

Build Your Brand on LinkedIn.com

Your profile is the first thing a member sees if they've clicked to see who sent them an InMail or who posted a job, so it is your brand to build and nurture. Just like at any other professional networking event, there will be people who offer a lot of information about themselves up front, and there will be those who are quiet and reserved. As a Recruiter, it's important to make sure your brand is crisp and versatile so that you can reach out to all attendees.

1. Profile Picture

Include a professional image of yourself that would be worthy of a business card. Profiles with photos receive a 40% higher InMail response rate because people like to see who they're speaking to.

2. Name

If you add initials, acronyms, or titles to your name, other members will have a harder time finding you in search results.

3. Headline

Instead of simply entering your job title, think about how you can creatively explain what you do.

4. Vanity URL

Your vanity URL is a great addition to signatures and business cards, and will make you more easily found in search engine results.

5. Summary & Experience

LinkedIn is not a job board, so your profile doesn't have to read like a resume. Use these fields to tell your story. Focus on how you can add value, and how you've brought value to organizations you've worked with.

6. Recommendations

Recommendations on LinkedIn help you find new opportunities and reinforce your professional identity online. It's easy to request recommendations from colleagues and clients and choose which to show on your profile.

7. Additional Links

Make it easy for members to continue browsing your brand by adding relevant links to your profile, such as your company's web page, and careers page.

1 Profile picture

2 Name: Colene Kremers

3 Headline: Connecting Talent With Opportunity

4 Vanity URL: www.linkedin.com/in/colenekremers

5 Summary

I work with the top airline in the world and have the opportunity to meet and match great people with jumping board to the next step in their career journey.

Oceanic Airlines was founded in 1979 and served destinations such as Costa Rica, London, and Seoul. Our team is full of people who love to travel, meeting new people, and jet setting around the world.

Specialties
 strategic sourcing, finding hidden talent, executive recruiter, contract recruiter, social media recruiter, search consultant, hands-on talent acquisition, passive talent recruiter, full life-cycle recruiter, senior recruiter, lead recruiter, corporate recruiter, independent recruiter, process development and management, corporate hiring, executive search, negotiation, recruiting operational strategy, leadership, internet mining, research, campus recruiting, technology, process improvement

Experience

Senior Recruiter
 LinkedIn
 2011 – Present (1 year)
 I work with a fabulous airline, helping place travel-minded jet-setters with their dream job in aviation.
 Colene has 1 recommendation (1 partner) including:
 1st Karina Bieker, Recruiter, Enigma Corporation

Recruiter
 Dunder Mifflin
 Public Company; 501-1000 employees; DMI; Paper & Forest Products industry
 October 2009 – October 2011 (2 years 1 month)

6 Recommendations For Colene

Senior Recruiter
 LinkedIn

"I had the privilege of working with Colene to be placed at my position with Enigma Corporation. Colene did not fail me a single time. She is a highly organized, goal oriented, independent and hard working perfectionist always ready to put all her energy and stamina to get the job done. Well educated and energetic. Is able to work in a fast-paced environment. Colene is probably one of the best recruiters I have ever met in my life and one of the smartest professionals I have ever worked with." August 21, 2012
 1st Karina Bieker, Recruiter, Enigma Corporation
 was with another company when working with Colene at Oceanic Airlines

7 Additional Information

Websites:

- LinkedIn.com
- Recruiting With LinkedIn