

LinkedIn HEADLINE

YOUR LINKEDIN HEADLINE IS THE TEXT THAT SHOWS UP UNDER YOUR NAME ON YOUR PROFILE PAGE. YOU ARE PROVIDED WITH UP TO 120 CHARACTERS TO DESCRIBE WHO YOU ARE AND WHAT YOU DO. IT CAN DETERMINE WHETHER A RECRUITER CLICKS ON YOUR PROFILE OR NOT!

USE THE SAMPLES BELOW TO HELP YOU CRAFT A UNIQUE HEADLINE OF YOUR OWN.

_____SPECIALIZING IN _____, _____ AND _____.

Samples:

CONTENT MARKETING PROFESSIONAL SPECIALIZING IN PRESS RELEASES, BLOG CONTENT, AND SOCIAL MEDIA

RESORT OPERATIONS PROFESSIONAL FOCUSING ON CUSTOMER EXPERIENCE, FRONT DESK OPERATIONS, AND EVENTS

RECENT _____ GRADUATE WITH A FOCUS IN _____, _____ AND _____.

Samples:

COLLEGE STUDENT WITH INTERNSHIP EXPERIENCE AT NATIONAL MEDIA BRAND

RECENT FINANCE GRADUATE WITH A FOCUS IN ANALYSIS, REPORTING, AND AUDITING

RECENT COMMUNICATIONS GRADUATE WITH A FOCUS IN WRITING, EDITING, AND SOCIAL MEDIA CONTENT

ASPIRING _____

Samples:

ASPIRING COMPUTER PROGRAMMER

ASPIRING HUMAN RESOURCES ASSOCIATE

ASPIRING FUNDRAISING ASSOCIATE

QUICK TIPS:

KEYWORDS ARE, WELL, KEY! USE THEM TO INCREASE YOUR CHANCES OF BEING SEEN (AND CLICKED) BY RECRUITERS

CUSTOMIZE YOUR CURRENT "ROLE" TO REFLECT YOUR FUTURE CAREER INTERESTS - BUT ALWAYS STAY HONEST AND DON'T EMBELLISH

