

From invisible to in demand

Impact of LinkedIn Profile Optimization

Case study

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Case Study Agenda

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Client Overview



Our client, a seasoned business leader with over 15 years of experience, was currently serving as a Head of Product, for a successful mid-sized Technology company located in Vancouver, British Columbia. Despite his impressive leadership experience, he struggled to leverage LinkedIn to its full potential for professional branding and networking. He recognized that his personal profile didn't showcase his achievements, leadership qualities, and industry expertise, making it difficult for him to attract new opportunities. He came to us with the goal to enhance his online presence, position himself as a thought leader and network more with potential collaborators, recruiters and technology professionals in fintech.

Challenge

01

Outdated profile content

Did not state his role in driving company's growth.

02

Lack of keywords and optimization

Did not attract attention of recruiters and target audience.

03

Limited engagement and visibility

Preventing him from becoming a thought leader in his field.

Solutions

Profile Rewrite

To showcase his leadership, we rewrote his profile emphasizing his role in driving company's growth, innovation and strategic vision.

Keyword Optimization

We incorporated relevant keywords to improve his profile searchability by prospective employers, recruiter, partners and colleagues in headline and professional summary.

High-Impact Content

We emphasized on key contributions and results he achieved to demonstrate his impact as a business leader - product innovation, revenue growth and leadership.

Thought Leadership Positioning

We provided guidance on using LinkedIn's publishing platform to publish articles and insights. Encouraged engagement in relevant industry groups and with influencers.

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Intake	Audit	Research	Content
<p>We began with an in-depth consultation to understand the client's career goals, key achievements, and target audience on LinkedIn. This included discussing his leadership experience, the areas of his profile he felt were lacking, and his vision for how LinkedIn could enhance his professional visibility and networking.</p>	<p>We conducted a comprehensive audit of his existing LinkedIn profile, identifying gaps such as outdated content, lack of keyword optimization, and an incomplete summary of his professional accomplishments. We also evaluated the profile's engagement potential and readability.</p>	<p>Based on his industry and leadership role, we performed keyword research to identify the most relevant terms and phrases that would make his profile more discoverable by potential collaborators, recruiters, and industry leaders.</p>	<p>We crafted a new, engaging summary that emphasized his role as a visionary leader and business strategist, highlighting his major achievements, leadership qualities and industry impact. Job descriptions were rewritten to focus on measurable results, using quantifiable metrics, showcasing the value he brought to his company.</p>

Process

Optimization	Strategy	Revision	Deliver
<ul style="list-style-type: none">• The headline and professional summary were updated to reflect his executive role, using strategic keywords to enhance visibility in LinkedIn searches.• The layout and formatting of the profile were improved for better readability, ensuring that each section was clearly structured to attract attention from his target audience.	<ul style="list-style-type: none">• We provided a strategy to leverage LinkedIn's features, including sharing posts, writing articles, and engaging with industry groups. This helped grow his presence as a thought leader and network.• Recommendations were made to expand his network by actively connecting with industry peers, partners, and influencers.	<ul style="list-style-type: none">• After presenting the first draft of the optimized profile, we gathered feedback from the client and made adjustments to ensure the profile accurately represented his personal brand and career aspirations.• Final revisions were implemented to fine-tune the content and visuals before the profile was relaunched.	<ul style="list-style-type: none">• Delivery of the final optimized content in word as requested by the client .

Impact



Improved Visibility

His profile views grew by 400% from recruiters, potential employers and collaborators. Connection requests grew by 80% so he could network more with tech professionals.



Strengthened Personal Brand

Increased connections and collaborations over the next 6 months lead to him being perceived as a thought leader in his industry. His professional brand strengthened.

Increased Engagement

With him sharing relevant and strategic insights, his likes, commenting and shares grew by 300% Increased engagement solidified his overall brand.



Job Opportunities

He received 4 job interviews in one month and multiple requests for podcasts, collaboration and speaking engagements in 6 months.



Testimonial

“I knew I needed to Use LinkedIn but was barely using it. My profile needed a refresh. After the profile was updated and I followed the strategy, I saw an immediate jump in my connections with recruiters and others. Although I was not looking for a job seriously at the time, but I also received interview requests from potential employers. It was one of the best career decisions I made to invest in getting my LinkedIn professionally updated.”

Confidential Client - Vancouver, BC

Got Questions ?

Connect with us via email - inforesumevate@gmail.com

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www.resumevate.com