15 EXAMPLES OF LINKEDIN SUMMARY WITH HEADLINES

TEMP1

HEADLINE

Business Development Executive / Revenue Growth Driver Lifting Technology Firms to the Foremost Position in Emerging Markets

SUMMARY

At heart, I see myself as a builder. I get the highest satisfaction from identifying, pursuing, and closing deals that bring my company's products and services to broader markets—while, of course, driving up revenue.

Over the past nine years, I have led business development and sales for four companies, providing technology services, business process outsourcing, and SaaS products to various industries and customers. Developing business in both the SME and Fortune 100 arenas, I have delivered outstanding results:

- [Number]X customer expansion on [Website address]
- [Number]X revenue growth in enterprise sales for [Company Name]
- [Number]%+ performance-to-plan every year for [Company Name]
- Landed [Number] of the top [Number] accounts at [Company Name]

One of my key strengths is identifying nascent markets where we can achieve quick penetration and then leading the business development strategy and execution to secure rapid and sustainable growth.

While I am an aggressive deal maker, negotiator, and closer, I also create a solid foundation for ongoing success by building strong customer relationships and maintaining visibility in our industry and markets. Most of all, I understand that sales is all about building relationships and solving problems—identifying needs and providing solutions. I have built and mentored hugely effective sales teams based on these principles.

I have an entrepreneurial mindset and a proven ability to drive growth, deliver on strategy, and establish market dominance.

STRENGTHS:

[LIST Relevant Skills] Business Process Outsourcing | C-Level Presentations | SaaS | Sales Operations | Software | Technology Services & Solutions | Branding | Contract Reviews | Needs Analyses | Negotiations | New Market Definitions | Risks Assessments | SME Business Development | Solution Sales | Strategy Formation | Fortune 1000 Relationships | Talent Recruitment | Team Building | Team Leadership

HEADLINE

IT Project Manager | Programme Manager | Head of Strategy and Implementation

SUMMARY

I am an [BSc or MSc or PhD]-educated senior IT project manager with extensive hands-on experience in successfully delivering high-profile regulatory and customer service improvement projects following a hybrid methodology (i.e., waterfall and agile).

With an impeccable track record of well-honed communication skills, I cultivate relationships with stakeholders and motivate colleagues to implement complex solutions to deliver objectives effectively.

Key Competencies:

[LIST Relevant Skills such as the following]

- Business Strategy
- Change Analysis
- Design and Delivery, Implementation
- Digital Transformation
- Process Improvement
- Programme Management
- Project Management
- Scrum Master
- Stakeholder Management

Technologies and Methodologies:

[LIST Relevant Technologies and Methodologies such as the following]

- Prince2
- Agile Foundations
- Scrum Master
- C++

Key Achievements:

[LIST Relevant Key Achievements such as the following]

- Reduced OpEx costs by 27%
- Optimised the delivery of high-profile projects with budgets of up to £13 million
- Designed high-volume (70+), high complexity customer journeys

Let's Connect

Reach me via [Your email]

HEADLINE

Attention PhD, MSc, MBA, BSc Professionals: Underemployed? Unemployed? Still in School and Need to Be Job-Ready? I Can Help!

SUMMARY

WHY I DO WHAT I'M DOING

Did you know that many of today's graduates end up employed in non-graduate jobs? Some are receptionists, sales assistants, factory workers, and care workers because they weren't ready for the job market.

A study by The Office of National Statistics in 2013 showed that 47% of UK graduates were employed in non-graduate roles (http://bit.ly/2Gs9GPT). It's still that way today and may be worse.

I'm determined to change this statistic. I empower highly educated graduates like you with the powerful tools you need to get the job you deserve.

WHAT DO I DO?

I work with PhD, MSc, MBA, and BSc professionals like you who are seeking jobs. My goal is to save you from postgraduation unemployment or underemployment.

I do this by connecting you to a network of alumni, employers, and internal recruiters and teaching you the skills and steps needed to achieve meaningful employment.

I work with you one-on-one to identify the specific training required. Then, I present everything you need to know about your particular field and ideal job.

Together, we build the most impressive CV for you. Not leaving anything out, I give you that 'wow' factor. Employers will not be able to resist you.

WHY IS MY TRAINING IMPORTANT TO YOU?

Do not become a statistic. Don't end up in the 47% working below their level. Start now. Achieve your dream job, equal to your education, and the position you want.

I give you the skills, knowledge, and processes that many graduates don't have access to. Plus, we work together, oneon-one, tailoring everything to your specific needs and industry.

WHY SHOULD YOU WORK WITH ME?

I spent eight years working as a university lecturer. In this role, I finally figured out why most graduates struggle to get jobs upon graduation.

Universities lack a comprehensive career development blueprint. I have pulled together actionable steps for graduates to ensure they land the jobs they want.

I have a deep understanding of the recruitment process. I've trained UK-, US-, EU-, Iran-, India-, Kuwait- and Nigeriabased graduates.

My clients have secured top jobs in leading industries, such as IT, business, finance, health care, science and technology, and more.

Like them, you will get the best job possible.

THE FUTURE IS BRIGHT. WE'LL GET THERE TOGETHER.

I can't wait to use my proven techniques to help you achieve your career goals faster and better than you could by yourself.

Let's get started today. Contact me for a chat.

[Email Address]

[Phone Number]

Pro-tip

This person explains what drives her as a recruiter and why she's successful. She stands out because she

- Opens strong with a description of her job in her own words
- Shares her recruiting approach and mindset: practical information for candidates
- Appeals to 'top-performers' and 'rising professionals' in the verticals for which she recruits

HEADLINE

Senior Recruiter at Spacy Limited. I spark joy in recruiting and enable candidates to be successful.

SUMMARY

I find great people and find them great careers. It all starts with a conversation. Along the way, we'll find things together and uncover their values, personal aspirations, and next career move. If we don't, then we keep the conversation going because I want to get them there.

I am a data-lover and insightful recruiter who is obsessive about teams and dreams. From private start-ups to public Fortune 500 companies, I've grown my skills in full-cycle recruiting, tactical sourcing, data analytics, and project management. My joy in recruiting so far has been matching top-performing and rising professionals with the right career move in software engineering, sales, management, UX, marketing, and more.

When I'm not recruiting or pivoting tables, I'm improving an old recipe, watching GoT and re-runs of The Office, listening to biographies on Audible, hanging out with my wife in the East Bay, and sipping stouts and cab francs.

Pro-tip

Rella hooks her readers and then connects the dots in her non-linear career path. Rella stands out because she

- Hooks her readers with a short, provocative sentence
- Gives humanising context to her career switch
- Uses a keyword-rich skills list to show off her progress and intrinsic motivation to learn

HEADLINE

Lead Software Developer at Insurance Technologies, Inc | Python | JavaScript | TypeScript | HTML | CSS |C# | SQL | jQuery

SUMMARY

I caught fire coding.

I always thought my dream was to be a proof-reader for a little indie publishing company, sipping my cafe con leche and reading the opening lines to the next best-selling vampire novel. It seemed like an appropriate dream, given my BA in English. I gravitated toward proofreading and quality control positions and even started my own proofreading business. But I kind of just felt meh. I yearned to learn more, yearned to learn something different.

And that's when it happened; the spark I was missing ignited the instant I clicked play on my first Python tutorial video. (I mean seriously, how could it not be great when it's named after Monty Python's Flying Circus?) Since then, I can't get enough. Frontend web development calls to all my passions; it incorporates creativity and problem solving, and I'm allowed to break it to improve the code (in a separate Git branch, of course).

I love applying responsive design principles and watching my web pages shrink into mobile screens and still look amazing. It's oddly satisfying. I think in a way I'm kind of like those web pages; I'm mouldable, but I always keep my creative flair intact.

My specialities include quickly learning new skills and programming languages, problem-solving, responsive design principles, website optimisation, and the Model View View Model (MVVM) and Model View Controller (MVC) methods of organising code. So far, I have JavaScript, TypeScript, HTML, CSS, C#, SQL, Python, jQuery, Bootstrap, Knockout, Angular, Jasmine, Grunt, and Git/GitHub under my belt. I've started learning Node.JS, MongoDB, and Express.JS. I'm still enthusiastically grabbing onto any other programming language, framework, or principle I can integrate into the coding web in my head.

Pro-tips

Shirley ties her job to her company's big picture and shows pride in what she does. Shirley stands out because she

- Knows her value and shows she understands the executives she supports.
- Ties her job to the big picture, i.e., company growth.
- Gets personal (talks motherhood) yet keeps it professionally relevant and tied to her job strengths.

HEADLINE

Executive Assistant and Operations Manager at Midway Ltd

SUMMARY

Being a C-Level Executive Assistant is exactly what you'd think it's like. I'm a colleague who everyone wants to know but nobody wants to be. If you're going to get something done, you come to me—everyone knows that! Yet no one wants to have to do what I do because of the amount of personal time and effort that goes into being everyone's go-to.

Luckily, I'm obsessed with staying organised and making everyone's life easier. It brings such a genuine joy to my heart to take the burden off my loved ones' shoulders, and I always do anything I can to enhance that. Work is no different. There aren't many things that can grow a company the way that trust and dependability can, and I pride myself in being dedicated to both.

When I'm not at work or in denial about having a social life, I'm at home mothering my favourite little fouryear-old munchkin. My son is my absolute rock and has helped me understand my purpose. The love I have for my son is so infectious that I can't help but radiate it onto anyone I cross paths with. I honestly just want us all to succeed, and I will go out of my way to ensure that.

At the core, I'm just a mom, and that's all it comes down to. I believe in everyone and their goals as if they were my children. I will bend over backwards to help others' dreams come true, but I also understand the importance of standing your ground and holding your own—balance.

The most important lesson being a mom has taught me? How to make the horse drink the water.

Feel free to reach out if you ever need any emotional support, career guidance, or advice on those tricky horses; we can get it done together.

Pro-tips

Rolland is authentic and earnest in explaining his motivations and skills as a software engineer. He stands out because he

- Puts his career path in context by connecting the dots from his youth
- Makes it clear that he loves what he does
- Balances industry keywords and hard skills with a dose of humility
- Has a few years of experience but is mature enough to take stock of his professional path

HEADLINE

Software Engineer in Test at Google | C | C++ | Java | Objective-C |

SUMMARY

Ever since I was a little kid, software development has been my passion. I still remember sitting in front of an Atari 800 computer, with the BASIC cartridge loaded in, making it print 'Hello, Dan' for the very first time. As I went through the BASIC tutorial, being able to get the computer to do whatever I wanted just by typing in these funny little symbols felt just like magic, limited only by my imagination and ingenuity. Throughout middle and high school, I latched on to any project idea I could get my hands on, moving from 'Hello World' to a simple first-person shooter engine, with dozens of projects in between. I learned C, then C++, tearing through any book I could find on anything remotely related to software development. I was insatiable.

This passion carried me through my education at Purdue. There were more resources available to me than I ever could have imagined as a kid. I studied new languages, algorithms, compilers, and higher mathematics, all with pretty much the same fascination that drove me as a kid. It was here that I learned how much I had yet to learn.

Now, in industry, this passion remains with me. There's undoubtedly more to learn, more problems to solve, and more to build. For this, I am very grateful.

Specialities: C, C++, Java, Objective-C

Academic: System Programming, Algorithms, Distributed Systems

Pro-tips

Helen uses a numbered list to highlight her main career achievements and defining moments, Helen stands out because she

- Leads with her most significant accomplishments
- Uses an anecdote to explain how her career started
- Shares a vulnerable titbit (husband's cancer) that enhances her credibility in pharmaceutical advertising
- Summarises her job in her own words

HEADLINE

Creative Director at J W Thompson

SUMMARY

I love selling brands. I hate selling myself. So, here's six quick things about me and my work. In, out, nobody gets hurt.

- 1.) I've created campaigns for more iconic brands than you can shake an iPhone at. My long-time creative partner, Jag Prabhu, and I have produced work for Unilever, Verizon Wireless, Johnson & Johnson, AT&T, Pfizer, Nestle, Bristol-Myers Squibb, IBM, GlaxoSmithKline, US Airways, and many more. And we've gotten to schmooze with the leaders of these excellent companies—quite a rush.
- 2.) I'm a digital junkie with 23,000 Twitter followers. I love every freakin' thing about the web.
- 3.) I got my job in advertising in an unusual way. I won a national writing contest called Write If You Want Work; it was the brainchild of mega best-selling author James Patterson (Along Came A Spider, Kiss, The Girls), then chairman of J. Walter Thompson. My prize? A job as a writer at the agency.
- 4.) Several years ago, right out of the blue, my funny, active, and young(ish) husband was diagnosed with cancer. I mention it here because I have liked working on pharmaceutical ads ever since. Some creatives shun them, but not me. It's powerful to connect with people over the things that make us human, vulnerable, and imperfect.
- 5.) This is how I sum up my job: I help people fall in love with brands, help agencies win new business, and build trust with clients to help their brands skyrocket. Period. Exclamation point.
- 6.) I don't like to advertise this fact, but I'd do this job for free. It's my passion. Also, aside from advertising, I'm completely unemployable.

Pro-tips

Bernard shows off his passion, skills, and accomplishments by using a hybrid paragraph-bullet combo, Bernard stands out because he

- Nails the opener by succinctly stating what he does, why he does it, and why he's good at it
- Casts accomplishments as lessons learned, a subtle humility that makes him even more likeable
- Organises his points to read like true introspection and career synthesis, not jargon
- Includes numbers (proof) to quantify his achievements
- Concludes by asking for connections

HEADLINE

Chief Product Officer at XXX, Inc. | Product Development | Product Management | User Experience (UX) Design | Product Analytics

SUMMARY

I love to dig into customer problems and solve them with modern technology. I create, scale, and optimise business portfolios that matter. To accomplish this work, I focus on delivering key outcomes, building amazing teams, and quickly adapting to new learnings.

I have enjoyed many executive positions throughout my career in product management, product marketing, technical sales, engineering, and strategy. My personal and professional experiences have taught me the following about myself:

- I can successfully scale up software businesses from \$5 million to \$1 billion in revenue.
 - I put the customer at the centre of all that I do.
 - \circ I excel at the execution of big ideas with given constraints.
 - My gut instinct is right, but I seek data for my decisions
- I can align, lead, and grow world-class product teams from 10 to 100 people.
 - $\circ~$ I love to win but helping the team win gives me greater joy.
 - I speak tech and exec.
 - I tell grand narratives that motivate.
 - The buck always stops with me.
- I educate, refine, and drive myself to be a better person.
 - I am always learning because I never settle.
 - I stay calm when faced with adversity.
 - I focus on making high-quality decisions.

I enjoy meeting new people and hearing new perspectives. Reach out if you want to talk to me about emerging tech, creating software products, or baseball.

PROFESSIONAL SKILLS

Product Management | User Experience (UX) Design | Product Analytics | Team Development | Market and Pricing Analysis | Strategic Planning | Product Development | Product Roadmap | Portfolio Strategy | Business Development | SaaS | Agile Development | Marketplace Platforms

DOMAIN KNOWLEDGE

PropTech | Commercial Real Estate | IT and Data Security | IT Management Software | Enterprise Software | Small Business Software | MarTech | AdTech

Pro-tips

Katie reveals her expertise and the satisfaction she gets, sharing it via very targeted examples, she stands out because she

- Is attuned to her particular audience: property-seekers in Cape Cod, MA
- Conveys that she's not just a real estate agent but a trusted advisor too
- Uses her interests outside of work to enhance her professional goals and expertise
- Maintains an amiable and approachable tone.

HEADLINE

The Happiest Person in Real Estate | Internet Marketing

SUMMARY

When I want the freshest oysters, I don't go to the fish counter at the grocery store; I go to John, the East Dennis oyster guy. When my husband wants a perfectly tailored suit, we don't go to the mall; we go to Puritan Clothing in Hyannis. When I want the best chocolate this side of the Alps, I don't go to the candy store. I go to The Hot Chocolate Sparrow in Orleans.

When you want a home in Cape Cod, entrust your dream to me, Katie Clancy. In my previous life as a teacher, I helped found the Cape Cod Lighthouse Charter School in Orleans and later taught at The Laurel School in Brewster. My peak life experiences include singing Orff's 'Carmina Burana' with the Chatham Chorale and the Cape Symphony Orchestra, completing my first Hyannis Sprint Triathlon, and giving birth to my fourth daughter at Falmouth Hospital. A Cape Codder since I was a kid, I can find you the right house, bank, builder, school, auto mechanic, and yes, even the right oyster guy.

Specialities: Families, second homeowners, internet marketing

Pro-tips

This person brings his coding passion to life using examples from work and outside projects, He stands out because he

- Positions his work history as a series of advancements
- Describes a current project to explain his role and value (not every reader will follow, but his target audience will)
- Doesn't just code for money—he codes for fun outside of work
- Uses keyword-rich language

HEADLINE

Senior Software Engineer at Badel Ltd | CSS | HTML | Git | GitLab | SQL | PostgreSQL | TDD

SUMMARY

First and foremost, I love writing code. Ever since writing my first program in Python and manipulating it to produce the desired output, I have been obsessed with the idea of using software to solve practical problems. Software engineering is a never-ending puzzle that I am engaged in solving. I believe in the power of programming to transform and improve the lives of people around the world.

For my first professional contract, I was allowed to lead a full UI/UX overhaul of a small start-up's website. My second contract involved injecting HTML, CSS, and JavaScript into popular merchant websites via a browser extension. This contract quickly turned into a full-time offer, and I have been happily expanding my role as a software engineer ever since. Today, I am a senior engineer at Sling TV working on the frontend of our home site, www.sling.com. Most recently, we have been implementing a micro frontend into our customer acquisition flow so that it can be dynamically composed using demographic data and allow for CI/CD deployments to bring features to market faster.

Even when I leave the office, I tend to continue writing code at the house. Most recently, I have been working on a website for my band, Collidoscope. I play the piano/synthesiser, and I find a beautiful crossover between my software and my music. Both pursuits challenge so many aspects of the intellect: creativity, organisation, sequential processing, problem-solving. That is what keeps me up at night—a never-ending thirst to create beautiful, powerful things and share them with the world.

Skills/Interests: JavaScript, Node, React, Redux, Webpack/Babel, StyledComponents, CSS, HTML, Git, GitLab, SQL, PostgreSQL, TDD, Cucumber, Jasmine, Gerkin, wdio, ingnx, Docker.

Pro-tips

This person spins her career switches so that they make sense, and she shows that she can laugh at herself. She stands out because she:

- Has an original opening that also features her highest compliment
- Spins her career switches so that they make sense (or shows self-awareness when they don't make sense)
- Asks candidates to connect—a clear call-to-action for interested job seekers

HEADLINE

Human Resources Manager | The Honest Company

SUMMARY

A former boss once sent me an Albert Einstein quote in which he described himself as 'fervently curious'. She told me my thirst for knowledge and desire to research everything reminded her of this quote. I'd also like to think she was likening me to Einstein.

Hi! I'm Rachel, and I am single-mindedly curious.

When I was in school at Berklee College of Music, I wanted to buy all of the guitars. All of them. I took a job at a day spa to pad my instrument fund. Every day on the job, I seemed to encounter people who told stories of someone they knew suffering from a severe illness with no explanation. I wanted to know why.

I began feverishly researching the toxins that are in personal care products (as well as home products, makeup, and food), and what I found was pretty scary. I adopted the philosophy of doing the best that I could to live a non-toxic lifestyle, and over the years, I have overhauled these areas of my life. I was, admittedly, obsessed.

Then I did the next logical thing and jumped on a plane to fly across the country (BOS to LAX) and join The Honest Company when it was just a wee start-up.

I have spent the last several years utilising my diverse background (A trained musician who worked in the non-profit world via the summer camp industry and has a knack for communications and a heaping dose of empathy? You're looking at her!) to meet the needs of this rapidly growing company, which has led me to my role as human resources manager at Honest.

If you want to chat about Honest, HR, or your love of music (bonus points for Joni Mitchell fans), I would love to get in touch!

Interested in working at Honest? Drop me a line on LinkedIn or apply at <u>www.honest.com/careers</u>.

Pro-tips

This candidate proves to be intellectually curious with a successful track record—she doesn't just say, she is. She stands out because she:

- Has an attention-grabbing opening that shows off her expertise
- Sums up key accomplishments and experience in one impact sentence (paragraph 3)
- Cites roles outside of work to reinforce her leadership position

HEADLINE

Product Marketing at FXT Limited

SUMMARY

The human brain is a crazy place, and two things fascinate me most about product and growth marketing: first, the concept of consumer logic and how rational yet irrational it can be, and second, the challenge of communicating in a way that persuades and convinces consumers, which always requires optimisation, so you're optimising for something that is both rational and irrational.

I apply the same thinking to both product marketing and leadership. Whether you're connecting with consumers or your team, you're connecting with the fun irrationality of their logic to bring ideas together, influence an outcome, and optimise and scale for future growth.

Outside of work, I serve on the board of directors for San Francisco Women in Tech, an organisation committed to improving the networking and success of women in technology in Silicon Valley. I also coach for Girls on the Run, an organisation designed to inspire young girls to be healthy, confident, and joyful. And I'm an avid runner, cyclist, and painter (alizartworks.com).

I also consider myself a 'flavour ambassador' for Humphry Slocombe ice cream and can sometimes be spotted scooping on warm summer nights.

HEADLINE

Global Merchandising Executive *Bringing expertise, passion, and savoir-faire to the international fashion market

SUMMARY

Within the global apparel and fashion industry, Hylel La Gee has redefined a style of luxury that is recognised around the world. As a senior director of merchandising, I take a great deal of pride in collaborating with our talented team of professionals to help drive luxury brand initiatives, strategies, and sales across the UK-EU market.

I launched my career with Hylel La Gee as an intern in London, and over the last decade rapidly advanced through various roles, seizing every opportunity to learn and grow with the company. Having worked and lived in London and Paris, supporting three major markets (UK, Eastern Europe, and Northern Europe), I'm equally globally minded and regionally attuned to product trends and consumer preferences.

MY TRADEMARKS:

I work hard. I take calculated risks and approach challenges as opportunities, with an open mind and creative flair. And I deliver — increased revenues, higher gross profits, multiple store openings, explosive eCommerce sales, and creative experiences that allow customers to dream.

KEY SKILLS:

- ✓ Assortment planning and allocation
- ✓ Brand planning and launch
- ✓ Change management
- ✓ Cross-functional global collaboration
- ✓ Cultural sensitivity and team building
- ✓ Forecasting and goal setting
- ✓ Regional and country management

HOW I ACCOMPLISH GOALS:

Building relationships at every level of the organisation...collaborating with colleagues...establishing clear objectives and milestones... and solving problems. I value people and as a result, can work effectively with various types of people, bring them together, and achieve goals. I've developed best0in-class merchandising teams— training, mentoring and empowering individuals to embrace change and attain greater productivity and performance. And I do so while making sure that the people working alongside me are having fun.

Consumer demographics and behaviours are changing rapidly; consequently, the retail market is constantly changing and evolving. It is imperative that we in the industry have a strong understanding of our buyers and how they consume goods or commodities.

I'm passionate in my desire to continue being part of this evolution and welcome opportunities to connect and collaborate with like-minded professionals at

rosie.mitchell@gmail.com

HEADLINE

Senior Technology Architect / Project manager >> Innovating, designing and managing business-critical technology solutions

SUMMARY

I am a senior technology executive with expertise in driving the innovation, delivery, and maintenance of enterprise-wide systems within a global financial services organisation.

I have a knack for driving transformational change that ultimately enhances engagement and use experience, reduces operating expenses, and optimises operational efficiencies.

I specialise in steering the execution of cash payment, trade settlement, and data-driven projects. I'm a Certified Agile Scrum Master with expert knowledge in high-performance database, data streaming, and message-based systems architecture as well as processing systems design and development.

Known as an outside-the-box thinker and innovator, I'm passionate about implementing high-value technology solutions that solve the most pressing and impactful business problems in new inventive ways.

While leveraging partnerships and nurturing relationships with stakeholders, colleagues, and executive teams, I take full ownership and accountability for delivering results.

During my long-standing tenure at ABX Financial Derivatives, I worked my way up from a reporting analyst to a technology executive as a result of repeatedly taking the initiatives to improve day-to-day functions. As a Project Delivery Manager, I was accountable for managing a portfolio of up to 130 projects with total annual development budgets in the $\pm 5M - \pm 7.5M$ range.

I've successfully led teams of up to 35 both locally and remotely across England, North Ireland and Wales. My team members consider me not as a boss, but instead a confidant who has invested in their professional success.

Let's connect via ammy.hermes@gmail.com

►Key Skills ►

- Agile Project Management
- Business Transformation
- Change Management
- Enterprise Architecture Planning
- Enterprise IT Strategy
- Enterprise Solution Design
- ➢ IT Strategy
- Project Delivery
- Project Portfolio Management
- Software Project Management
- Strategic Technology Initiatives