

# LEAP into LinkedIn

Steps to Complete a LinkedIn Profile



Steffany Dignum

Program Manager, Pomeroy Recreation and Rehabilitation Center

# Why should I do this?

**138M**

people or 62% of employables in the US are on LinkedIn

**44K**

job applications are submitted through LinkedIn daily

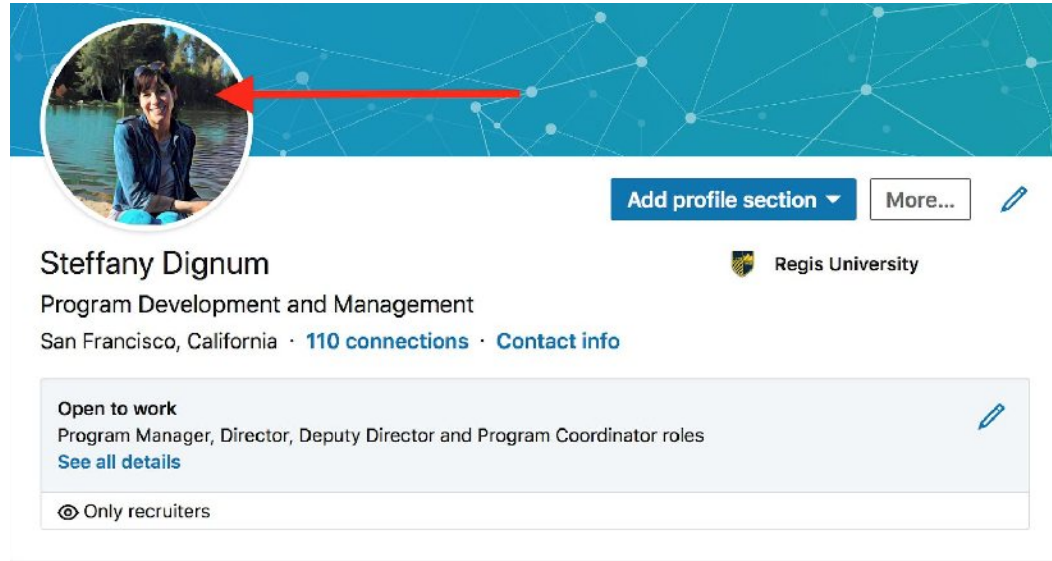
**87%**

of recruiters use LinkedIn to find candidates for jobs

**94%**

of recruiters use LinkedIn to vet job candidates

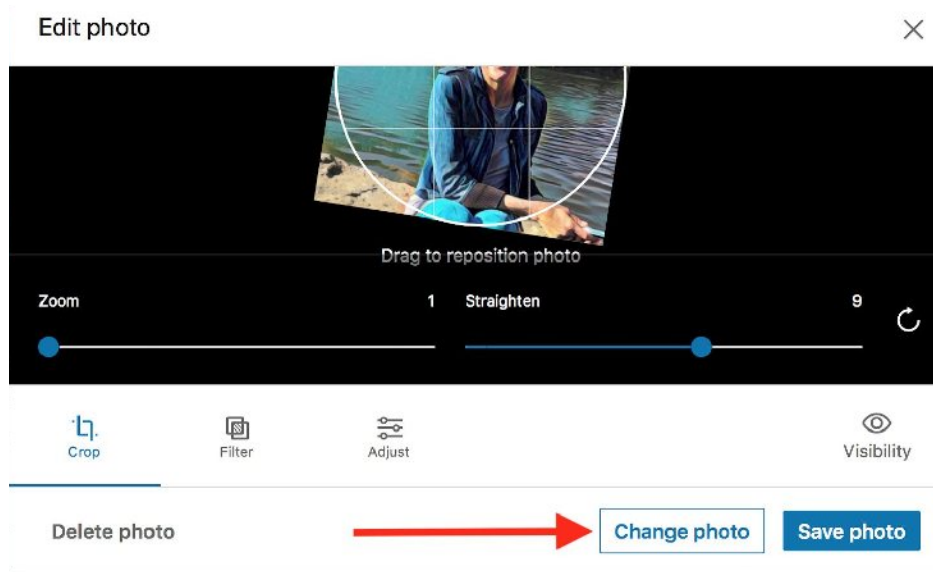
# Set Profile Picture



The image shows a LinkedIn profile header for Steffany Dignum. On the left is a circular profile picture of a woman with dark hair, wearing a blue jacket, sitting outdoors near water. A red arrow points from the right towards the profile picture. To the right of the picture are two buttons: a blue 'Add profile section' button with a dropdown arrow, and a white 'More...' button with a blue pencil icon. Below the picture, the name 'Steffany Dignum' is displayed, followed by 'Program Development and Management' and 'San Francisco, California · 110 connections · Contact info'. To the right of the name is the Regis University logo and name. Below this is a section titled 'Open to work' with the text 'Program Manager, Director, Deputy Director and Program Coordinator roles' and a 'See all details' link. At the bottom of this section is a toggle switch for 'Only recruiters'.

Click your mouse  
anywhere in the  
profile picture area

# Set Profile Picture



Click “change photo” to upload a professional photo of yourself.

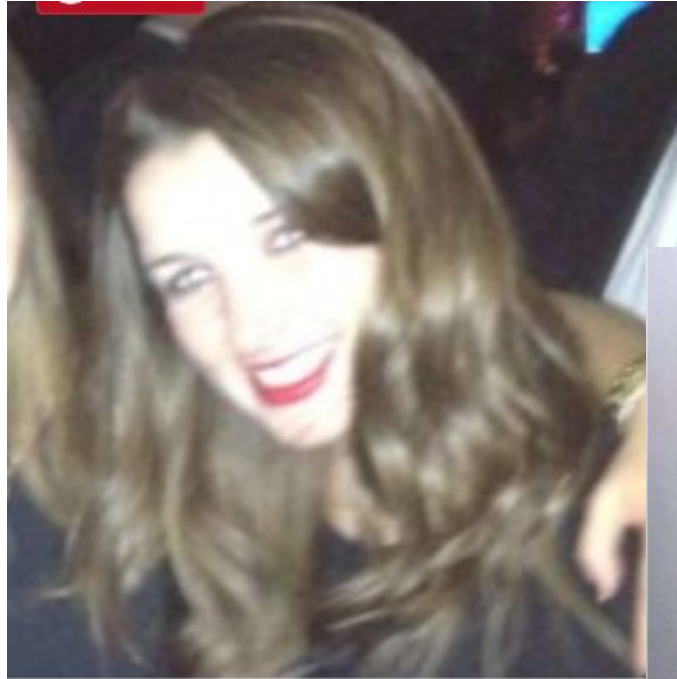
# Bad Profile Pictures

Bad Lighting

Blurry

Not professional

Can see others in the photo



# Good Profile Picture

Good Lighting

Clear

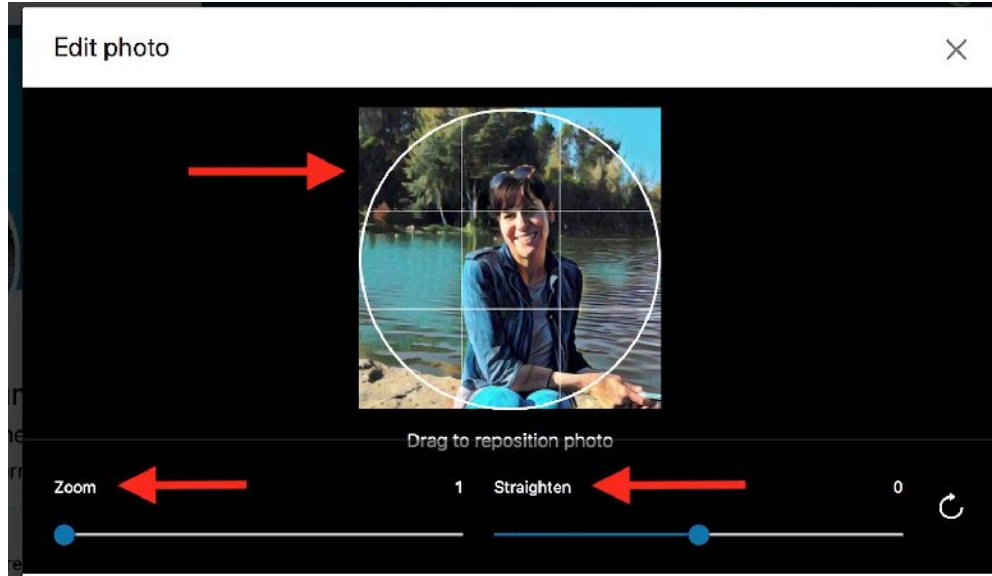
Professional Appearance

Alone in Photo



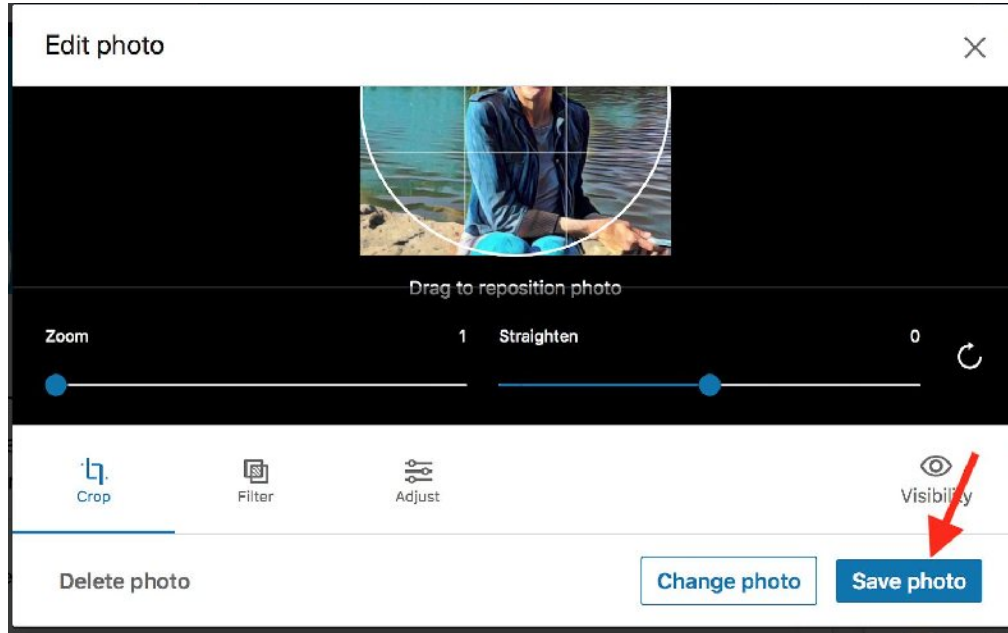
# Set Profile Picture

Use this area to position your photo in the circle.



There are also options to zoom and straighten if needed

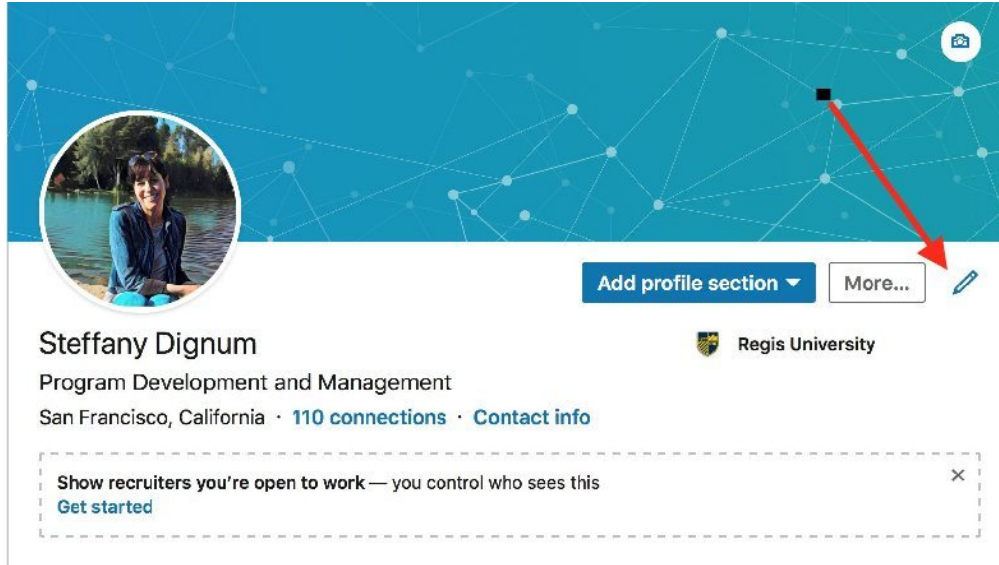
# Set Profile Picture



Don't Forget  
to Save



# Set Location



Location is one of the top 5 things that employers look for when searching for an employee

# Set Location

Make sure to add your current location

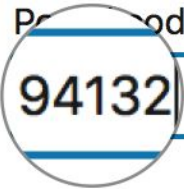

Country/Region \*

United States



Postal code

94132



Locations within this area

San Francisco, California



Industry \*

# Set Location

Edit intro ✕

Education

Regis University ▼

[Add new education](#)

Country/Region \*

United States


Postal code 94132 Locations within this area San Francisco, California ▼

Industry \*

Non-profit Organization Management ▼

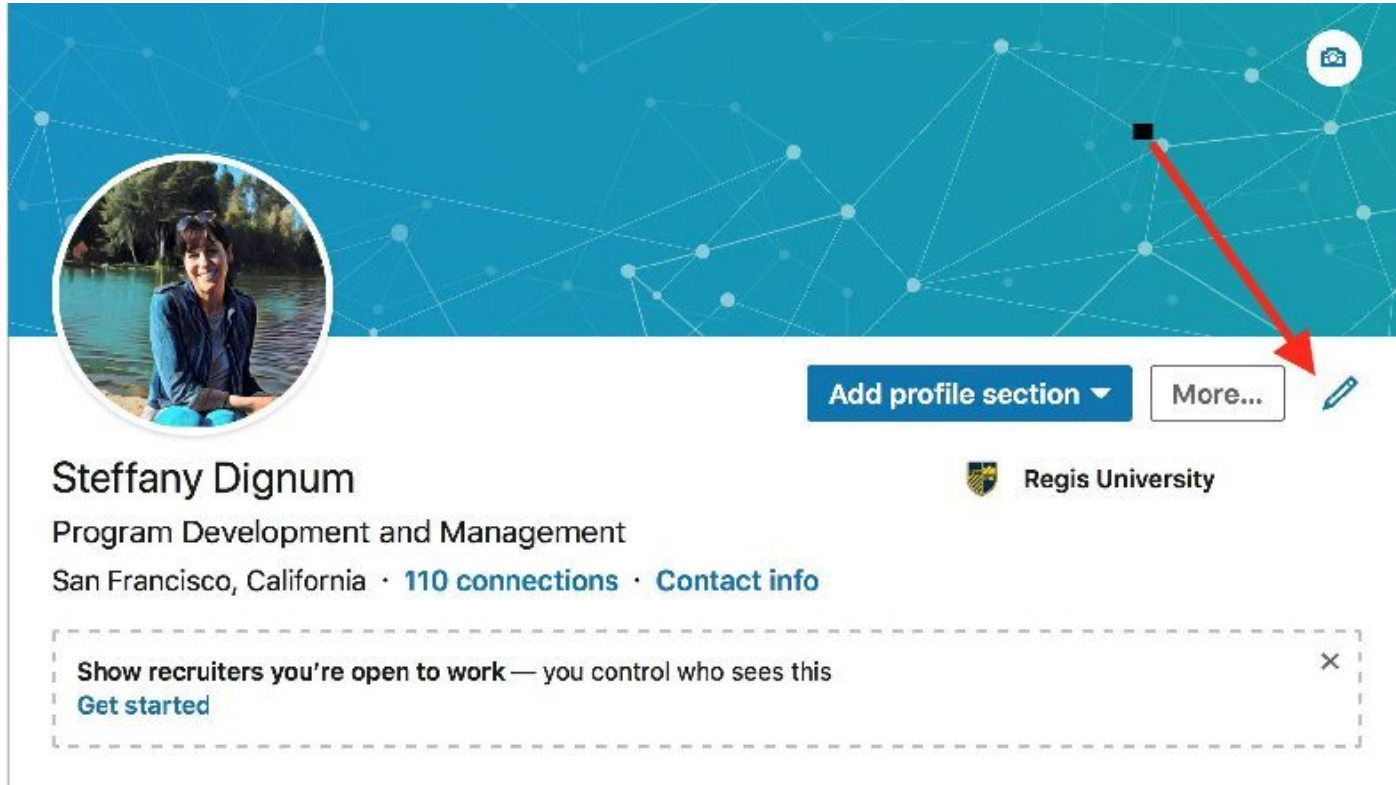
Contact info

Profile URL, Email, WeChat ID ✎

 Save

Don't forget  
to save

# Choose Industry



The image shows a LinkedIn profile header for Steffany Dignum. The background is a teal color with a white network graph pattern. On the left is a circular profile picture of a woman with dark hair, wearing a blue jacket, sitting outdoors near water. To the right of the profile picture is a blue button labeled "Add profile section" with a downward arrow, followed by a white button labeled "More..." with a pencil icon to its right. A red arrow points from the top right of the header area down to the "More..." button. Below the header, the name "Steffany Dignum" is displayed in bold, followed by the title "Program Development and Management", the location "San Francisco, California", and "110 connections" and "Contact info" links. Below this is a dashed box containing the text "Show recruiters you're open to work — you control who sees this" and a "Get started" link. A small "x" icon is in the top right corner of the dashed box.

# Choose Industry

[Add new position](#)

Show education in my intro

Education

Regis University

[Add new education](#)

Country/Region \*

United States

Postal code

94132

Locations within this area

San Francisco, California

Industry \*

Non-profit Organization Management



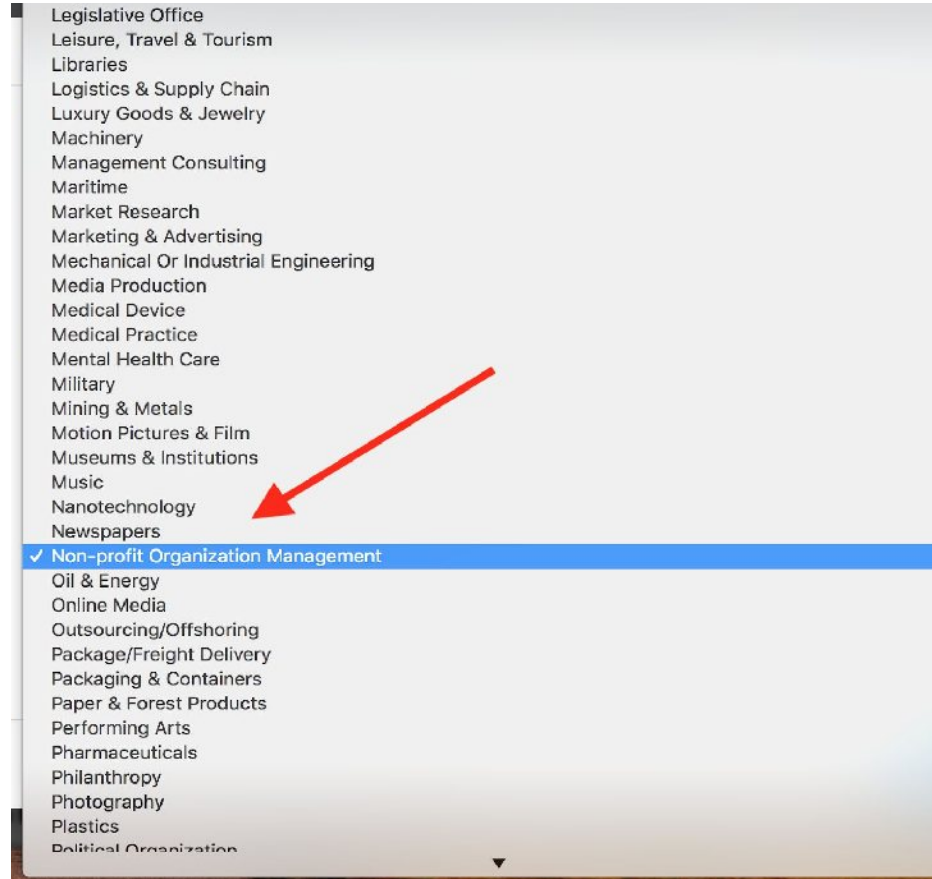
Contact info

Profile URL, Email, WeChat ID



Save

# Choose Industry



Narrowing it done here makes it easier for employers to know your interests and experience.

# Choose Industry

Edit intro ✕

[Add new position](#)

Show education in my intro

Education

Regis University ▾

[Add new education](#)

Country/Region \*

United States

Postal code

94132

Locations within this area


San Francisco, California ▾

Industry \*

Non-profit Organization Management ▾

Contact info


Profile URL, Email ✎

 [Save](#)


Don't forget  
to save


# Edit URL


UC Davis' Top-50 MBA - An online MBA designed by top-ranked faculty and powered by innovation. Ad ...






**Steffany Dignum**  
Program Development and Management  
San Francisco, California · [110 connections](#) · [Contact info](#)


[Add profile section](#) [More...](#) 

 **Regis University**

**Open to work**  
Program Manager, Director, Deputy Director and Program Coordinator roles  
[See all details](#) 

 Only recruiters

[Edit public profile & URL](#)  

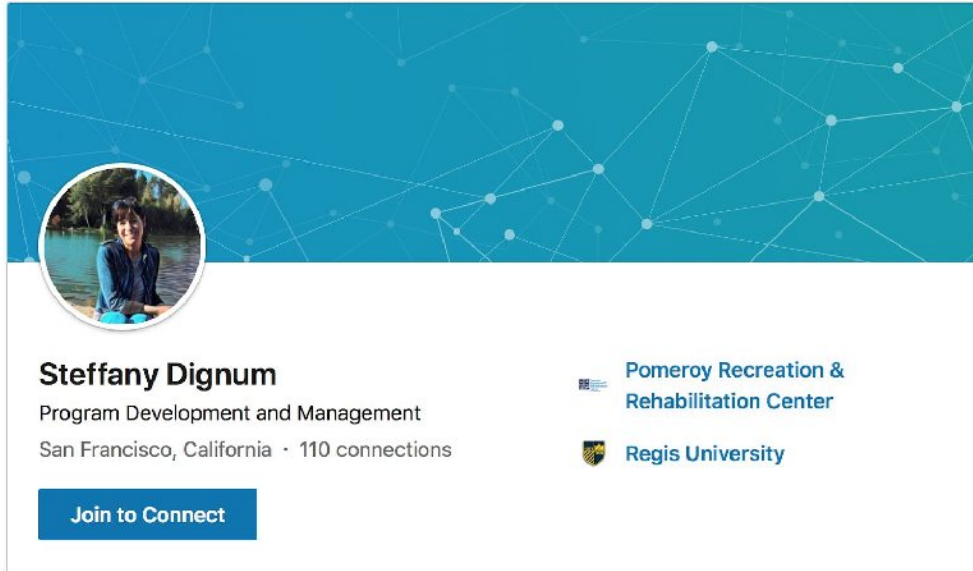
[Add profile in another language](#) 



# Edit URL

## Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



**Steffany Dignum**  
Program Development and Management  
San Francisco, California · 110 connections

**Pomeroy Recreation & Rehabilitation Center**

**Regis University**

[Join to Connect](#)

### Edit your custom URL

Personalize the URL for your profile.

[www.linkedin.com/in/steffany-dignum-9342101b](https://www.linkedin.com/in/steffany-dignum-9342101b)



### Edit Content

This is your public profile. To edit its sections, update your profile.

[Edit contents](#)

### Edit Visibility

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

[Learn more](#)



Your profile's public visibility

On


Basic (required)

# Edit URL


← Edit contact info ×

Profile URL  
[linkedin.com/in/steffany-dignum-9342101b](https://www.linkedin.com/in/steffany-dignum-9342101b)  



+ Add website


Phone  
 Home 

Address

Email address  
[sdignum@gmail.com](mailto:sdignum@gmail.com) 

+ Add instant messenger

Birthday  
Month  Day 

 Birthday visible to: Your network

Apply

Creating a custom URL makes it easier for employers to find you.

# Edit URL

## Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



### Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

[Cancel](#) [Save](#)

### Edit Content

This is your public profile. To edit its sections, update your profile.

[Edit contents](#)

It is important to choose something that is easy to remember, search and is professional. Don't forget to save.

# Edit URL


## Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



### Edit your custom URL

Personalize the URL for your profile.

[www.linkedin.com/in/steffany-dignum](https://www.linkedin.com/in/steffany-dignum) 

### Edit Content

You will see  
your new  
custom URL  
above

# Add Skills

Steffany Dignum  
Program Development and Management

Add profile section ▾ More...

Skills & Endorsements Add a new skill ✎

[Take skill quiz](#)

View 1 pending endorsement

NVivo

SPSS

Data Analysis

[Show more ▾](#)

Recommendations Ask for a recommendation ✎

These skills should focus on your strengths

They should also be skills that would be good for the job you want

# Add Skills

Things you are good at that will help you do a job

Soft Skills - You should add a few of these regardless of the job you want These skills work well for any job.

Hard Skills - These are skills that are directly related to a particular job and are usually gained through training, education or experience.

# Keywords

## These are Important

Keyword - A significant or descriptive word.

Keywords will

- be used throughout your profile
- can be found in job descriptions
- should focus on your strengths

# Keywords

## Example of keywords in a job description

### Qualifications:

- Experience using **IT Service Management systems** (BMC Service Desk Express, SupportWorks, Magic, Remedy, ServiceNow)
- Solid **hardware troubleshooting skills** (laptop, desktop, printer, Cisco, mobile devices)
- Working knowledge of **computer software** (Windows 7/8/10, MAC OS X, Active Directory, Microsoft Office 2010, SCCM, WebEx, Go-to-Meeting, Adobe Acrobat, Bomgar, Citrix XenDesktop, VPN, RSA SecurID, MDM)
- Exceptional customer service skills
- Excellent written and verbal communication skills

There are good descriptive keywords to include (**blue-highlighted**), as well as some great employer-specific ones (**yellow-highlighted**).



# Soft Skills Keyword Examples

Things you are good at and work for any job. Feel free to ask someone you trust for help.

- Active Listening.
- Adaptability.
- Negotiation.
- Conflict Resolution.
- Decision-making.
- Empathy.
- Customer Service.
- Decision Making.
- Management.
- Leadership.
- Organization
- Creativity.
- Interpersonal Communication.
- Critical Thinking.
- Problem Solving.
- Public Speaking.
- Customer Service.
- Teamwork.
- Communication.
- Collaboration.
- Accounting.

# Hard Skills Keyword Examples

These are specific to the job you want

## Office and Administrative Jobs

- Data Entry
- Answering Phones
- Billing
- Scheduling
- MS Office
- Office Equipment
- QuickBooks
- Shipping
- Welcoming Visitors
- Salesforce
- Calendar Management

## Sales, Retail, and Customer Service Jobs

- Product Knowledge
- Lead Qualification
- Lead Prospecting
- Customer Needs Analysis
- Referral Marketing
- Contract Negotiation
- Self Motivation
- Increasing Customer Lifetime Value (CLV)
- Reducing Customer Acquisition Cost (CAC)
- CRM Software (Salesforce, Hubspot, Zoho, Freshsales)
- POS Skills
- Cashier Skills

# Hard Skills Keyword Examples

These are specific to the job you want

## Engineering & Technical Jobs

- STEM Skills
- CAD
- Design
- Prototyping
- Testing
- Troubleshooting
- Project Launch
- Lean Manufacturing
- Workflow Development
- Computer Skills
- SolidWorks
- Budgeting
- Technical Report Writing


## IT Jobs

- Programming Languages
- Web Development
- Data Structures
- Open Source Experience
- Coding Java Script
- Security
- Machine Learning
- Debugging
- UX/UI
- Front-End & Back-End Development
- Cloud Management
- Agile Development

# Add Skills

You can do  
a keyword  
search  
using the  
search bar


Add Skills ×

Q Skill (ex: Data Analysis) 

You can add 44 more skills

Suggested skills based off your profile:

Qualitative Research + Program Management + Data Analytics +

Fundraising + Qualitative & Quantitative Research Methodology + 

Volunteer Management + Quantitative Research + Facilitation +

Dedoose + Qualitative Data +

Add

Or choose  
skills that  
LinkedIn  
suggests

# Add Skills

Add Skills

Q Skill (ex: Data Analysis)

You can add 33 more skills

Volunteer Management ✓ Program Management ✓ Qualitative Research ✓

Suggested skills based off your profile:

Nonprofit Organizations + Data Analytics + Fundraising +

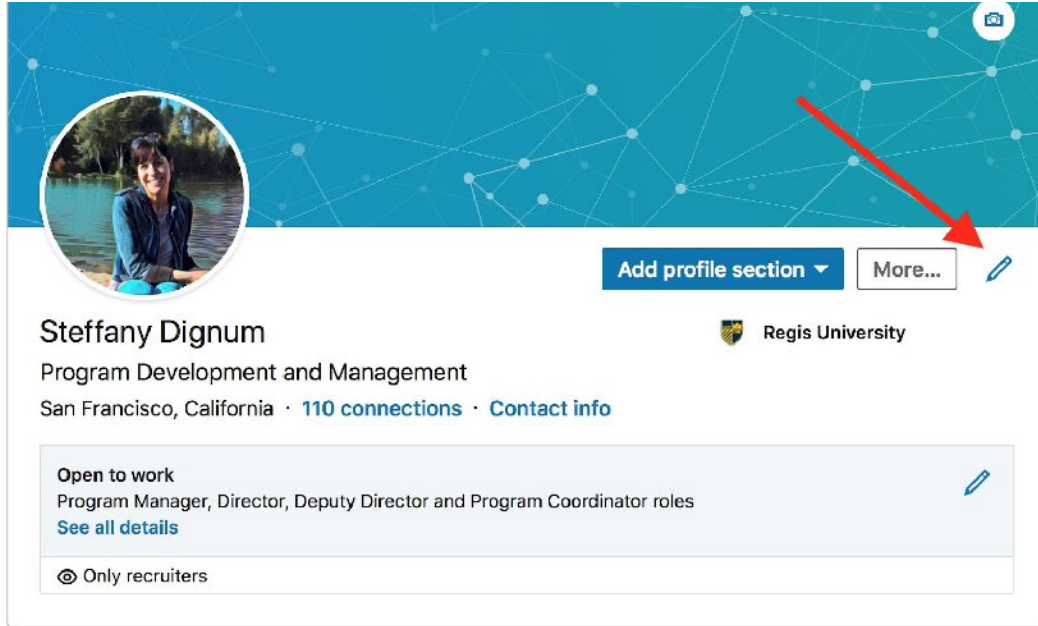
Qualitative & Quantitative Research Methodologies + Quantitative Research +

Facilitation + Dedoose +

Add

Select relevant skills and click “add”


# Headline



The image shows a LinkedIn profile for Steffany Dignum. The profile header has a blue background with a network diagram. On the left is a circular profile picture of Steffany. To the right of the picture are two buttons: 'Add profile section' and 'More...'. A red arrow points to the 'More...' button. Below the header, the name 'Steffany Dignum' is displayed, followed by 'Program Development and Management' and 'San Francisco, California · 110 connections · Contact info'. Below this is a section titled 'Open to work' with the text 'Program Manager, Director, Deputy Director and Program Coordinator roles' and a 'See all details' link. At the bottom of this section is a privacy setting 'Only recruiters'.

To edit your  
Headline start by  
clicking here

# Headline

Headline \* 

*This will be about 2-3 lines of text*

Current Position

Program Manager at Pomeroy Recreation & Rehabilitation Center

[Add new position](#)

Show education in my intro

Education

Regis University

[Add new education](#)

[Save](#)

Use keywords to tell employers what you can do for them

# Headline

Examples -

**Web designer** – uniting art and tech to *bring company visions to life* and keep customers returning for more

**Supply Chain Management & Logistics Student** – *Procurement, Shipping, Inventory, Risk Management* – Graduate June 2020

**Product manager and designer** – Helping startups turn great ideas into viable products that *customers adore*

**Software Engineer** – Built solution on-time and under budget that *boosted customer retention by 236%*

These example does two things -

1. **List the title of the job you have or want**
2. *Use Keywords related to the job or accomplishments to stand out*
  - a. *Only use numbers if they are true and impressive*



# Headline

2-3 lines that state your relevant skills or accomplishment and how that can benefit employers

## Don't

- Don't use words like “expert,” “best or “hard-working”
- Don't use “I” Language
- DON'T USE ALL CAPS
- Don't use numbers if they don't stand out
  - A 2% increase in sales may not look like much

## Do

- Do speak directly to the job you want
- Do use keywords
- Do state what you can do for the employer
- Use numbers if they stand out
  - If that 2% increase equalled \$25,000 it may be worth it to list that

# Headline

## + Record name pronunciation

Name pronunciation can only be added using our mobile app.

Headline \*

Product manager and designer – Helping startups turn great ideas into viable products that customers adore



Current Position

Program Manager at Pomeroy Recreation & Rehabilitation Center

[Add new position](#)

Show education in my intro

Education

Regis University

[Add new education](#)



Save

Don't forget  
to save

# Add Experience



**Steffany Dignum**

Program Development and Management

Add profile section ▾

More...

## Experience



### Program Manager

Pomeroy Recreation & Rehabilitation Center

Jul 2016 – Present · 4 yrs 3 mos

San Francisco, California



## Education



### Regis University

Master of Science (MS), Non-Profit/Public/Organizational Management

2012 – 2016



### University of Idaho

Bachelor of Science (B.S.), Natural Resources Conservation and Research

2009 – 2011

# Add Experience

- Include your current job title or most recent job title
  
- Add Company Name

The screenshot shows the 'Add experience' form with the following fields and options:

- Title \***: Input field containing 'Ex: Retail Sales Manager' with a red arrow pointing to it.
- Employment type**: Dropdown menu showing '-'. Below it, text reads 'Country-specific employment types' with a [Learn more](#) link.
- Company \***: Input field containing 'Ex: Microsoft' with a red arrow pointing to it.
- Location**: Input field (empty).
- Share with network**: A toggle switch is turned 'On'. Text below reads: 'If enabled, your network may be informed of job changes, education changes, and work anniversaries. [Learn how these are shared and when](#)'.
- Save**: A blue button at the bottom right.

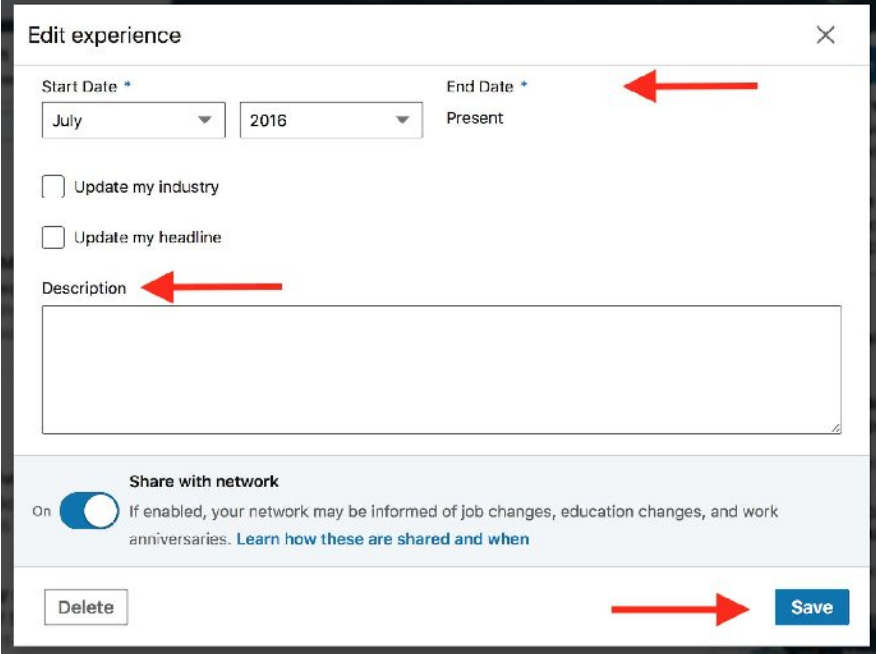
# Add Experience

- Include start and end date
- Description should be less detailed than your resume and highlight accomplishments
  - Include Keywords

## Description Example -


*In my most senior role at Company A, I supported the Continuous Monitoring Program (CMP) and military contracts with the US Navy and Airforce; managed dozens of employees between the two programs and millions of dollars in resources. My achievements include:*

- *Coordinated plan to migrate the CMP to a new datacenter location as well as the first successful COOP exercise.*
- *Championed proposal efforts as proposal manager, review lead, and review team member.*



The screenshot shows the 'Edit experience' form in LinkedIn. It includes fields for 'Start Date' (set to July 2016) and 'End Date' (set to Present). There are checkboxes for 'Update my industry' and 'Update my headline'. A large text area is labeled 'Description'. Below the form is a 'Share with network' toggle (currently 'On') and a 'Save' button. Red arrows point to the 'End Date' field, the 'Description' label, and the 'Save' button.


# Add Education

 **Steffany Dignum**  
Program Development and Management

[Add profile section](#) [More...](#)


---

**Experience** +


 **Program Manager** ✎  
Pomeroy Recreation & Rehabilitation Center  
Jul 2016 – Present · 4 yrs 3 mos  
San Francisco, California

---

**Education** → +

 **Regis University** ✎  
Master of Science (MS), Non-Profit/Public/Organizational Management  
2012 – 2016

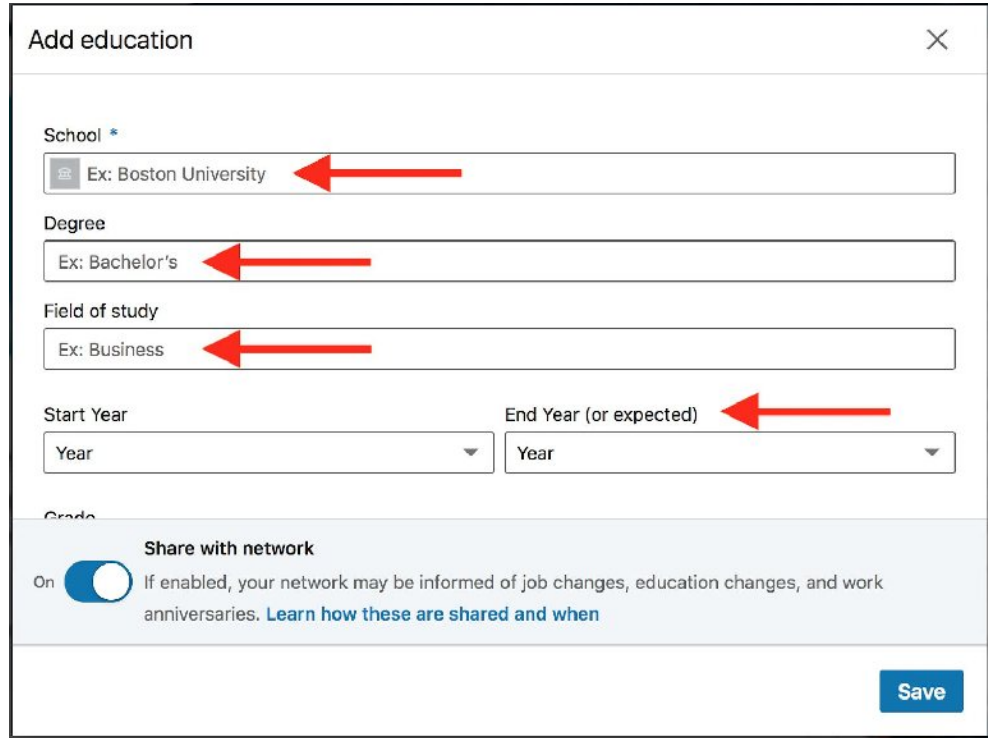
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 **University of Idaho** ✎  
Bachelor of Science (B.S.), Natural Resources Conservation and Research  
2009 – 2011 ☰

# Add Education

The basic way to add your education

- School
- Degree
- Field of study
- Start and End (or projected)



The screenshot shows the 'Add education' form in LinkedIn. It includes the following fields and features:

- School \***: A text input field with a search icon and the example text 'Ex: Boston University'. A red arrow points to this field.
- Degree**: A text input field with the example text 'Ex: Bachelor's'. A red arrow points to this field.
- Field of study**: A text input field with the example text 'Ex: Business'. A red arrow points to this field.
- Start Year**: A dropdown menu with 'Year' selected.
- End Year (or expected)**: A dropdown menu with 'Year' selected. A red arrow points to this field.
- Grade**: A partially visible field at the bottom.
- Share with network**: A toggle switch that is currently turned 'On'. Below it, text reads: 'If enabled, your network may be informed of job changes, education changes, and work anniversaries. [Learn how these are shared and when](#)'.
- Save**: A blue button at the bottom right.

# Add Education

For more detail include activities/societies and or a description of your studies

- Highlight Achievements
- Don't forget the Keywords
  - They are how you get noticed by the jobs you want

### Edit education ✕


Activities and societies

*Ex: Alpha Phi Omega, Marching Band, Volleyball*

Description

**Share with network**

On  If enabled, your network may be informed of job changes, education changes, and work anniversaries. [Learn how these are shared and when](#)







# About/Summary

Steffany Dignum  
Program Development and Management

Add profile section ▾ More...

Not now Add past position

About 

Your Dashboard  All Star  
*Private to you*

14 Who viewed your profile	0 Article views	1 Search appearance
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If you scroll down you will see the “About” section. Click the icon to edit.

# About/Summary

300-350 word summary of your skills and talents

LinkedIn will create a summary based on your work experience.

## About



Experienced Program Manager with a demonstrated history of working in the individual and family services industry. Skilled in Management, Customer Service, Data Analysis, SPSS, and NVivo. Strong program and project management professional with a Master of Science (MS) focused in Non-Profit/Public/Organizational M... see more

## About/Summary should

- Show your Personality
- Use “I” Language
- Use Keywords

## This example doesn't


- Show your Personality
- Use “I” Language.

# About/Summary

Edit about ✕

Summary

As a Leader in Program & Project Management, I offer expertise in overseeing all aspects of project planning, from budgeting and resource allocation to ensuring quality deliverables while achieving complete compliance to contract terms and conditions. As a result, I capture high levels of customer satisfaction and loyalty for my employers.

 [Save](#)

This About/Summary uses “I” language and keywords to get noticed

# About/Summary

## Example of a Complete 300- 350 About/Summary

### Summary

As a Leader in Program & Project Management, I offer expertise in overseeing all aspects of project planning, from budgeting and resource allocation to ensuring quality deliverables while achieving complete compliance to contract terms and conditions. As a result, I capture high levels of customer satisfaction and loyalty for my employers.


I provide expert problem solving and creative solutions to overcome obstacles and achieve business goals. My teams achieve peak performance and large, multiyear contract wins. Examples include:

- Supported Company A's Continuous Monitoring Program (CMP) and military contracts, managing 30 employees between the two programs while controlling millions of dollars in resources.
- Assumed leadership of a struggling IT project that needed additional support staff/resources to ensure completion; worked with HR to hire new staff and improved team moral/engagement while strengthening relations with client leadership to demonstrate the company's commitment to the contract.
- Established and achieved cost saving goals, allowing the division to exceed a profitability target of \$30M.
- Drove capture and proposal efforts on a \$100M contract and a \$30M recomplete win for Company A.

As a graduate of University Name in Analytical Management, I have spent my career working on complex, high value corporate and government contracts and held high level security clearances. I also completed a Masters in Financial Management from University Name and earned my PMP from the Project Management Institute

# Open to Work

UC Davis' Top-50 MBA - An online MBA designed by top-ranked faculty and powered by innovation. Ad ...



**Steffany Dignum**  
Program Development and Management  
San Francisco, California · [110 connections](#) · [Contact info](#)

[Add profile section](#) [More...](#)

**Show recruiters you're open to work** — you control who sees this  
[Get started](#)

**Edit public profile & URL**

**Add profile in another language**

**Promoted**

- MBA UC Davis** UC Davis' Top-50 MBA  
An online MBA designed by top-ranked faculty and powered by innovation.
- S** **Data Science Master's**  
Earn your Master's in Data Science from Syracuse. No GRE Required.
- P BUSINESS PEPPERDINE** **No GRE/GMAT Required**  
Earn an MS in Management and Leadership Online from Pepperdine.

**People Also Viewed**


This will let employers know you are looking to get hired

# Open to Work

Edit job preferences ✕

**Job titles\***


Program Manager ✓ Director ✓ Deputy Director ✓ Program Coordinator ✓


Add title + 

**Job locations\***

San Francisco, California, United States ✓ Oakland, California, United States ✓

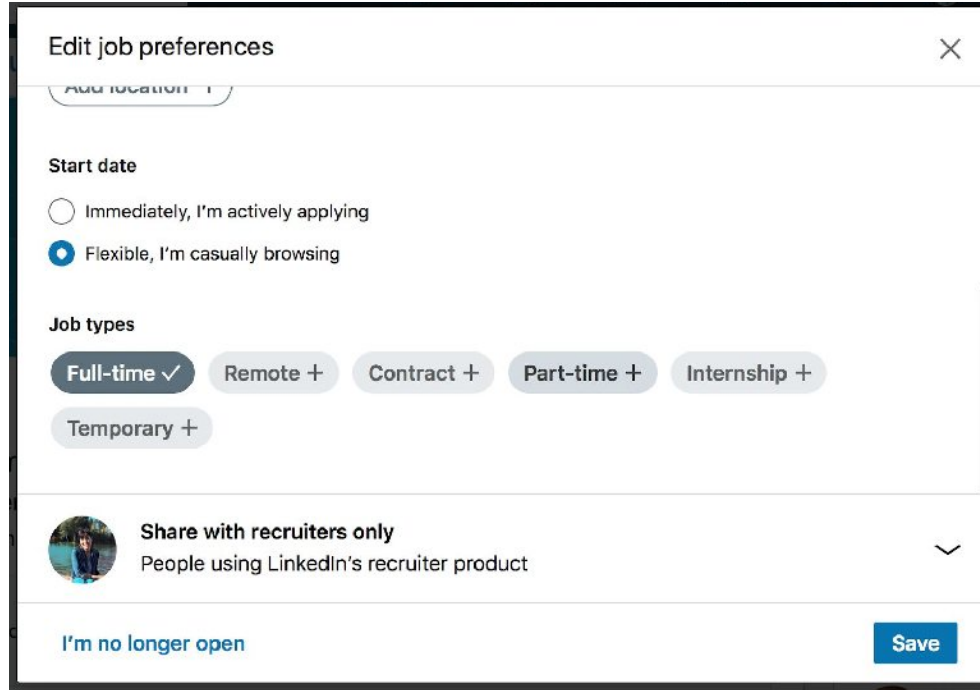
Chicago, Illinois, United States ✓ Portland, Oregon Metropolitan Area ✓

Add location + 

 **Share with recruiters only**  
People using LinkedIn's recruiter product ∨

[I'm no longer open](#) Save

# Open to Work



The screenshot shows the 'Edit job preferences' dialog box in LinkedIn. It has a title bar with a close button (X) in the top right corner. Below the title bar, there is a section for 'Add location' which is partially visible. The 'Start date' section has two radio button options: 'Immediately, I'm actively applying' (unselected) and 'Flexible, I'm casually browsing' (selected). The 'Job types' section features several buttons: 'Full-time' (selected with a checkmark), 'Remote', 'Contract', 'Part-time', 'Internship', and 'Temporary'. At the bottom of the dialog, there is a section for 'Share with recruiters only' with a dropdown arrow, and a blue 'Save' button in the bottom right corner. A link 'I'm no longer open' is visible in the bottom left corner.

Make sure to choose whether you are looking for Full-time, Part-Time and/or Internships

# Open to work

The screenshot shows the LinkedIn 'Edit job preferences' dialog. On the left, there are sections for 'Locations' (San Francisco, Chicago), 'Start date' (Immediately, Flexible), and 'Job types'. The main focus is the 'Choose who sees you're open\*' section, which has two radio button options: 'Share with all LinkedIn members' (unselected) and 'Share with recruiters only' (selected). Red arrows point to the radio buttons. A 'Save' button is at the bottom right, and a link for 'Learn more about your privacy' is below the second option.

**Edit job preferences**

San Francisco, California, United States

Chicago, Illinois, United States ✓

Add location +

**Start date**

Immediately, I'm actively applying

Flexible, I'm casually browsing

**Job types**

Full-time

**Choose who sees you're open\***

Share with all LinkedIn members  
Adds the #OpenToWork photo frame  
This could include people at your current company, recruiters, and anyone who is signed in to LinkedIn.

Share with recruiters only  
People using LinkedIn's recruiter product  
We take steps not to show recruiters at your current company you're open to new jobs, but we can't guarantee complete privacy.

[Learn more about your privacy](#)

I'm no longer open

Save

Select who you will see that you are looking for work.



# Open to Work

Here you  
will  
choose  
your start  
date

Edit job preferences

Start date

Immediately, I'm actively applying

Flexible, I'm casually browsing

Job types

Full-time ✓ Remote + Contract + Part-time + Internship +

Temporary +

Share with recruiters only  
People using LinkedIn's recruiter product

I'm no longer open

Save

Don't forget  
to save

## References:

<https://theinterviewguys.com/linkedin-headline-examples/>

<https://zety.com/blog/what-skills-to-put-on-a-resume>

<https://www.zipjob.com/blog/linkedin-work-experience-section/>

<https://www.jobscan.co/linkedin-optimization>

<https://careersidekick.com/what-to-put-on-linkedin-profile/>

<https://www.jobscan.co/blog/linkedin-summary-examples/>

<https://resumeworded.com/target-start.php>

<https://zety.com/blog/cover-letter-tips>

<https://workalpha.com/networking-online/linkedin/linkedin-profile-program-manager/>