



TPD Tips

Optimizing Your LinkedIn Profile



Optimizing Your LinkedIn Profile

How to Design Your Online Presence

Employers are looking for the best fit, the right fit, and a person that is on brand. In 2015, Recruiter Nation reported from a poll that 92% of recruiters leveraging social media networks as a part of their job. To stand out in sea of resumes, you can enhance your candidacy by enhancing your LinkedIn Profile.



Photo

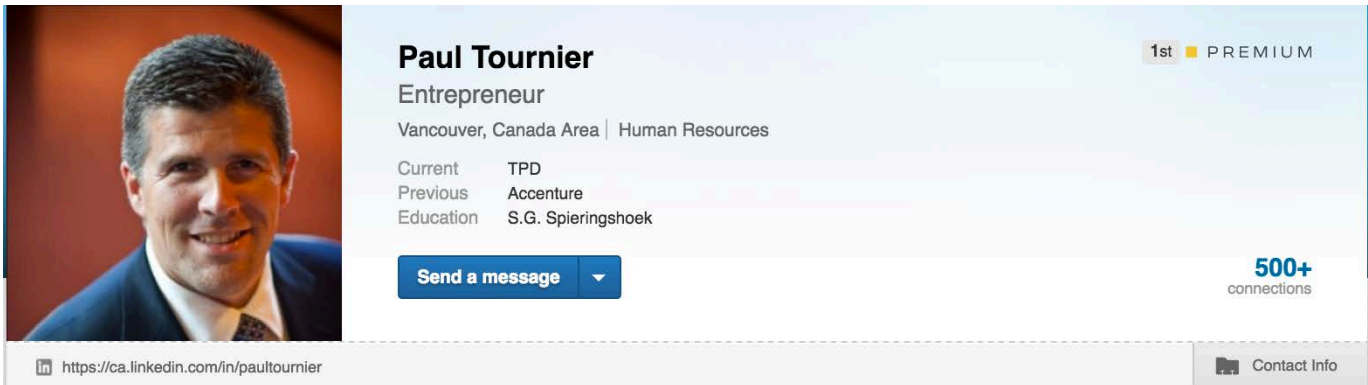
What does your profile picture say about you? Does it say Saturday night party animal or confident professional? Having a photo can increase your profile views 14x. If you're a photographer, why not have that message instantly recognized in your photo.





Headline

Your headline is one of the first things viewers will see. Not having may make you look less impressive than you really are. Include keywords or a short tagline with skill that will benefit your future employer. Or keep it short, simple, and clear.



Paul Tournier
Entrepreneur
Vancouver, Canada Area | Human Resources

Current TPD
Previous Accenture
Education S.G. Spieringshoek

Send a message

1st PREMIUM

500+ connections

<https://ca.linkedin.com/in/paultournier>

Contact Info



Media

Your profile is also your portfolio. Showcase past work and accomplishments by uploading different images or videos to your positions.



Experience

Marketing Manager

TPD™

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Recommendations

Ask colleagues to talk you up. This exemplifies what you are like in the workplace and that you have a network of colleagues. You can even offer to send a recommendation their way as a thanks.

▼ 1 recommendation



Stan Patton

Principal Game Designer at Zynga

Matt Salazar and I have worked together off-and-on for over 3 years, and I was always elated when our paths dovetailed us to the same project. That's because Matt is one of the most diligent, innovative, and rigorous game developers I've had the... [View ↓](#)



2104 Apps for (RED) Campaign



CastleVille Legends, Apple Editors' Choice (...)



Network

LinkedIn is a social network. You never know which family member, friend, or colleague has a connection you'd like to be in touch with or even a job opening at their current job. Add connections, be social, and be active.





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