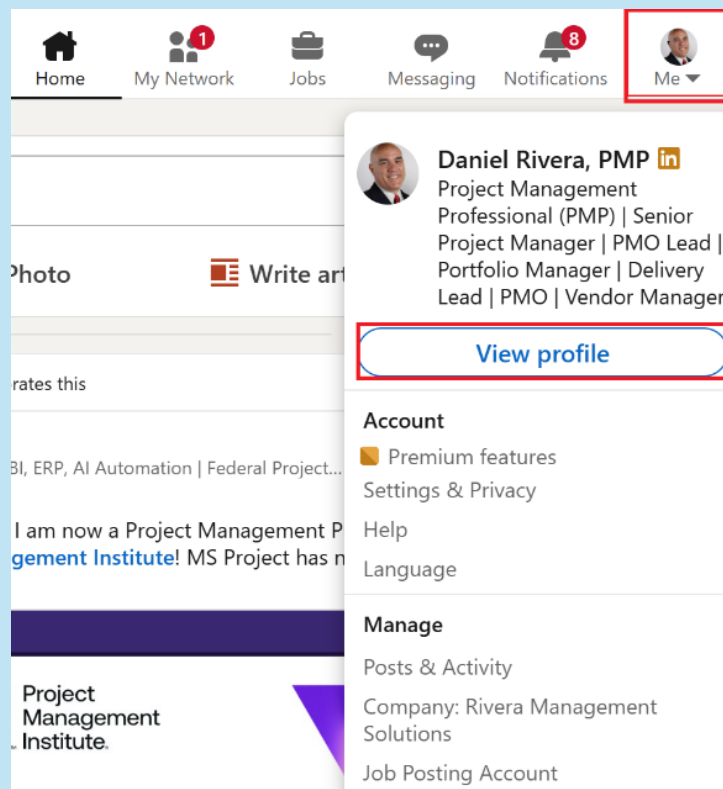
- Vacation photos
- Group photos
- Cropped family photos

An example from my profile follows below...



Procedure to change your profile photo...

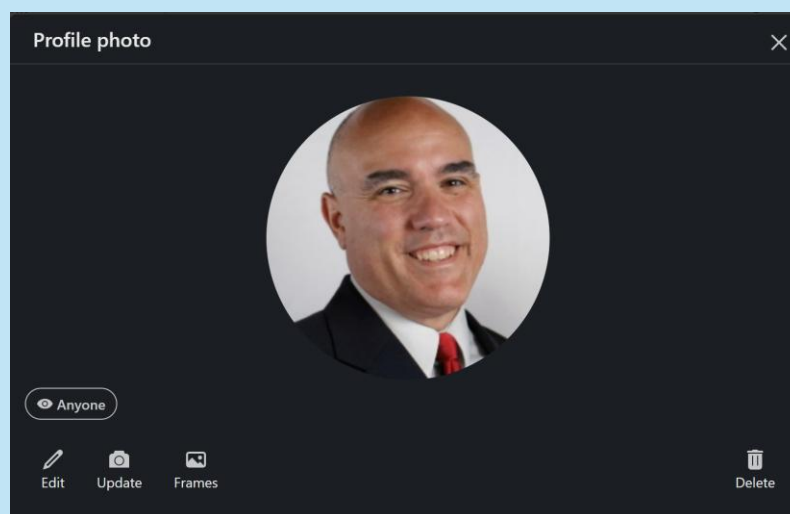
1. After logging into your LinkedIn account, click the dropdown that's located under your profile picture.
2. Then, after the menu is expanded, click on VIEW PROFILE.



3. When your profile appears, click on your profile picture to the left



4. In the next screen, you have options to delete, edit, or change your photo



Background Banner

Many job candidates leave this banner blank figuring that the background has no value or that a recruiter will scroll down and view the profile. However, the banner is critical for a recruiter to get a summary of you within 30 seconds. Once the recruiter is interested, they will continue downward to view the rest of your profile.

Some information that is recommended to include on your banner...

- Name
- Title
- Certifications
- Value statement
- Website
- Branding

An Example of information that can be used on the banner:

- Senior Project Manager
- PMP® Certified
- Digital Transformation
- Agile | PMO | Portfolio Delivery

Steps to update your banner

1. Go back to your profile page and click the pencil icon at your top banner



2. An option will appear to edit your banner.
3. If you choose, you can leverage a tool such as Canva (www.Canva.com) or Pixabay (www.pixabay.com) to create visually stunning banners

Headline

Instead of just using “Project Manager,” use keywords that will help recruiters get to your profile.

An example is:

Senior Project Manager | PMP | IT Transformation | PMO Leadership | Agile Delivery | Cross-Functional Leadership

Make sure your headline consists of the following:

- Target job title
- Industry keywords
- Certifications
- Specialties

Below is an example from my profile:

Daniel Rivera, PMP ✓

Project Management Professional (PMP) | Senior Project Manager | PMO Lead | Portfolio Manager | Delivery Lead | PMO | Vendor Manager

About Section

In the ABOUT section, you need to answer the following questions about yourself so that hiring managers will understand you better.

- Who are you? What problems do you solve?
- How much experience?
- Industries?
- Major accomplishments?
- What makes you different?

Below is an example from my profile.

About



Senior Project Manager specializing in large-scale technology delivery, vendor management, and AI-driven project execution.

I lead complex enterprise programs—typically \$1.5M+ portfolios—where success depends on strong governance, tight financial control, and cross-functional alignment. My approach blends traditional PM fundamentals with modern AI acceleration tools (Guidewire, Prevail, Jira, Asana AI, Rovo AI, ChatGPT), enabling faster analysis, clearer communication, and higher delivery consistency across teams.

Over the last several years, I've driven major outcomes for clients and employers including:

- Delivering multi-region compliance, analytics modernization, and system decommissioning initiatives
- Improving forecasting accuracy using SAP, Tableau, Excel, and Power BI models
- Strengthening vendor performance through AI-assisted SOW, milestones, and financial analysis
- Raising Agile delivery maturity by refining sprint readiness, story quality, and team throughput
- Leading PMO assessments and implementing governance roadmaps that reduce risk and increase visibility

My reputation is simple: I bring order, clarity, and predictable execution to complex environments.

I thrive where priorities shift, stakeholders conflict, or delivery structures lack discipline.

If your teams need stronger delivery leadership, more accurate planning, or execution you can trust—I can help.

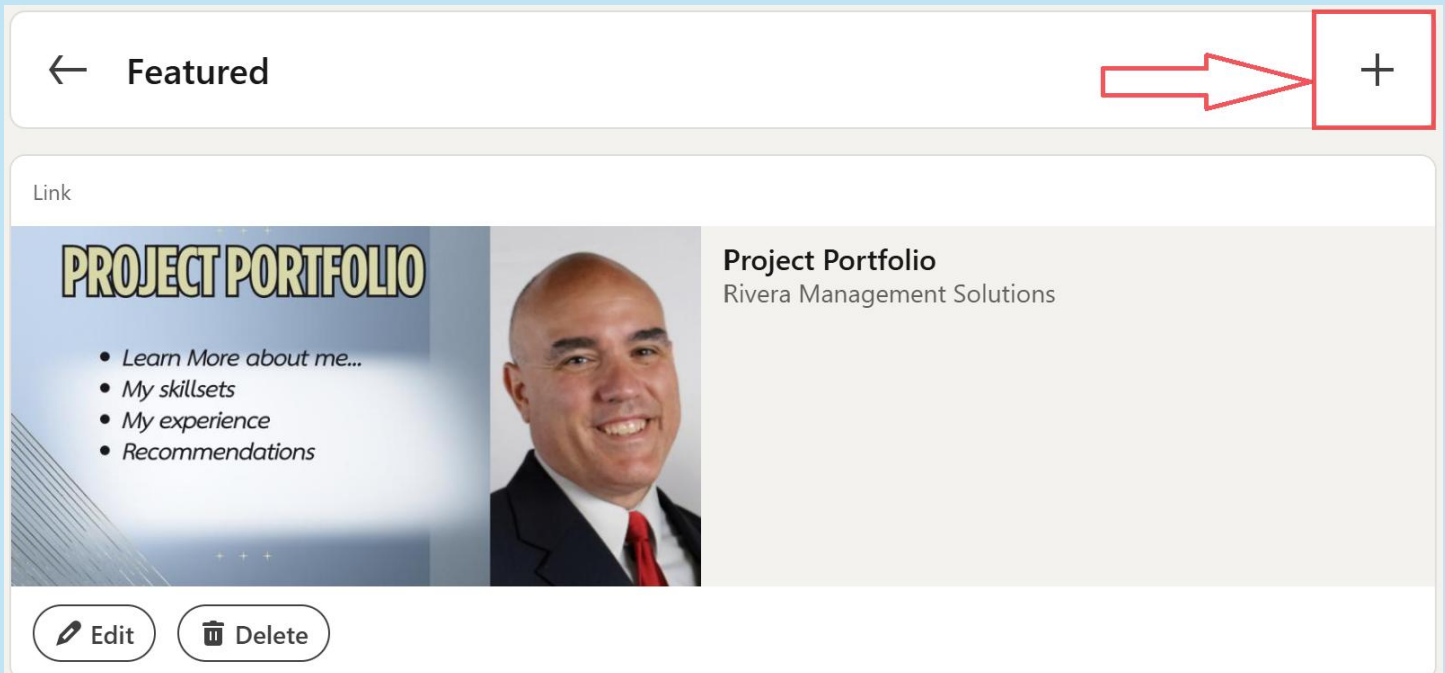
Featured Section

DO NOT overlook the Featured section because you can leverage this section to demonstrate your knowledge or provide samples of your work. You can feature the following aspects of yourself...

- Resume
- Portfolio
- Website
- Certifications
- Articles
- Videos
- Case studies

An example below shows how I added a link to my portfolio on my website. Here are the steps to do that...

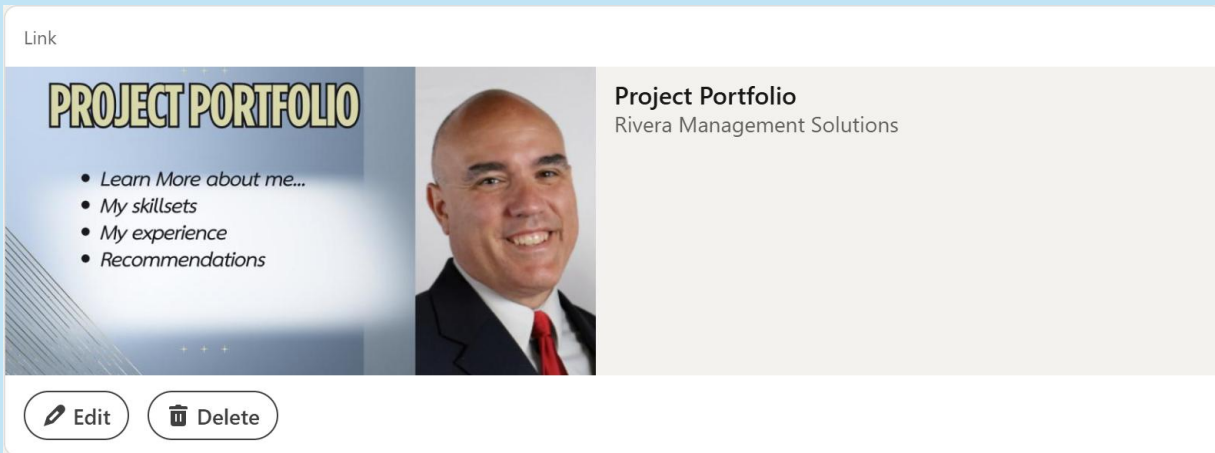
1. After clicking the pencil icon to edit the FEATURED section, you will see the below screen. I already have a website link to my portfolio but I will now teach you how to create a new link.
2. Click on the + icon so that we can create a new link. You can also create a post, article, image, or add a document. However, for this demonstration, we'll focus on creating a link to your portfolio.



3. Put in the URL of where your portfolio resides and then click ADD.

A screenshot of the 'Add a link' dialog box. The dialog has a title bar with 'Add a link' and a close button (X). Below the title bar is a text input field with the placeholder text 'Paste or type a link to an article, file or video.' To the right of the input field is an 'Add' button. At the bottom of the dialog are two buttons: 'Back' and 'Save'.

4. Your link will appear in the FEATURED section, however you may need to create an attractive thumbnail for your portfolio if you haven't already done so. Click the EDIT button to add a thumbnail...



- Click on the pencil icon to add or edit a Thumbnail. Again, you can use a tool like Canva (www.canva.com) or pixabay (www.pixabay.com) to create an attractive thumbnail. When done, click SAVE.

Edit media

Title

Project Portfolio

Description

Thumbnail



Delete

Save

Experience

The experience that you list for each job you've held should emphasize your accomplishments and not just job duties.

Instead of: Responsible for project management

Use: Managed a \$4.2M technology portfolio delivering 18 strategic initiatives while reducing schedule variance by 22%.

For each job role, make sure that your accomplishments emphasize the following:

- Action verb
- Scope
- Results
- Numbers
- Business impact

Examples for Experienced Professionals:

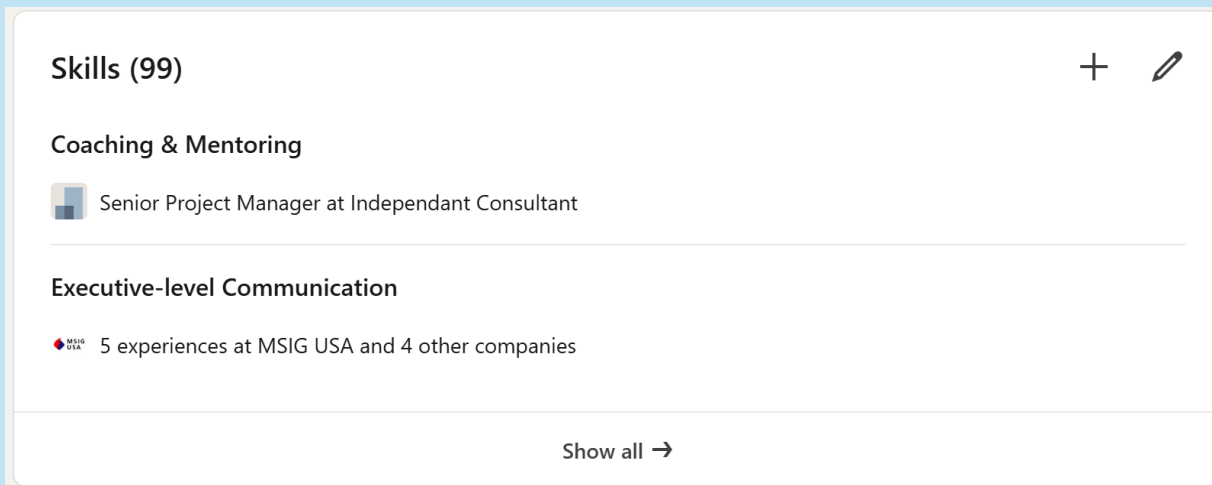
- **Managed a \$6 million technology portfolio** by leading cross-functional teams, mitigating project risks, and improving governance processes, delivering **18 strategic initiatives on schedule** while increasing stakeholder satisfaction.
- **Redesigned** project intake and governance workflows by implementing standardized templates, approval processes, and reporting dashboards, reducing project initiation time by **30%** and improving executive visibility across the portfolio.
- **Implemented** forecasting and budget tracking processes by collaborating with finance and business stakeholders, improving forecast accuracy by **20%** while identifying more than **\$500,000 in potential cost savings** through proactive resource planning.

Examples for College students seeking a PM role:

- **Led** a five-member team in developing a semester-long marketing strategy by coordinating project milestones, assigning responsibilities, and facilitating collaboration, resulting in a **97% final project grade** and recognition as one of the top projects in the class.
- **Organized** a campus networking event by coordinating speakers, managing event logistics, and promoting attendance, attracting **150+ students** and increasing participation by **40%** compared to the previous semester.
- **Developed** an automated Microsoft Excel reporting dashboard during a summer internship that reduced weekly reporting time by **5 hours**, improved data accuracy, and enabled managers to make faster operational decisions.

Skills

The Skills section is of high importance because here is where recruiters may query to find the best candidates for the roles they are working on. Below is where you can access this section. Be sure to click on the Pencil icon to edit this list and click the + icon to add items to this list.



I would recommend that you put 30-50 skills with a prioritization around the following...

- Leadership Skills
- Software
- Methodologies
- Technical Skills

For Example:

- Project Management
- Program Management
- Portfolio Management
- Budget Management
- Stakeholder Management
- Conflict Resolution
- Risk Management
- PMO
- JIRA
- Azure DevOps
- Microsoft Project
- Smartsheet
- Power BI

Recommendations

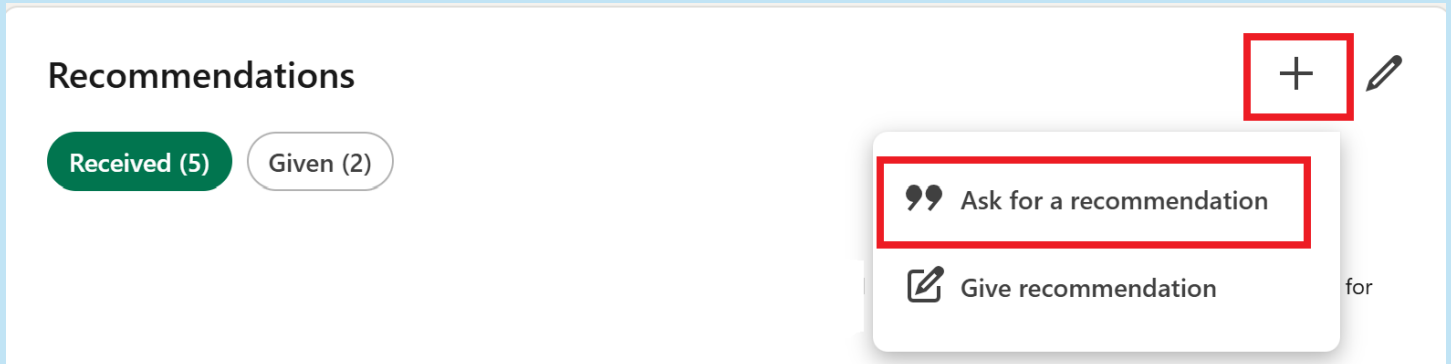
Recommendations are critical so that people can back up the value you brought to project teams. Think of it this way – if you're ordering a product from Amazon, you will likely read the reviews of that product to see the feedback. You wouldn't buy that product if it had no reviews or, worse, negative reviews, right? Same applies to your recommendations.

You DO NOT have to wait until you leave your current job or college to get recommendations. Reach out to people who you've worked with even if you were not personally close to them. Gently ask for a recommendation based on your work from a project.

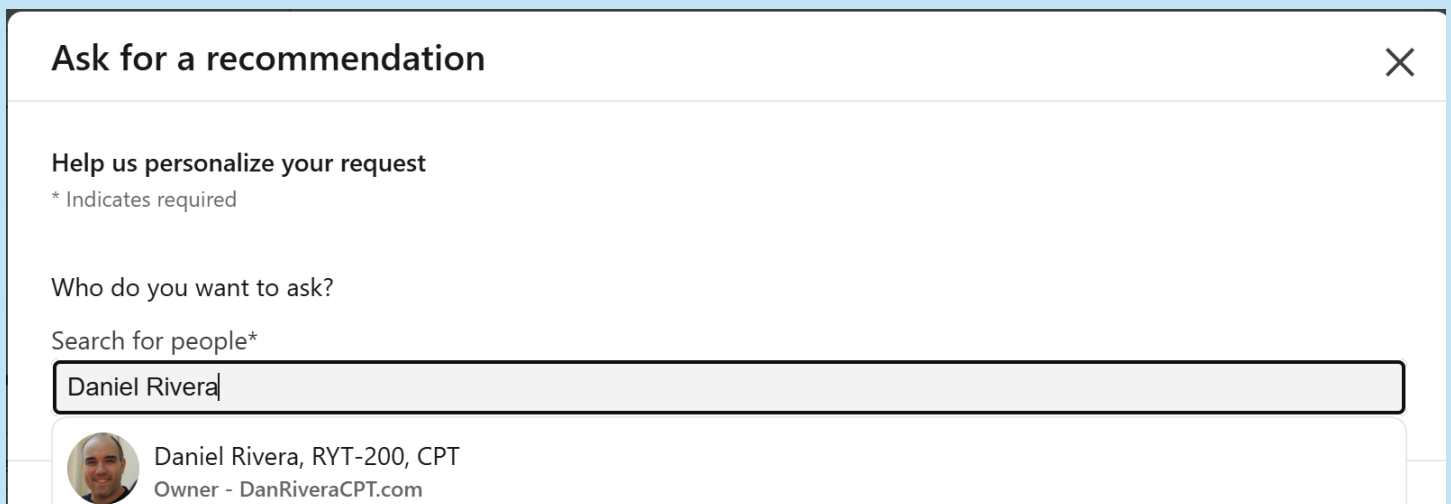
You can ask managers, peers, customers, executives, academic advisors, department directors, etc.

Within LinkedIn, you will need to ask the person **who already has a LinkedIn profile** for a recommendation.

1. Within your LinkedIn profile view, scroll down to the RECOMMENDATIONS section. Click on the + icon, then select ASK FOR A RECOMMENDATION.



2. In the next screen, select the person you want the recommendation from. Remember, they must have a LinkedIn account. Click CONTINUE.



3. In the next screen, you will need to select what type of relationship you had with the person you want a recommendation from. Then, you need to select the position where you worked with this person. Finally, you can include a personalized message. Normally, you would supply a draft of the recommendation you want to make it easier for the person you're asking to complete this quickly. If the person is fine with your draft, they will approve your recommendation request and the recommendation will appear on your profile in the RECOMMENDATIONS section.

Please see the screen shot that follows...

Ask Daniel to recommend you

×

Help us personalize your request

 Daniel Rivera, RYT-200, CPT • 1st

* Indicates required

How do you know Daniel?

Relationship*

Please select

Position at the time*

Please select

Include a personalized message*

Hi Daniel, would you write me a recommendation please?

0/3,000

2 of 2

Back

Send

Licenses and Certifications

Leverage the + icon in this section to add current certifications that you hold. Examples include:

- PMP
- CSM
- PMI-ACP
- Lean Six Sigma
- ITIL
- Scrum
- Microsoft
- AWS
- Google

An image of this section follows...

← Licenses & certifications



Project Management Professional (PMP)

Project Management Institute

Issued Mar 2010

Skills: Project Management, Cost Management, +2 skills



Open to Work

You will need to set OPEN TO WORK so that your colleagues and recruiters can see you. What follows are the steps to do this...

1. Go back to the top of your profile and focus on the OPEN TO WORK area

The screenshot shows a LinkedIn profile for Daniel Rivera, PMP. The header banner includes his name, title 'Senior Project Manager', tagline 'Helping Organizations Deliver Successful Projects', and website 'www.DanRiveraPMP.com/Resume'. Below the banner is a circular profile picture of a smiling man. To the right of the picture is a LinkedIn icon and a pencil icon. The profile summary lists his roles: 'Project Management Professional (PMP) | Senior Project Manager | PMO Lead | Portfolio Manager | Delivery Lead | PMO | Vendor Manager' and location 'New York City Metropolitan Area'. It also shows '500+ connections' and buttons for 'Open to', 'Add section', 'Add custom button', and a menu icon. At the bottom, there is a 'Open to work' status box indicating 'New Jersey, United States | Hybrid · Remote' with a 'Show details' link and a pencil icon for editing.

2. After clicking the PENCIL icon, you will see the below screen where you have two options to set your OPEN TO WORK status

3. In the VISIBILITY area, you have two options

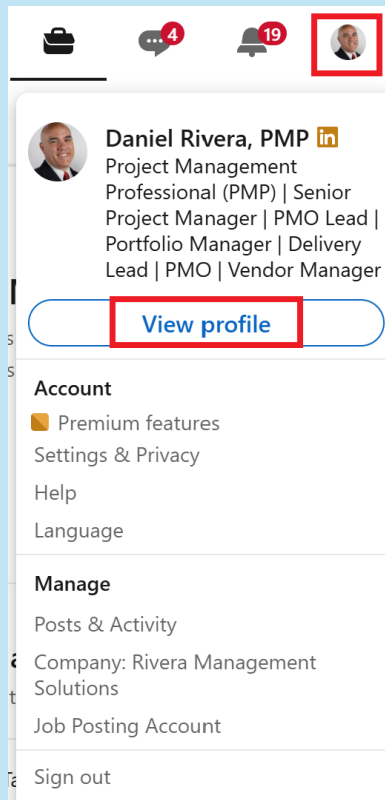
- a. **RECRUITERS ONLY.** Only recruiters can see the “Open to Work” label on your profile picture. This is effective if you currently have a job and don’t want anyone from your job knowing you’re looking for work. The risk is that the HR recruiters at your company may see the Open to Work tag on your profile.
- b. **ALL LINKEDIN MEMBERS.** Everyone on LinkedIn can see that you’re looking for work even your current work colleagues. This option is more effective when you’ve been laid off and are heavily networking to find your next role.

13. Custom LinkedIn URL

Example: [linkedin.com/in/danielriverapmp](https://www.linkedin.com/in/danielriverapmp)

This custom URL look more professional because it is personalized to your name and not a randomly generated URL.

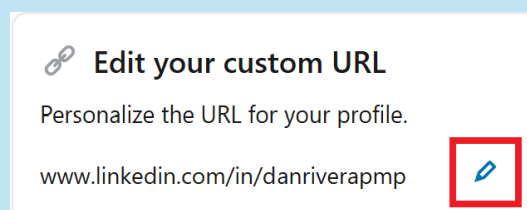
1. From the Home screen, click on your profile picture and then click on VIEW PROFILE as shown on the following screen shot...



2. In the next screen, click on the Pencil icon next to PUBLIC PROFILE AND URL.



3. In the next screen click on the pencil icon to the right of the screen at the EDIT YOUR CUSTOM URL prompt.



4. In the screen that follows, enter the custom suffix you want after the “www.linkedin.com/in/” label.

Networking Strategy

Every day, perform the following tasks to increase your chances of landing an interview.

- **Connect with 5 hiring managers.** Please keep in mind that this will take effort because some people you reach out to may be too busy to respond. Hiring managers typically delegate the hiring process to their HR or recruiting vendors. However, it doesn't hurt to do the below as this will give you more visibility than just submitting your resume to job roles.
- **Comment on 5 posts that you find interesting.** Don't just give a thumbs-up or say, "I agree." Provide a comment that demonstrates your knowledge.
- **Publish once weekly.** Publish an article of around 200 – 250 words about a quick topic you are knowledgeable about. When people "like" your post, send a connection request to them so that you both can grow your networks.
- **Message one former coworker.** Reach out to a former co-worker and let them know what your situation is. Make sure that you continue to keep in touch when you get notifications about their birthdays, promotions, or new jobs.
- **Follow target companies.** This way, you'll be one of the first to know if they have a new job or post.
- **Join industry groups.** Join LinkedIn job search or project management groups to stay connected to people and expand your network.

Weekly Maintenance

- **Accept invitations.** Build your network but first be sure to review the person's profile before connecting. You could be connecting to a bot account.
- **Respond to messages.** If recruiters reach out to you – RESPOND! Even if the job role does not interest you, ask them to keep you in mind when roles matching your qualifications come up.
- **Add new connections.** If people like your material, reach out to them with a connection request. Reach out to PMO Managers or other leaders on Group pages or discussions.
- **Share article.** Demonstrate your project management knowledge with articles. LinkedIn rewards accounts that are very active with more visibility to recruiters. Connect with people who like your articles.
- **Comment on posts.** Don't just say "great post" or give a thumbs up. Provide valuable feedback from your experience. Again, the LinkedIn algorithm will see your profile as a valuable one.
- **Update accomplishments.** Be sure that your accomplishments reflect exactly what you did in the past and you're using achievement-based accomplishments rather than a generic list of job tasks.