

HOW TO BUILD AN AWESOME Linked ™ PROFILE

JOANNA WOLFE, MARCH 25, 2013

NC BIOTECH JOBS NETOWRK

GETTING STARTED

- **10 Things You Can Do To Be Awesome**
- **Quick Overview**
- **How to Navigate Settings**
- **Building Your Awesome Profile**
- **Resources**
- **Q & A**

10 THINGS YOU CAN DO TO BE AWESOME

- 1. Make yourself searchable**
- 2. Create a headline that is searchable**
- 3. Identify your location**
- 4. Customize your URL**
- 5. Add a [GOOD] photo**
- 6. Optimize your profile for search engines**
- 7. Articulate your accomplishments & talents**
- 8. Fill in the blanks**
- 9. Become a consultant**
- 10. Keep your profile up to date**

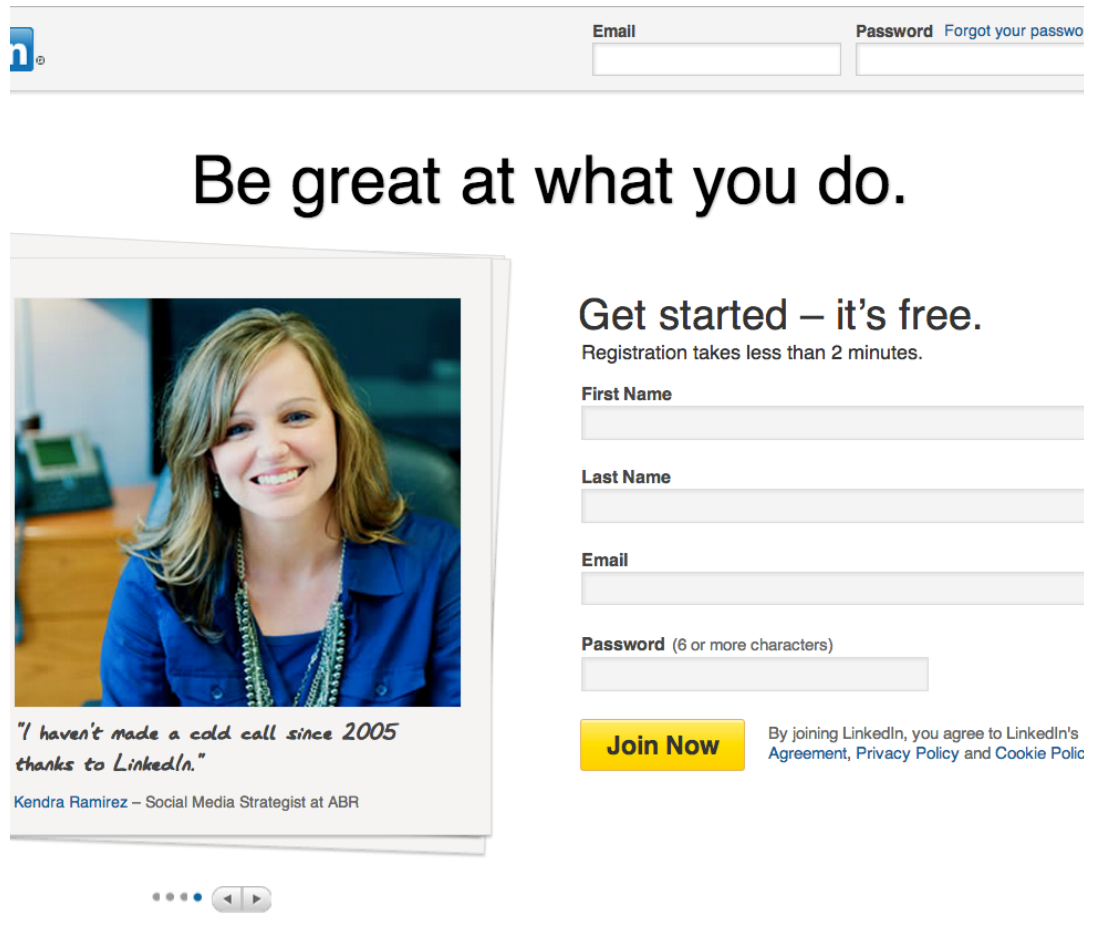
QUICK OVERVIEW SIGNING ON

Do you have a LinkedIn profile?

Don't use your work email as your default account email

Avoid unprofessional email addresses that reflect poorly on you i.e. :
partygirl3@hotmail or
dsellers@aol.com

Need an email account? Sign up for a free Gmail account at gmail.com



The image shows a screenshot of the LinkedIn sign-up page. At the top left is the LinkedIn logo. To its right are two input fields labeled 'Email' and 'Password', with a link 'Forgot your password' next to the password field. Below the header is the slogan 'Be great at what you do.' in a large, bold font. Underneath the slogan is a featured profile card for Kendra Ramirez, a Social Media Strategist at ABR. The card includes a photo of her, a quote: "I haven't made a cold call since 2005 thanks to LinkedIn.", and her name and title. To the right of the profile card is a registration form with the heading 'Get started – it's free.' and a sub-heading 'Registration takes less than 2 minutes.' The form contains four input fields: 'First Name', 'Last Name', 'Email', and 'Password (6 or more characters)'. Below the password field is a yellow 'Join Now' button. At the bottom right of the form, there is a line of text: 'By joining LinkedIn, you agree to LinkedIn's Agreement, Privacy Policy and Cookie Policy'.

Email Password [Forgot your password](#)

Be great at what you do.

Get started – it's free.
Registration takes less than 2 minutes.

First Name

Last Name

Email

Password (6 or more characters)

[Join Now](#) By joining LinkedIn, you agree to LinkedIn's Agreement, Privacy Policy and Cookie Policy

QUICK OVERVIEW NAVIGATION

Homepage - many features of the homepage can be hidden

Suggested connections

LinkedIn Newsfeed

Who's looked at your profile

Your Connections

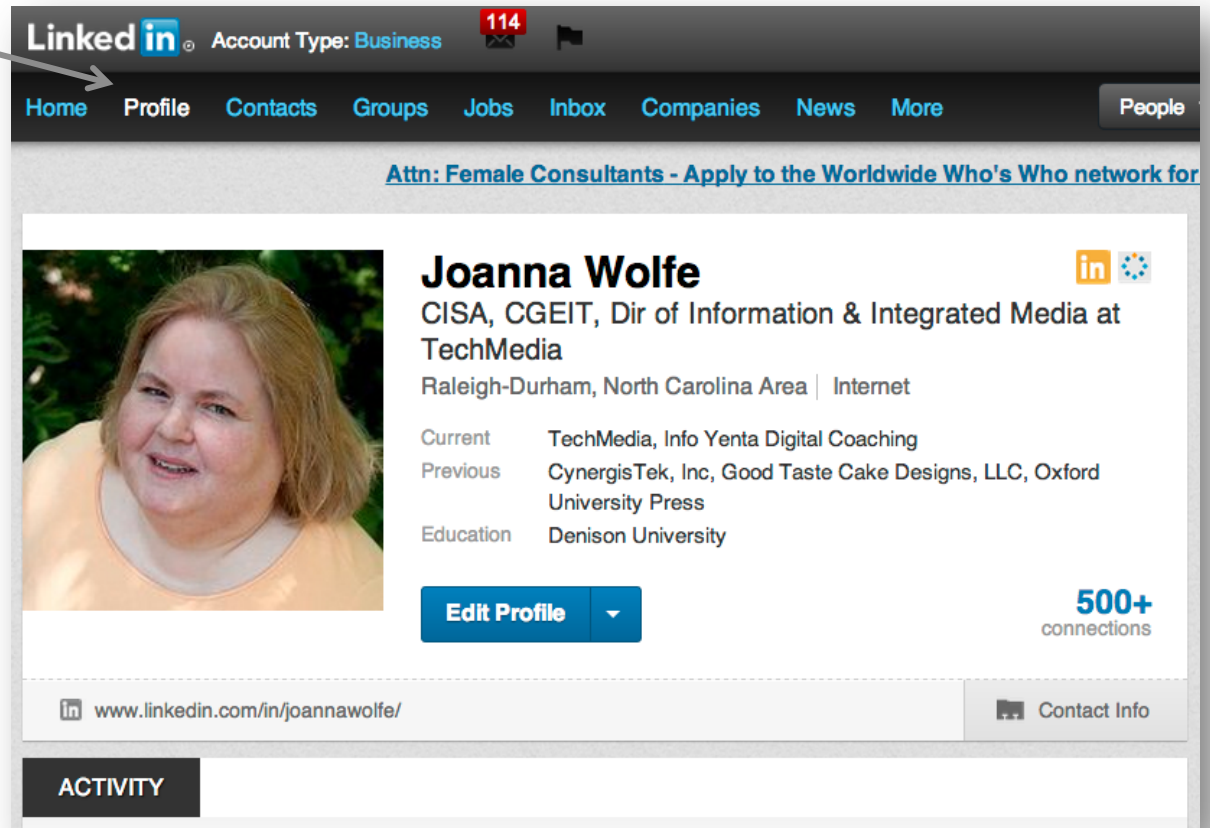
Your Network

Your Activity Feed

The screenshot shows the LinkedIn homepage interface. At the top, the navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. A search bar is located on the right. Below the navigation bar, there is a banner for 'Are You a Female Director - Apply Now to the National Association of Professional Women. Register Free.' The main content area is divided into several sections: a 'Share an update...' box, a 'LinkedIn Today' news feed with articles like 'My Best Advice: Getting The Most Out Of Your Time' and 'What if the Whale Wins?', a '10 people have new connections' notification, and a job posting for 'Sales Compensation Analyst in Raleigh, NC' by Bullhorn Reach. On the right side, there are three panels: 'PEOPLE YOU MAY KNOW' with suggestions for Ryan Phelan, Anne Schaedler, and John Groelke; 'The Expert Provider of Cloud Security Solutions' by SilverSky; and 'WHO'S VIEWED YOUR PROFILE' showing 18 views in the past 7 days and 14 search results in the past day. At the bottom right, the 'YOUR LINKEDIN NETWORK' statistics are displayed: 1,480 connections and 40,643 new people in the network since March 22.

QUICK OVERVIEW NAVIGATION




Profile




LinkedIn Account Type: Business 114

Home Profile Contacts Groups Jobs Inbox Companies News More People



Attn: Female Consultants - Apply to the Worldwide Who's Who network for

 **Joanna Wolfe**  
CISA, CGEIT, Dir of Information & Integrated Media at TechMedia
Raleigh-Durham, North Carolina Area | Internet

Current TechMedia, Info Yenta Digital Coaching
Previous CynergisTek, Inc, Good Taste Cake Designs, LLC, Oxford University Press
Education Denison University

[Edit Profile](#) 

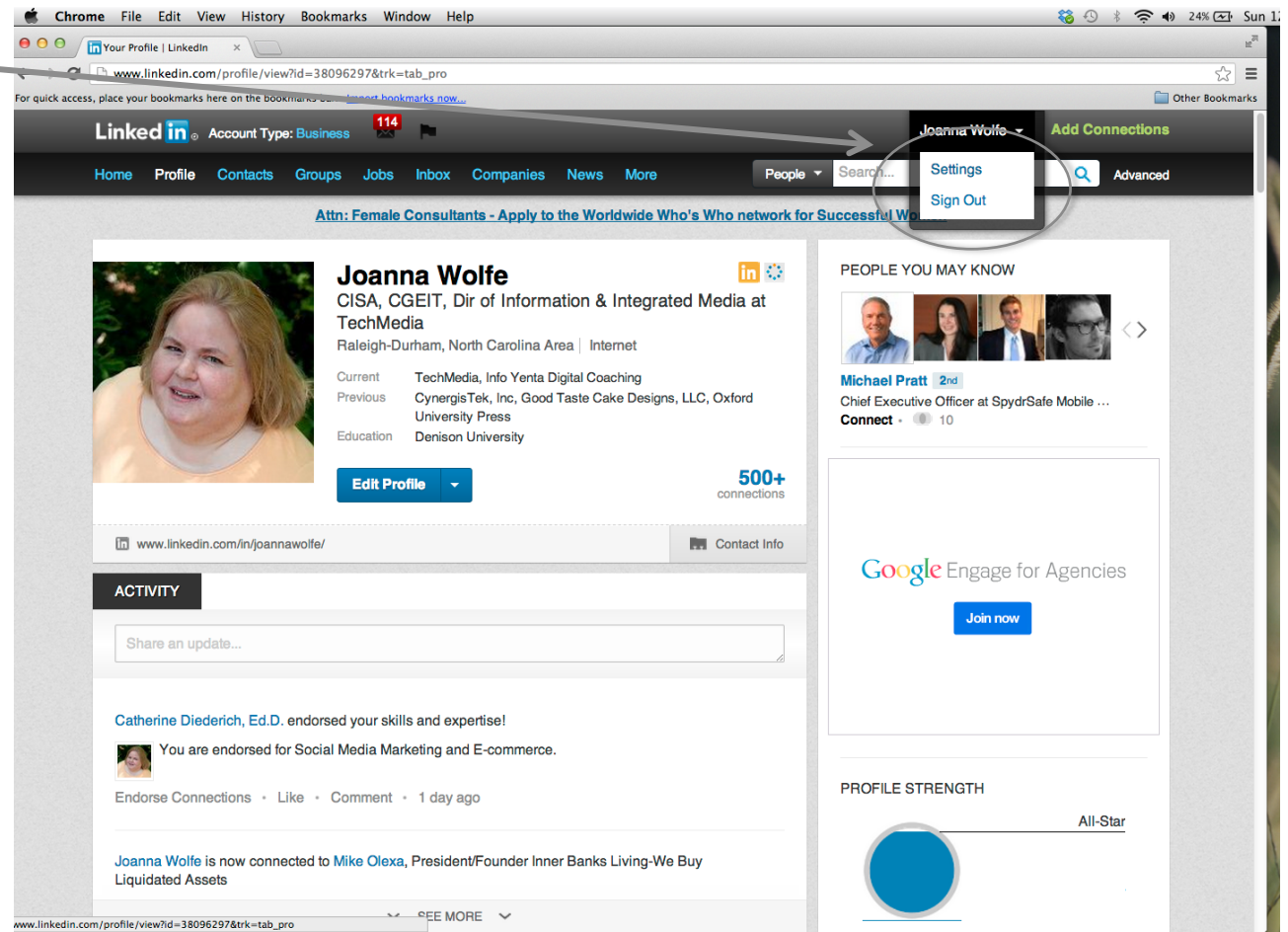
500+ connections

 www.linkedin.com/in/joannawolfe/  Contact Info

ACTIVITY

QUICK OVERVIEW NAVIGATION

Settings



The image shows a screenshot of a LinkedIn profile page for Joanna Wolfe. The browser is Chrome, and the URL is www.linkedin.com/profile/view?id=38096297&trk=tab_pro. The page header includes the LinkedIn logo, account type (Business), and navigation links (Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, More). A search bar and a 'People' dropdown are also visible. The profile information for Joanna Wolfe is displayed, including her current role at TechMedia, previous roles at CynergisTek, Inc. and University Press, and her education at Denison University. The page also shows a list of 'People You May Know' and a 'Profile Strength' indicator. A dropdown menu is open over the user's name 'Joanna Wolfe', showing 'Settings' and 'Sign Out' options. A red arrow points from the word 'Settings' in the left margin to the 'Settings' option in the dropdown menu.

Chrome File Edit View History Bookmarks Window Help

Your Profile | LinkedIn

www.linkedin.com/profile/view?id=38096297&trk=tab_pro

For quick access, place your bookmarks here on the bookmarks bar. [Insert bookmarks now...](#)

Other Bookmarks

LinkedIn Account Type: Business 114

Joanna Wolfe Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More

People Search... Settings Sign Out Advanced

Attn: Female Consultants - Apply to the Worldwide Who's Who network for Successful Wo

Joanna Wolfe
CISA, CGEIT, Dir of Information & Integrated Media at TechMedia
Raleigh-Durham, North Carolina Area | Internet

Current TechMedia, Info Yenta Digital Coaching
Previous CynergisTek, Inc, Good Taste Cake Designs, LLC, Oxford University Press
Education Denison University

Edit Profile 500+ connections

www.linkedin.com/in/joannawolfe/ Contact Info

ACTIVITY

Share an update...

Catherine Diederich, Ed.D. endorsed your skills and expertise!
You are endorsed for Social Media Marketing and E-commerce.
Endorse Connections · Like · Comment · 1 day ago

Joanna Wolfe is now connected to Mike Olexa, President/Founder Inner Banks Living-We Buy Liquidated Assets

SEE MORE

PEOPLE YOU MAY KNOW

Michael Pratt 2nd
Chief Executive Officer at SpydrSafe Mobile ...
Connect · 10

Google Engage for Agencies
Join now

PROFILE STRENGTH
All-Star

QUICK OVERVIEW NAVIGATION

Settings Homepage

- Easy edit access
- Set preferences
- Set broadcast
- Set security

The screenshot shows the LinkedIn settings page for a Business account. At the top, the navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. A search bar is on the right. The main content area is divided into several sections:

- Profile:** Joanna Wolfe, Member since: January 7, 2009. Includes links for 'Primary Email Change/Add' (wolfe.joanna@gmail.com), 'Payment', and 'Password Change'.
- Account Type:** Business. Includes links for 'Premium features tour', 'Compare account types', and 'Downgrade or cancel subscription'.
- Get More When You Upgrade!** Includes links for 'More communication options' and 'Enhanced search tools', with a yellow 'Upgrade' button.
- InMails:** 8 available. Purchase. Next grant: 3 credits on March 29, 2013.
- Introductions:** 15 of 15 available. Upgrade.
- OpenLink:** Accepting messages. Change.

At the bottom, there are three main categories of settings:

- Profile:** Profile, Email Preferences, Groups, Companies & Applications, Account.
- Privacy Controls:** Turn on/off your activity broadcasts, Select who can see your activity feed, Select what others see when you've viewed their profile, Select who can see your connections, Change your profile photo & visibility », Show/hide "Viewers of this profile also viewed" box.
- Settings:** Manage your Twitter settings, Helpful Links (Edit your name, location & industry », Edit your profile », Edit your public profile », Manage your recommendations »).

GET READY TO EDIT

Turn on/off your broadcast of update activity.

When you edit your profile you want to limit the amount of broadcasts of your profile until you have completed all edits.

Remember to turn your broadcast back on once you have completed your updates.

The screenshot shows a LinkedIn profile for Joanna Wolfe. The top navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. The profile header shows 'Joanna Wolfe' and 'Member since: January 7, 20...'. Below the header are links for 'Primary Email Change/Add wolfe.joanna@gmail.com' and 'Password Change'. The 'Account Type: Business' section lists 'Premium features tour', 'Compare account types', and 'Downgrade or cancel subscription'. A modal dialog box titled 'Activity broadcasts' is open, displaying the text: 'By selecting this option, your activity updates will be shared in your activity feed.' It has a checked checkbox for 'Let people know when you change your profile, make recommendations, or follow companies' and a note: 'Note: You may want to turn this option off if you're looking for a job and don't want your present employer to see that you're updating your profile.' The dialog has 'Save changes' and 'Cancel' buttons. Below the dialog, the 'Privacy Controls' section is visible, with 'Turn on/off your activity broadcasts' selected. The 'Settings' section includes 'Manage your Twitter settings' and 'Helpful Links' such as 'Edit your name, location & industry »', 'Edit your profile »', 'Edit your public profile »', and 'Manage your recommendations »'. A grey arrow points from the text on the left to the 'Turn on/off your activity broadcasts' option in the 'Privacy Controls' section.

GET READY TO EDIT

Modify your activity feed so only you see the changes while you are editing.

The image shows a LinkedIn profile page for Joanna Wolfe. A modal dialog box titled "Who can see your activity feed" is open, displaying the text: "Your activity feed displays actions you've performed on LinkedIn. Select who can see your activity feed." Below this text is a dropdown menu currently set to "Only you", and buttons for "Save changes" and "Cancel".

In the background, the profile settings are visible. The "Privacy Controls" section includes the following options:

- Turn on/off your activity broadcasts
- Select who can see your activity feed
- Select what others see when you've viewed their profile
- Select who can see your connections
- Change your profile photo & visibility »
- Show/hide "Viewers of this profile also viewed" box

Other visible settings include "Settings" (Manage your Twitter settings), "Helpful Links" (Edit your name, location & industry », Edit your profile », Edit your public profile », Manage your recommendations »), and "Email Preferences".

READY TO EDIT 3 QUICK LINKS

1. Edit your name information
2. Edit your profile
3. Edit your public profile

Settings

[Manage your Twitter settings](#)

Helpful Links

[Edit your name, location & industry »](#)

[Edit your profile »](#)

[Edit your public profile »](#)

[Manage your recommendations »](#)

#1 MAKE YOURSELF SEARCHABLE - NAME, LOCATION, HEADLINE

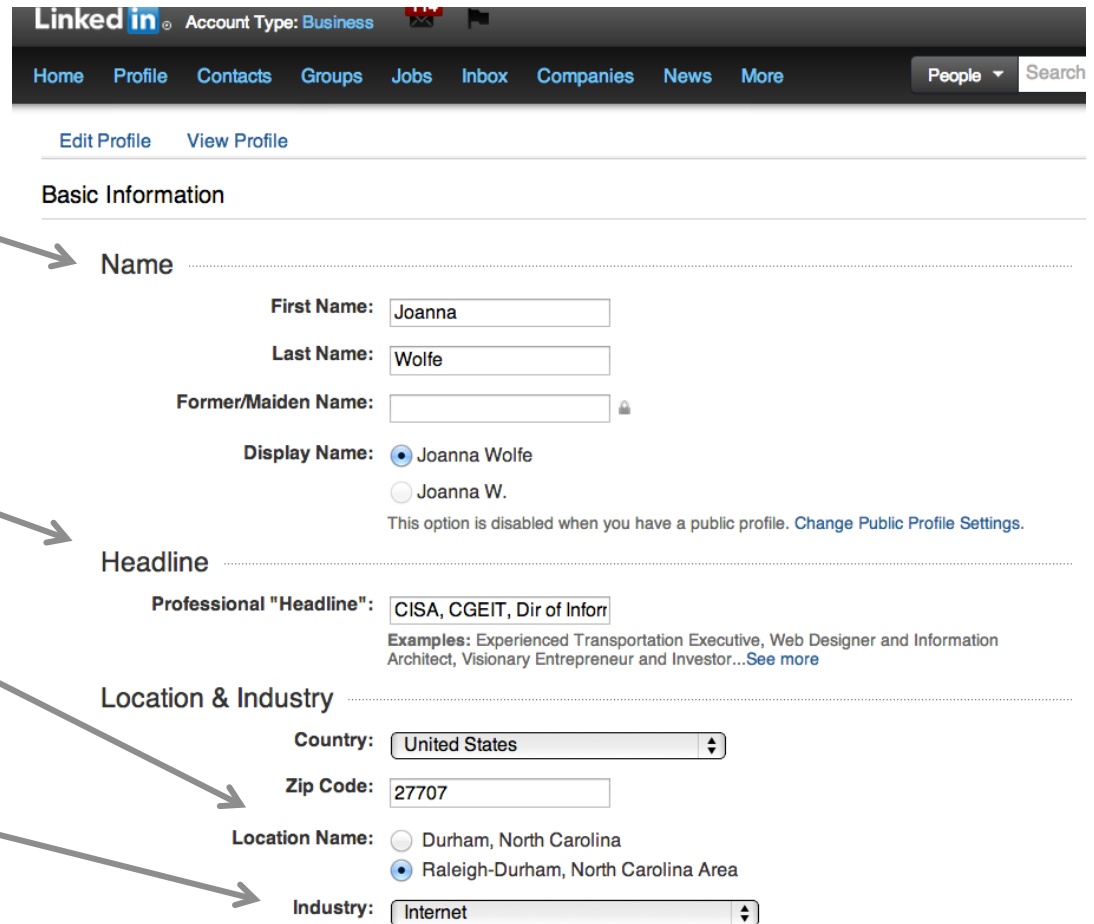
Insure your basic information provides people the best way to find you

Use your full name – add maiden name or nick name

Create a professional headline – by default LinkedIn picks up your most recent title from your most recent position

Use Raleigh-Durham, North Carolina Area to broaden your exposure in search

Insure the Industry you select is correct for the position you want to get



The image shows a screenshot of the LinkedIn profile editing interface. The top navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. Below this is the 'Basic Information' section. The 'Name' field is filled with 'Joanna Wolfe'. The 'Professional "Headline"' field contains 'CISA, CGEIT, Dir of Infor'. The 'Location & Industry' section shows 'United States' for Country, '27707' for Zip Code, 'Raleigh-Durham, North Carolina Area' selected for Location Name, and 'Internet' for Industry. Arrows from the text on the left point to these specific fields.

LinkedIn Account Type: Business

Home Profile Contacts Groups Jobs Inbox Companies News More People Search

Edit Profile View Profile

Basic Information

Name

First Name: Joanna

Last Name: Wolfe

Former/Maiden Name: [locked]

Display Name: Joanna Wolfe Joanna W.
This option is disabled when you have a public profile. [Change Public Profile Settings.](#)

Headline

Professional "Headline": CISA, CGEIT, Dir of Infor
Examples: Experienced Transportation Executive, Web Designer and Information Architect, Visionary Entrepreneur and Investor...[See more](#)

Location & Industry

Country: United States

Zip Code: 27707

Location Name: Durham, North Carolina Raleigh-Durham, North Carolina Area

Industry: Internet

WHERE TO PUT YOUR DEGREE, CREDENTIALS, CERTIFICATIONS & LICENSES?

PHD IN LAST NAME



Michael Herrler, PhD, MBA, PMP, NPDP

2nd

Entrepreneur, Management Consultant & Life Sciences Industry Professional

San Francisco Bay Area | Biotechnology

Current Life Technologies, Euro*MBA, San Francisco State University

Previous Integrated Project Management (IPM), Wise Global Consulting, NextGenCrowd

Education Euro*MBA, Universiteit Maastricht, The Netherlands

Connect

Send InMail

500+ connections

PHD IN HEADLINE



Leo Kosinski

2nd

Chief of Staff of the Air Force (CSAF) Ph.D. Fellow, The Fletcher School of Law & Diplomacy

Greater Boston Area | Military

Current United States Air Force

Previous US Air Force, The Joint Staff, The Joint Staff, Pentagon

Education Tufts University - The Fletcher School of Law and Diplomacy

Connect

Send InMail

500+ connections

Where you put your credentials is important to how you are found both in the LinkedIn searches, as well as searches in Google & Bing. LinkedIn provides specific sections for certifications & licenses, in addition to the name block.

#2 & #3 CREATE A HEADLINE, IDENTIFY LOCATION

WHAT YOU SAY

LinkedIn Account Type: Business

Home Profile Contacts Groups Jobs Inbox Companies News More

Edit Profile View Profile

Basic Information

Name

First Name:

Last Name:

Former/Maiden Name:

Display Name: Joanna Wolfe
 Joanna W.
This option is disabled when you have a public profile.

Headline

Professional "Headline":
Examples: Experienced Transportation Executive, Web Architect, Visionary Entrepreneur and Investor...See m

Location & Industry

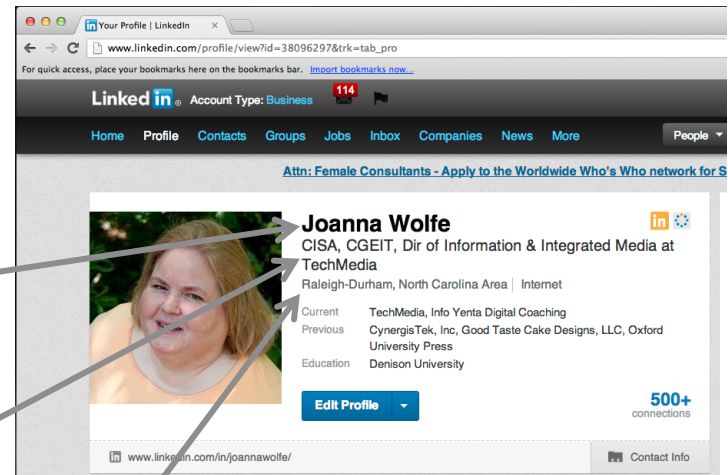
Country:

Zip Code:

Location Name: Durham, North Carolina
 Raleigh-Durham, North Carolina Area

Industry:

HOW IT LOOKS




#4 CUSTOMIZE YOUR URL - LET'S TALK ABOUT URLS

I don't know Dan

Apologies to Dan in advance

Dan's a recruiter, and has a fairly good profile – but needs to fix his URL

Cloud Based Antivirus - Start Your Free 30 Day Trial of Symantec Endpoi



Dan Nowell 2nd
Associate Director, Staffing at **Quintiles**
Raleigh-Durham, North Carolina Area | Pharmaceuticals

Previous **Quintiles**, INC Research, Manpower Professional
Education University of Toledo

[Connect](#) [Send InMail](#) ▼

500+
connections

www.linkedin.com/pub/dan-nowell/a/951/425 [Contact Info](#)

BACKGROUND

SUMMARY

16+ years of recruiting and staffing experience. Specializing in clinical research recruiting for full time opportunities in all therapeutic areas.

Responsible for all clinical hiring in North America.

We are currently hiring CTAs, experienced CRAs, Clin Ops Managers and Clin Ops Directors.

LET'S TALK URLS

URL – “Universal Resource Locator”- i.e. Internet Address

<http://www.linkedin.com/in/joannawolfe>

v.

<http://www.linkedin.com/profile/view?id=38096297>

Easier to use for:

- Resume/CV
- Business Cards
- Email signatures

Helps people find you faster

Creates personal brand



Joanna Wolfe



CISA, CGEIT, Dir of Information & Integrated Media at TechMedia

Raleigh-Durham, North Carolina Area | Internet

Current TechMedia, Info Yenta Digital Coaching

Previous CynergisTek, Inc, Good Taste Cake Designs, LLC, Oxford University Press

Education Denison University

Edit Profile

500+
connections

www.linkedin.com/in/joannawolfe/

Contact Info

LET'S TALK URLS

EDIT PUBLIC PROFILE

LinkedIn Account Type: Business 114 Joanna Wolfe Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Search... Advanced

Public Profile

[« Go back to Settings](#)

Joanna, take control of how you appear in public search results.



Joanna Wolfe

CISA, CGEIT, Dir of Information & Integrated Media at TechMedia

Raleigh-Durham, North Carolina Area | Internet

- Current** Director of Information & Integrated Media at TechMedia
Consultant at Info Yenta Digital Coaching
- Past** IT Consultant - Senior Security Analyst | CISA | CGEIT at CynergisTek, Inc
Entrepreneur/Owner at Good Taste Cake Designs, LLC
Manager Business Technology Services at Oxford University Press
see all ▾
- Education** Denison University
North Carolina State University
Wake Technical Community College
see all ▾
- Recommendations** 14 people have recommended Joanna
- Connections** 500+ connections

Joanna Wolfe's Summary

Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

Profile Content

- Make my public profile visible to **no one**
- Make my public profile visible to **everyone**
 - Basics
Name, industry, location, number of recommendations
 - Picture
 - Headline
 - Summary
 - Skills
 - Current Positions
 - Show details
 - Past Positions
 - Show details
 - Volunteer Experiences & Causes
 - Certifications
 - Education
 - Show details
 - Additional Information
 - Interests
 - Groups
 - Honors and Awards
 - Interested In...

LET'S TALK URLS

CUSTOMIZE SECTION

Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

Profile Content

- Make my public profile visible to **no one**
- Make my public profile visible to **everyone**
 - Basics
Name, industry, location, number of recommendations
 - Picture
 - Headline
 - Summary
 - Skills
 - Current Positions
 - Show details
 - Past Positions
 - Show details
 - Volunteer Experiences & Causes
 - Certifications
 - Education
 - Show details
 - Additional Information
 - Interests
 - Groups
 - Honors and Awards
 - Interested In...

Your public profile URL

Your current URL

www.linkedin.com/in/joannawolfe
[Customize your public profile URL • View your public profile](#)

CREATE URL

Your public profile URL

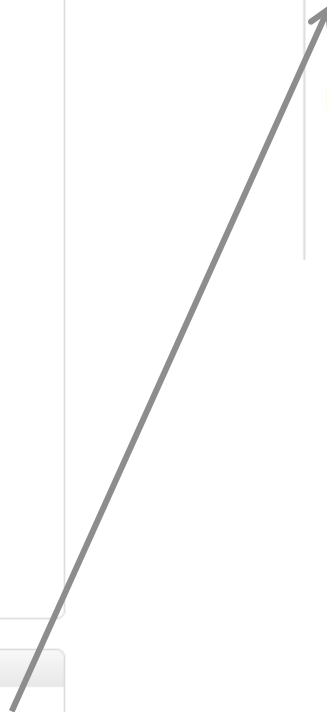
Your current URL

www.linkedin.com/in/joannawolfe
[Customize your public profile URL • View your public profile](#)

Profile Badges

Create a profile badge to promote your profile like this:

[View my profile on !\[\]\(c5725c5b35981a35f1520e949f764d17_img.jpg\)](#)



#5 ADD A PHOTO – YOU NEED ONE

How you look in search
compared to others counts

Apologies Cynthia!

You are in a competitive
market, you need every
advantage


The screenshot shows a LinkedIn search interface. At the top, there's a navigation bar with 'People' selected and 'Cynthia Sollod' entered in the search box. Below the navigation bar, there's a link to 'Cynthia's Big Data eBook - See Benefits from Real-Time Analysis. Learn the Future of Big Data'. The search results section shows '2 results' and 'Sort by: Relevance'. The first result is for 'Cynthia Sollod' (2nd), who is the Director of Research, Science and Technology Development Programs in the Raleigh-Durham, North Carolina Area. She has 215 connections and 1 recommendation. Her current role is 'Director Science & Technology' and her past role was 'Bioscience Industrial Development'. She is a member of the 'Guild of Natural Science' group. The second result is for 'Cindy Gordon' (3rd), who is a User Experience Lead at Application Security, Inc in the Greater New York City Area. She has 456 connections and 6 recommendations. Her current role is 'User Experience Lead at Application...' and her past role was 'UX Advisor at MIDI Designer, Brand...'. She is a member of the 'UW DESIGN' group.

business 114 Joe


Groups Jobs Inbox Companies News More People Cynthia Sollod

[Cynthia's Big Data eBook - See Benefits from Real-Time Analysis. Learn the Future of Big Data](#)

2 results Sort by: Relevance ▾

 **Cynthia Sollod** (2nd)
Director, Office of Research, Science and Technology Development Programs
Raleigh-Durham, North Carolina Area · Biotechnology
215 connections · 1 recommendation

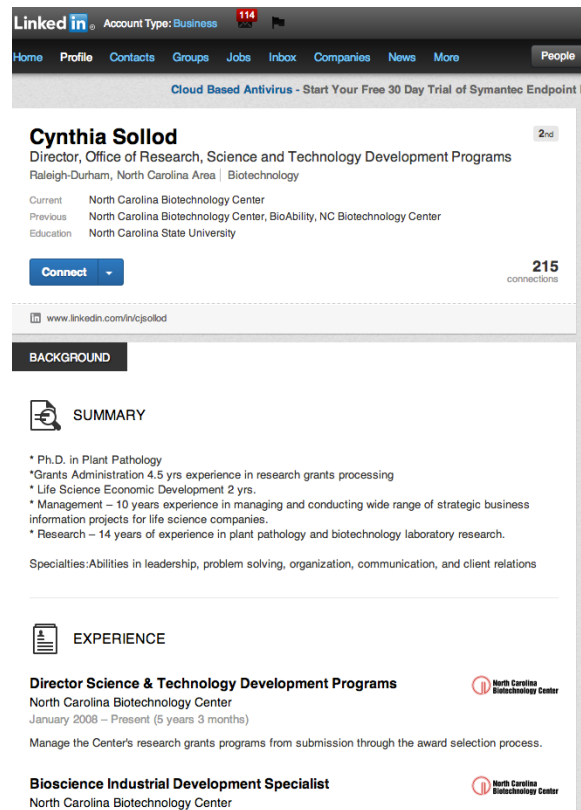
Current: Director Science & Technology ... more
Past: Bioscience Industrial Development ... more
Groups: Guild of Natural Science ... more
▶ 7 shared connections · Similar

 **Cindy Gordon** (3rd)
User Experience Lead at Application Security, Inc
Greater New York City Area · Computer Software
456 connections · 6 recommendations

Current: User Experience Lead at Application... more
Past: UX Advisor at MIDI Designer, Brand ... more
Groups: UW DESIGN · Interaction Design ... more
Similar

LINKED IN PHOTOS – ADD ONE

HOW PROFILES LOOK WITHOUT A PHOTO



LinkedIn Account Type: Business 114

Home Profile Contacts Groups Jobs Inbox Companies News More People

Cloud Based Antivirus - Start Your Free 30 Day Trial of Symantec Endpoint P

Cynthia Sollod 2nd

Director, Office of Research, Science and Technology Development Programs
Raleigh-Durham, North Carolina Area | Biotechnology

Current North Carolina Biotechnology Center
Previous North Carolina Biotechnology Center, BioAbility, NC Biotechnology Center
Education North Carolina State University

Connect 215 connections

www.linkedin.com/in/cjsollod


BACKGROUND


SUMMARY

- * Ph.D. in Plant Pathology
- * Grants Administration 4.5 yrs experience in research grants processing
- * Life Science Economic Development 2 yrs.
- * Management – 10 years experience in managing and conducting wide range of strategic business information projects for life science companies.
- * Research – 14 years of experience in plant pathology and biotechnology laboratory research.

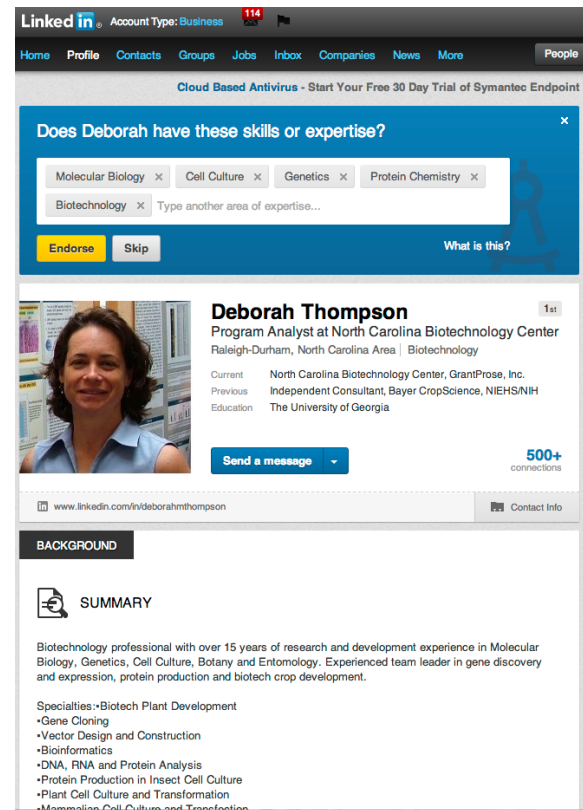
Specialties: Abilities in leadership, problem solving, organization, communication, and client relations

EXPERIENCE

Director Science & Technology Development Programs 
North Carolina Biotechnology Center
January 2008 – Present (5 years 3 months)
Manage the Center's research grants programs from submission through the award selection process.

Bioscience Industrial Development Specialist 
North Carolina Biotechnology Center

HOW PROFILES LOOK WITH A PHOTO



LinkedIn Account Type: Business 114


Home Profile Contacts Groups Jobs Inbox Companies News More People

Cloud Based Antivirus - Start Your Free 30 Day Trial of Symantec Endpoint P

Does Deborah have these skills or expertise?

Molecular Biology x Cell Culture x Genetics x Protein Chemistry x
Biotechnology x Type another area of expertise...

Endorse Skip What is this?

 **Deborah Thompson** 1st

Program Analyst at North Carolina Biotechnology Center
Raleigh-Durham, North Carolina Area | Biotechnology

Current North Carolina Biotechnology Center, GrantProse, Inc.
Previous Independent Consultant, Bayer CropScience, NIEHS/NIH
Education The University of Georgia

Send a message 500+ connections

www.linkedin.com/in/deborahthompson Contact Info

BACKGROUND

SUMMARY

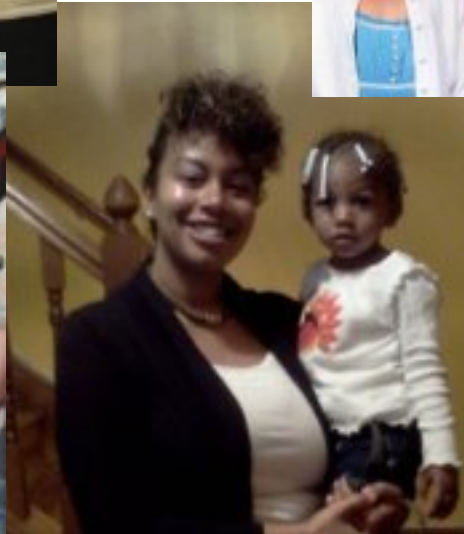
Biotechnology professional with over 15 years of research and development experience in Molecular Biology, Genetics, Cell Culture, Botany and Entomology. Experienced team leader in gene discovery and expression, protein production and biotech crop development.

Specialties: • Biotech Plant Development
• Gene Cloning
• Vector Design and Construction
• Bioinformatics
• DNA, RNA and Protein Analysis
• Protein Production in Insect Cell Culture
• Plant Cell Culture and Transformation
• Manipulation Cell Culture and Transformation

A FEW WORDS ABOUT PHOTOS

EVERY PHOTO YOU ARE ABOUT TO SEE ***IS***
ON LINKEDIN

AVOID FAMILY PHOTOS



AVOID OVERLY PERSONAL PHOTOS



AVOID PHOTOS THAT DON'T SHOW YOU OR YOUR FACE



TEAMWORK

Referred by:

Ellen
Abrahams
& Associates

212 360-7300



**AVOID
SOMBER**



OR SCARY PHOTOS...

Especially ones that look like mug shots

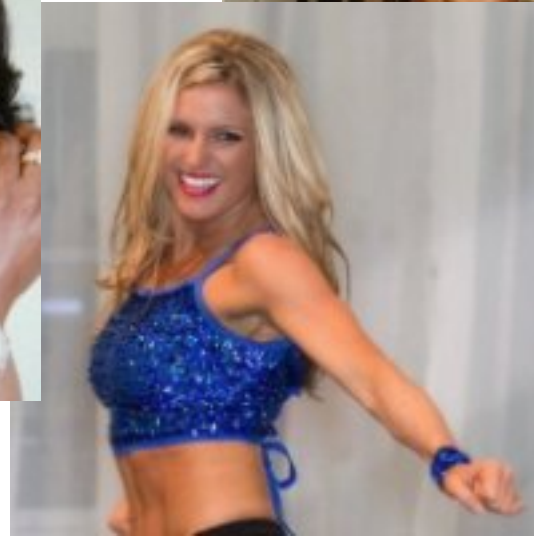


PAY ATTENTION TO HOW A PHOTO MIGHT BE PERCEIVED

(OR IF IT LOOKS LIKE IT CAME WITH A FRAME)



AVOID UNPROFESSIONAL PHOTOS...



...unless it is your profession



A PHOTO DOESN'T HAVE BE PROFESSIONAL TO BE GOOD

Photos need to:

Be in focus

Be sized appropriately for
the LinkedIn profile

Show your face clearly

Be Authentic

Photos can be:

Candid

Relaxed

Happy



A SMILE GOES A LONG WAY





ANYONE KEEPING COUNT?

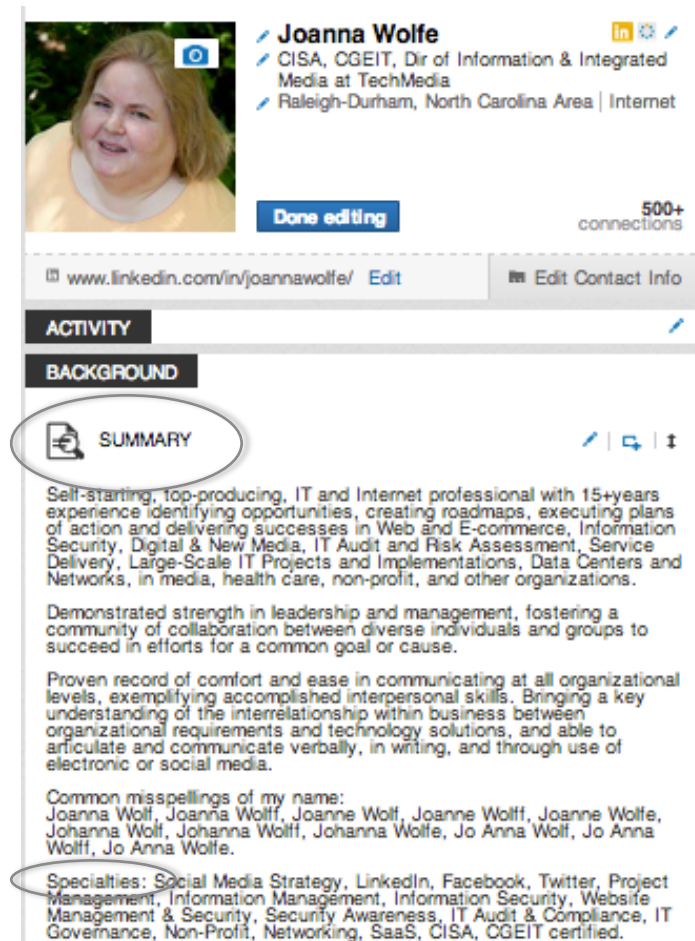
On to Number 6...




#6 OPTIMIZE YOUR PROFILE FOR SEARCH ENGINES – LINKEDIN, GOOGLE & BING

Search engines use the keywords found in the **Background Summary** section for indexing and providing search results.

Consider adding **common misspellings of your name** to this section.

Use a **Specialties** section to pack keywords for search and recruiters.




Joanna Wolfe   





CISA, CGEIT, Dir of Information & Integrated Media at TechMedia
Raleigh-Durham, North Carolina Area | Internet

Done editing 500+ connections

www.linkedin.com/in/joannawolfe/ Edit Edit Contact Info

ACTIVITY 

BACKGROUND

 **SUMMARY**   

Self-starting, Top-producing, IT and Internet professional with 15+years experience identifying opportunities, creating roadmaps, executing plans of action and delivering successes in Web and E-commerce, Information Security, Digital & New Media, IT Audit and Risk Assessment, Service Delivery, Large-Scale IT Projects and Implementations, Data Centers and Networks, in media, health care, non-profit, and other organizations.

Demonstrated strength in leadership and management, fostering a community of collaboration between diverse individuals and groups to succeed in efforts for a common goal or cause.

Proven record of comfort and ease in communicating at all organizational levels, exemplifying accomplished interpersonal skills. Bringing a key understanding of the interrelationship within business between organizational requirements and technology solutions, and able to articulate and communicate verbally, in writing, and through use of electronic or social media.

Common misspellings of my name:
Joanna Wolf, Joanna Wolff, Joanne Wolf, Joanne Wolff, Joanne Wolfe, Johanna Wolf, Johanna Wolff, Johanna Wolfe, Jo Anna Wolf, Jo Anna Wolff, Jo Anna Wolfe.

Specialties: Social Media Strategy, LinkedIn, Facebook, Twitter, Project Management, Information Management, Information Security, Website Management & Security, Security Awareness, IT Audit & Compliance, IT Governance, Non-Profit, Networking, SaaS, CISA, CGEIT certified.

SUMMARY: IDENTIFY STRENGTHS

BACKGROUND



SUMMARY

Scientist leveraging strengths in analytical methodologies and innovative problem-solving, with a genuine enthusiasm for scientific discovery and practical applications. Experience and education in biochemistry, enzymology, protein chemistry, medical genetics, and molecular biology. Adept at developing and optimizing analytical methods and diagnostic assays. Skilled in tackling complex scientific and technical challenges with determination and a results-oriented approach. Experienced working in GLP and CLIA laboratory environments, and dedicated to maintaining high quality standards. Passion for delivering on key project tasks, both independently and in collaboration with internal and external partners. Additional experience in scientific writing and editing, and scientific instruction and presentation.

Specialties: • Biochemistry, Protein Chemistry, and Enzymology

- Molecular Biology, Genetics, and Medical Genetics
- Protein Expression, Purification, and Characterization
- Liquid Chromatography, Mass Spectrometry, Gas Chromatography
- Genomic Instability, DNA Damage & Repair, and Toxicology
- Assay Development (for **Research** and Clinical Diagnostics)
- Regulatory Compliance, SOP/Protocol Management
- Scientific Writing/Editing, Grant Writing/Reviewing, Scientific Presentations

SUMMARY: BIO FORMAT

BACKGROUND



SUMMARY

Dr. Allen recently served as Director of Business Development for the David H Murdock Research Institute (DHMRI) where he contributed to the design and up fit of over 80,000 sq. ft. of laboratory space and the purchase over \$30 million in scientific equipment. Dr. Allen also spearheaded the creation of the Center for Critical Path Research in Immunology and established the DHMRI as a world class center of excellence in microscopy. He was previously CEO of Hybrizyme Corp., a biotechnology company specializing in the development of receptor-based assays. Dr. Allen started his career in industry as Director of Immunology and founding member of EnSys, Inc., a publicly traded company that pioneered the use of immunoassay methods for environmental analysis. He holds numerous patents in immunoassay and receptor-based assay design. He earned an MS in pathology from Michigan State University and his Ph.D. in Biochemistry and Molecular Biology from the Oak Ridge National Laboratory School of Biomedical Sciences. Dr. Allen completed post-doctoral training at the National Institutes of Environmental Health Sciences as an NIH Senior Staff Fellow.

Specialties: Designing and implementing a multi- and trans-disciplinary approach to business development. Focusing company or product campaigns around social, mobile, local, and virtual marketing trends. Exploiting the power of images and words....

SUMMARY: SHORT

BACKGROUND



SUMMARY

Project Manager and MBA with over fourteen years of experience in the life sciences and **biotechnology** industries. Eager to apply both technical and managerial knowledge to broaden professional experience in business/product development, supply chain management and/or alliance management.

Specialties: project management, cross-functional team collaboration, technical writing, investigations, presentations, statistical data analysis, problem-solving, business relationship management

SUMMARY: PERSONAL PHILOSOPHY

BACKGROUND



SUMMARY

Job responsibilities...

setting and executing on corporate strategy, vision, and direction; building corporate culture; and team building.

Motivation...

The challenge of interesting problems that go beyond the maximization of profit and include socioeconomic development.

Career path...

My career path hasn't been terribly winding. I was fortunate to be in the right place (flexible) at the right time (when the Web hit) early in my career. True, my role at hesketh.com has evolved over the years – from lead consultant to CEO. But, my true vocation, or profession, hasn't changed and wouldn't change, even if the Web were to be captured by aliens. If you boil it down, I'm a problem solver, an engineer. What changes isn't my profession, but the problem set :) Honestly, I can't imagine doing anything else.

Heroes...

I admire anyone who follows their heart and does what they feel is right. My dad and Grandma Jane are two that immediately spring to mind. I stand on the shoulders of giants.

Something few know about me...

I have a passion for food, especially cooking with others. I love the camaraderie of the kitchen. They say too many cooks spoil the stew, but I've been in the kitchen with ten people making some of the best gumbo you've ever eaten and that's bliss.

Specialties:organizational strategy, team development, nonprofits, social entrepreneurship,the web, the internet, user experience, open source

#7 ARTICULATE YOUR ACOMPLISHMENTS

Flesh out your talents

Provide narrative and bullet points to identify work history accomplishments

Experience does not have to read as resume or CV

Don't bother with experience prior to 2000 – unless specific to career path

Use SMART as a guideline

S - Specific

M - Measurable

A – Achievement

R - Relevance

T - Timeframe



EXPERIENCE

Managing Partner

Strategia, LLC

June 2009 – Present (3 years 10 months)

Strategia Group is positioned to deliver Investigator Contracting and related services for the Pharmaceutical industry.

Senior Legal Contract Administrator

King Pharmaceuticals

May 2002 – June 2009 (7 years 2 months)

▶ 1 recommendation

Paralegal

Poyner Spruill LLP

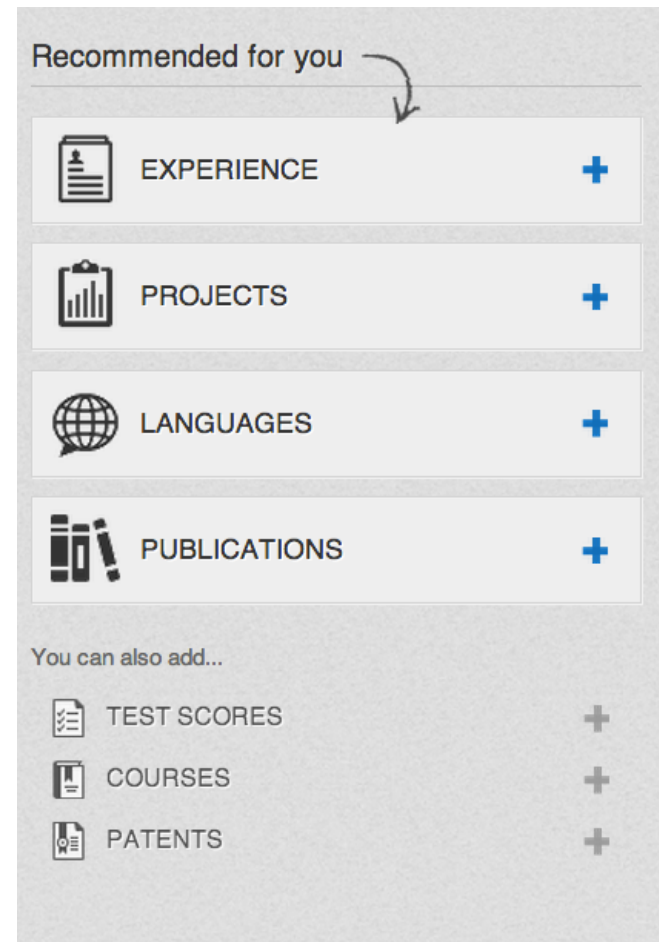
May 1999 – May 2002 (3 years 1 month)



#8 FILL IN THE BLANKS – PATENTS, PAPERS, RESEARCH, ETC...

LinkedIn now offers additional categories to highlight your scientific career:

- Publications
- Patents
- Projects
- Professional Organization Affiliation
- Certification & Licensing
- Skills
- Awards & Honors
- Education



#9 BECOME A CONSULTANT

If you are not working, insure your skills are keeping current.

Volunteer in your industry – document the work you do under consulting whether paid or unpaid.

This stops gaps in your work history.

You may actually pick up some work while you are working on your next opportunity.

Digital Product & Business Development Consultant

CPodolsky Consulting

May 2011 – November 2011 (7 months) | Greater New York City Area

Provide product development, project management and business development leadership, strategy and execution for startups and mid-size media, financial and ecommerce companies.

▼ 3 recommendations, including:



Nancy Friedman

Co-Founder KidzVuz.com. User Generat...

Corey is just plain great to work with. He has terrific ideas, but isn't stubborn about keeping only to those ideas - he's... [View ↓](#)



Aimee Stone Munsell

Director at IBM

Corey brings a wide range of real hands-on expertise to successfully evaluate and solve almost any challenge that marries... [View ↓](#)

[1 more recommendation ↓](#)

#10 KEEP YOUR PROFILE UP TO DATE

Regularly review information for accuracy

Remove dated and non-relevant data

Update with relevant links, publications, speaking engagements, presentations, papers, posters and other work

Utilize media partners and links:

- Audio
- Video
- Web

Post to Groups, Updates



Profile Media Link Providers

What kind of media can I add to my profile?

Last Updated: 01/31/2013 [Report Answer Inaccuracies](#)

[Expand All](#) | [Collapse All](#)

We support the below types of media for the LinkedIn profile. Please note these are the official sources and that more providers may work. All media links must have a public URL to be added to your profile.

▶ **Image Providers:**

▶ **Video Providers:**

▶ **Audio Providers:**

▶ **Presentations and Documents:**

▶ **Other:**

Learn more about the [limited rollout of this feature](#).

Was this answer helpful?

Yes

No

RESOURCES

- **LinkedIn Help Center**
 - <http://help.linkedin.com/>
- **LinkedIn Blog**
 - <http://blog.linkedin.com/>
- **LinkedIn Press Center**
 - <http://press.linkedin.com/>
- **LinkedIn on YouTube**
 - <https://www.youtube.com/user/LinkedIn>
- **LinkedIn chat on Twitter – Tuesdays 8pm – 9pm EST**
 - #LinkedInChat
- **Wake & Durham Tech both offer free LinkedIn classes**



QUESTIONS?

It's all about networking...

THANK YOU

Contact:

Joanna Wolfe

Connect on LinkedIn:

<http://www.linkedin.com/in/joannawolfe>

Twitter: @joannawolfe

Email: wolfe.joanna@gmail.com

This presentation is available at Dropbox