

LINKEDIN

WORKSHEET





PHOTOS

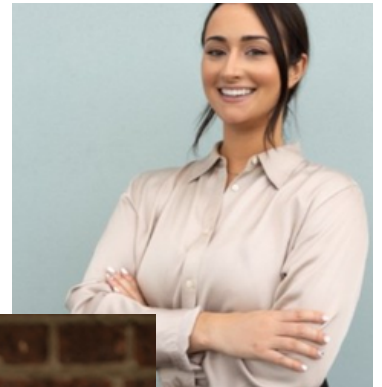
A PROFESSIONAL HEADSHOT
IS YOUR DIGITAL **HANDSHAKE**

LINKEDIN PHOTO TIPS

- YOU SHOULD BE DRESSED IN BUSINESS PROFESSIONAL OR BUSINESS CASUAL ATTIRE
- TAKE IT AT YOUR PROPERTY OR OUTSIDE WITH PORTRAIT MODE
- SHOWCASE A BIT OF YOUR PERSONALITY THROUGH YOUR LINKEDIN PROFILE PICTURE
- YOUR PHOTO SHOULD BE WELL LIT.

LINKEDIN PHOTO SIZES

BACKGROUND PHOTO
1584*396
PIXELS



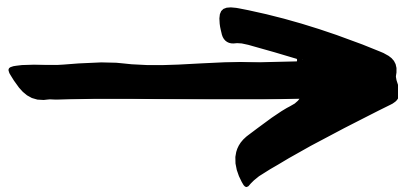
PROFILE
PHOTO
400*400
PIXELS



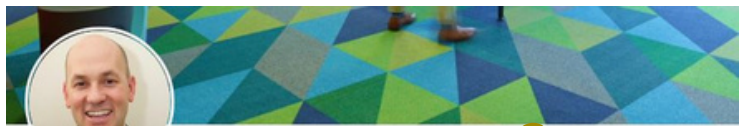
HEADLINES

LOCATED RIGHT BELOW YOUR NAME -
IT IS YOUR CHANCE TO SELL
YOURSELF AND TELL YOUR STORY RIGHT AWAY!

HOW WOULD YOU BEST DESCRIBE
YOUR PROFESSIONAL IDENTITY?

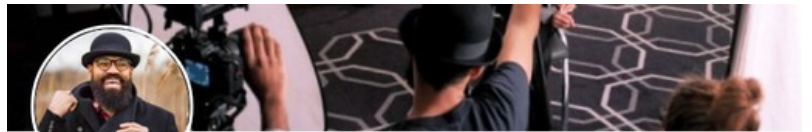


YOUR HEADLINE SHOULD BE
SIMPLE, BUT CAN BE CREATIVE.



Kyle Maurer · 1st
Steward in Carpet, Fabric & Upholstery Protection |
Preventative Maintenance | Cleaning & Care
Greater Cleveland · 500+ connections · [Contact info](#)

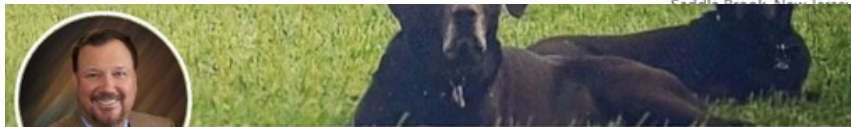
[Message](#) [Recruiter](#) [More...](#)



Jason Ellinger · 1st
Commercial Filmmaker 🎬 Story Strategist 📄 Mission
Marketer 🙌 I craft stories that elicit hope, forge bonds &
ignite positive change in culture #BowlerTribe 🍷🍷

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Beard & Bowler Productions
 William Paterson University of
New Jersey



Brian B Berry · 1st
Corporate Director of Operations, Regional Director, GM Full
Service/Focus Service Hotels with Hilton, Marriott, Sheraton
San Antonio, Texas Metropolitan Area · 500+ connections ·
[Contact info](#)

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Hospitality Group

**MUCH LIKE A NEWSPAPER
HEADLINE, IT IS DESIGNED TO
DRAW PEOPLE TO READ MORE OF
YOUR PROFILE!**

EXPERIENCE

NUMBERS PROVIDE **QUANTIFIABLE** EXAMPLES OF YOUR ACHIEVEMENTS AND MAKE IT EASY FOR HIRING MANAGERS TO SEE WHAT KIND OF **IMPACT** YOU AND YOUR WORK CAN HAVE AT THEIR COMPANY.

EXAMPLES OF WHAT TO USE

- FINANCIAL ACHIEVEMENTS WITH HARD NUMBERS
- SIZE OF OFFICE OR PROPERTY THAT YOU WORK WITH
- HOW BIG IS THE TEAM YOU LEAD?
- PERCENTAGE INCREASES AND DECREASES TO YOUR KPI METRICS
- PROJECT DURATIONS
- PROJECT VALUES

YOUR EXPERIENCE CAN ALSO BE USED WHEN **NUMBERS** MAY NOT WORK.



Wyndham Worldwide
12 yrs 8 mos

Regional Director, Franchise Operations
Full-time
Feb 2018 – Apr 2020 · 2 yrs 3 mos

~ Oversight of 9 Directors, Franchise Operations representing 475-500 franchised Wyndham properties representing more than 35,000 rooms, with greater than \$500M in room revenues
~ Conducted quarterly business reviews with multi-unit owners
~ Created a strategic task force and to analyze and course correct negative trending data for 27 hotels in the St Louis, MO and 15 hotels in the Kansas City, KS markets
~ Developed "Seasons of Success" communication for the entire operations department (5000+ hotels). This was a bi-weekly communication focused on 4 pillars for success: Cleanliness, Revenue management, Service, and Marketing
~ Collaborated with 12 brand leaders and Senior leadership team developing strategic direction to enhance regional performance and cultivating a professional working environment
~ Selected as a field team lead for the largest Central Reservation history, leading the Days Inn brand to a successful CRS migration



Intentional Communication Mentor

Tech Wildcatters
Jul 2018 – Present · 2 yrs 6 mos
Dallas/Fort Worth Area

I do internal communication, messaging, and pitch presentation coaching with everyone from interns to startups to the CEO at Tech Wildcatters using the Say Things Better method.

In the attached image, you'll see me doing a Verb Your Values workshop for Tech Wildcatters startup Mainland. This company is like e-Harmony for platonic friendships. I worked with founder Rachael Armstrong to identify company values.

Founder

A.J. Video Productions
Sep 2007 – Jan 2017 · 9 yrs 5 mos
Greater New York City Area

Director, Camera Operator, Jib Owner/Operator, Editor, Colorist, Motion Graphic Artist

• Managing/Directing (Video crews of 6 or more; Talent, extras, set design and hair/makeup artists; Funds for Advertising/Marketing costs, equipment purchases and office supplies)

• One-On-One Dealing With Clients (Planning; Vision Casting; Budgeting; Resource Optimization)

• Shooting, Producing and Editing Training Videos, Campaign Videos, Promotional Videos, Webmercials, Tutorial/Promotional Videos And TV Commercials

SKILLS & ENDORSEMENTS

- ACCORDING TO LINKEDIN, PEOPLE WHO LIST AT LEAST FIVE SKILLS RECEIVE UP TO **17X** MORE PROFILE VIEWS.
- THERE'S ALSO EVIDENCE THAT THE MORE YOU HAVE, THE HIGHER YOU'LL RANK IN THE SEARCH RESULTS. AND THE MORE PROFILE VIEWS YOU'RE GETTING, WHETHER FROM A RECRUITER OR SOMEONE IN YOUR INDUSTRY, THE MORE OPPORTUNITIES YOU'LL SEE.
- A GREAT WAY TO STRENGTHEN YOUR NETWORK IS TO PROACTIVELY GIVE THEM TO YOUR CONNECTIONS
- LINKEDIN ENDORSEMENTS ARE A SIMPLE WAY FOR YOUR COLLEAGUES AND CONNECTIONS TO **RECOGNIZE** YOUR EXPERTISE IN A SPECIFIC FIELD WITH JUST ONE CLICK.

Skills & endorsements

+ Video Production · 99+



Endorsed by Erika Larsen and 2 others who are highly skilled at this



Endorsed by Matt Carpenter and 4 other mutual connections

+ Public Speaking · 99+



Endorsed by Emmanuel Okosisi and 5 others who are highly skilled at this



Endorsed by Kyle Elliott, MPA, CHES and 30 other mutual connections

RECOMMENDATIONS

A LINKEDIN RECOMMENDATION IS A WRITTEN TESTIMONIAL THAT IS ADDED TO YOUR PROFILE BY A CONNECTION WHO TOOK THE TIME TO WRITE OUT WHY YOU ARE A PROFESSIONAL WORTH WORKING WITH.



Rollis Fontenot III

We partner with organizations to fill perm nurse & physician jobs faster, both regionally & nationally! - I'm a Relentless Collaborator who loves to explore, inform and appreciate others. Call or Text 832-563-8854

Lila is a rockstar coach! I had no idea how much she could help me unpack in one hour of coaching, I feel like I received the best deal ever! Why? She helped me to get over some hangups I had about revealing certain things that I looked at as being silly, or something that I shouldn't share with potential clients, and showed...



Katrina Fuhrman

@ConnectorQueen · go2VZgirl/ · value-finder extraordinaire · creator of #WinningWednesday 🏆 · Forbes MBA Candidate at University of Arizona Global Campus 📍 (she/her) · QTQP

I have known Jason for a few years - we first met at a networking event & have stayed in contact over LinkedIn. Recently, due to the pandemic, I created a video series on the platform where I interview guests & air a segment every #WinningWednesday ;) Jason had been seeing my efforts transform from a few... See more

SKILLS& ENDORSEMENTS AND RECOMMENDATIONS ARE A GIVE AND TAKE. DO NOT BE AFRAID TO ASK FOR THEM, THEY CAN BE BUILT IN REFERENCES

CONTENT: WHAT COUNTS

THERE ARE MANY DIFFERENT WAYS YOU CAN STAND OUT WHEN IT COMES TO CONTENT ON LINKEDIN.

LONG-FORM POSTS

 **Josh Green** • 1st
Executive Hotel Recruiter at Snelling Hospitality
1mo • 🌐

Diversity hiring and recruitment has become a hot topic lately.

But what is it and why?

Diversity hiring refers to a recruitment and hiring process that is unencumbered by biases related to a candidate's age, race, gender, religion, sexual orientation, and other characteristics that have no bearing on their talent or job performance.

A diverse workforce has a range of origins, education, experience, personalities, physical abilities, lifestyles, and skills, and having a diverse team can benefit everyone, the business, guests, and employee involvement and retention.

Here are some things to consider while recruiting and helping with retaining a diverse candidate pool:

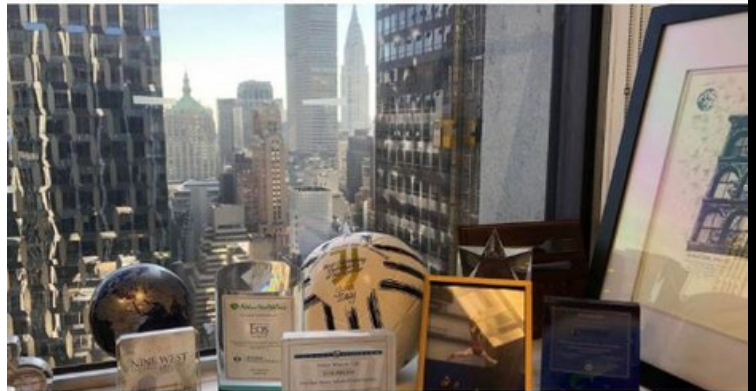
- Look at company branding and website, does it call out to everyone?
- Try different ways of sourcing candidates, use a recruiter who sources a wide variety of candidates.
- Job descriptions are the key to attracting top talent, are your descriptions all-inclusive?
- Be inclusive with the interview process and ask your employees for feedback on job descriptions, interview questions, and other application materials.
- Company culture is key to attracting and retaining employees.

ARTICLE SHARES

 **Kyle Maurer** • 1st
Steward in Carpet, Fabric & Upholstery Protection | Preventative Maintenance | ...
6d • 🌐

I've heard similar stories that appear in this WSJ piece from my clients back to working in their offices. Rely on Fiber-Seal to help safely return to your office.

[#carpet](#) [#carpetmaintenance](#) [#upholstery](#) [#upholsterymaintenance](#) ...see more



Some Office Workers Return and Find Joy in Their Cubicles: 'Ooh, a Binder Clip!'

[wsj.com](#) • Subscription may be required

🔄 4

VIDEO

 **Jason Ellinger** • 1st
Commercial Filmmaker 🎥 Story Strategist 📄 Mission Marketer 🗣️ I craft stori...
1w • Edited • 🌐

Nearly 300 minutes of watch time from yesterday's post 🤔

Even though I knew this feature was there all along, my mind is still kind ...see more



PHOTOS

 **Ravi Sharma, MBA, CHA** • 1st
Multi-Faceted General Manager with Marriott, Hilton, Wyndham & IHG Hotels ...
1w • Edited • 🌐

👋 WELCOME 🌟

I am proud to announce the addition of two new positions to the hotel." ...see more



CONTENT: WHAT COUNTS

ANY POST YOU PUT OUT THERE HAS THE CHANCE TO REACH
MILLIONS OF PEOPLE.

WHEN YOUR FIRST CONNECTIONS LIKE, COMMENT, OR SHARE YOUR
POST, THEIR SECOND CONNECTIONS SEE IT.

COMMENTING ON OTHER PEOPLE'S POSTS AND SHARING THEM WILL
HELP THEM AS WELL.

WHAT CONTENT CAN YOU SHARE TODAY?

OTHER CONTENT THAT CAN BE SHARED

DOCUMENTS
ARTICLES
COMPANY PAGES
JOB POSTINGS

SOME STATS ABOUT CONTENT

- ONLY **3 MILLION** LINKEDIN USERS SHARE CONTENT ON A WEEKLY BASIS.
- HOW-TO & LIST POSTS **PERFORM** THE BEST ON LINKEDIN.
- POSTS SPLIT INTO 5, 7, OR 9 HEADINGS PERFORM THE BEST.
- ARTICLES WITH TITLES BETWEEN 40-49 CHARACTERS PERFORM THE BEST ON LINKEDIN.
- ARTICLES WITHOUT VIDEO PERFORM BETTER THAN THOSE WITH VIDEO. IT IS BEST TO UPLOAD VIDEOS NATIVELY ON LINKEDIN.

[HTTPS://WWW.OMNICOREAGENCY.COM/LINKEDIN-STATISTICS/](https://www.omnicoreagency.com/linkedin-statistics/)