



Just
WRIGHT

Plug-in Partner, Press Play to Build Success

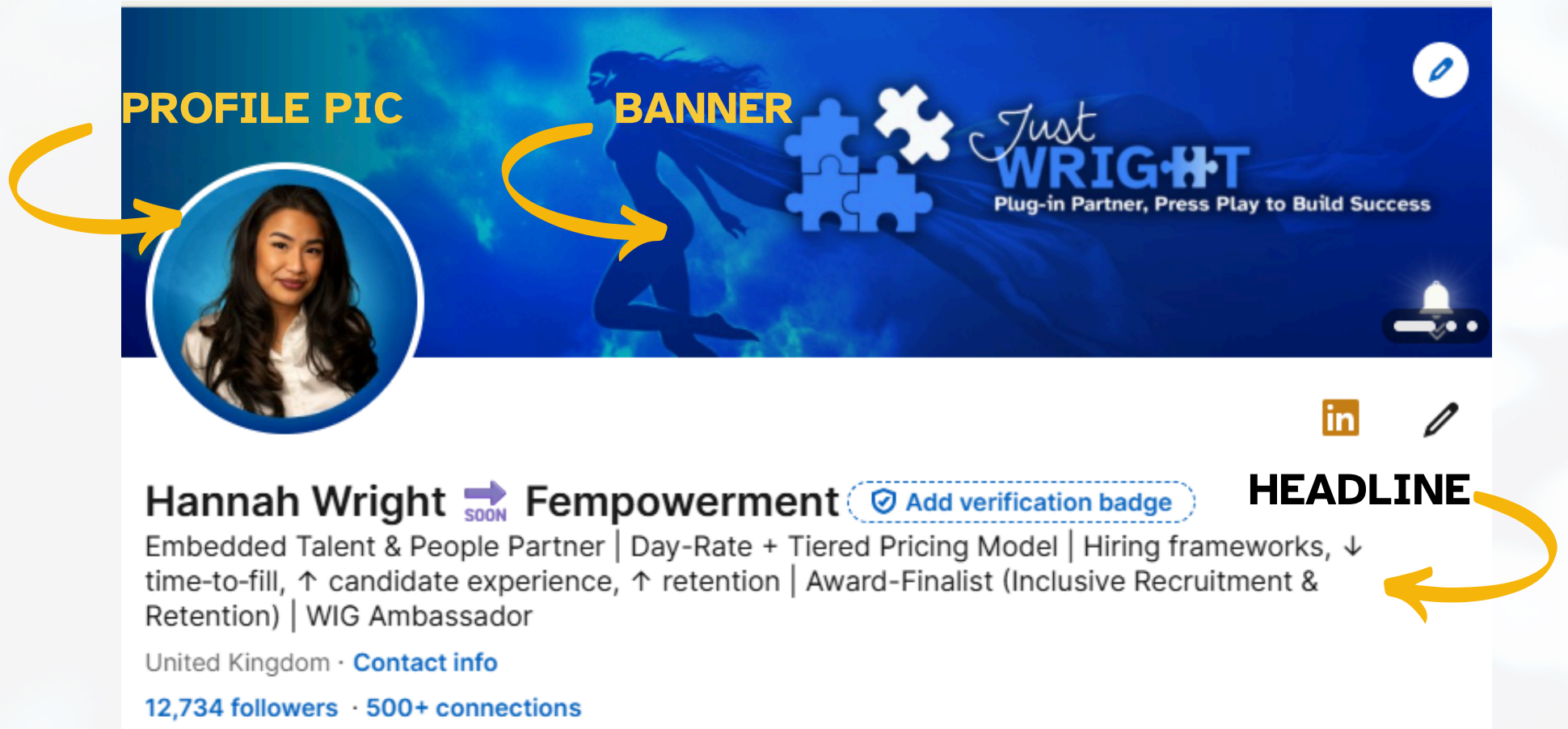


LINKEDIN BRANDING

Stand out to recruiters and hiring managers
with a LinkedIn profile that tells *your* story

SWIPE ►

PROFILE PICTURE, BANNER HEADLINE



Your LinkedIn page should demonstrate who you are and what you do, remember it is a professional platform.

Firstly think of your colour scheme for your branding; pick 2 - 3 colours tops. Canva is a good tool to use to edit your profile picture and banner.

Profile Picture:

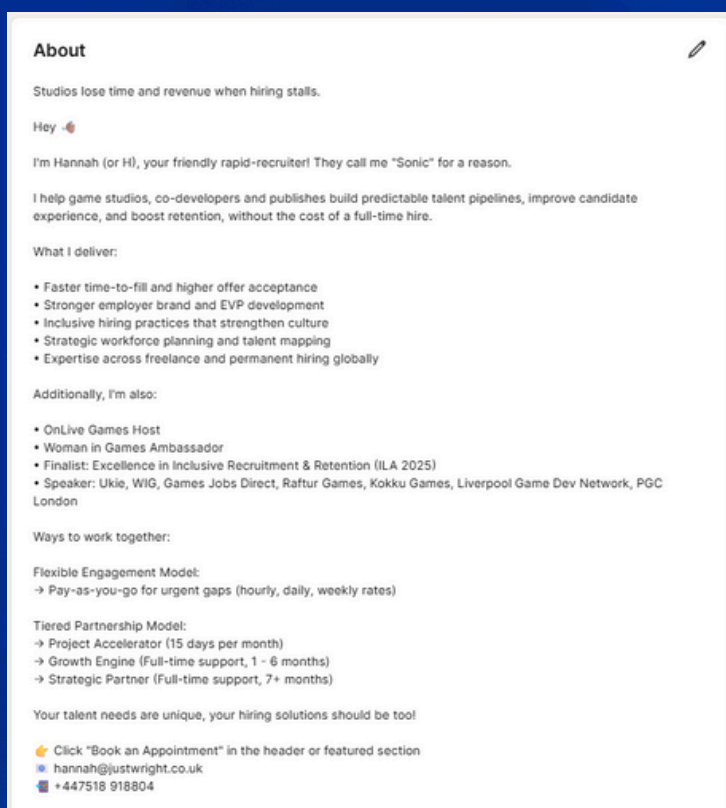
- Ensure this is not a selfie picture
- Ensure it is a clear picture in high-definition resolution
- Remove the background that matches your banner

Banner:

- You can attach another picture on your banner or images of the games you have worked on - stick to your colour branding
- Be sure to use titles of what you do to showcase your role ie. Character Artist, Game Designer, Programmer etc

Headline:

- This is SEO driven when a recruiter searches on LinkedIn it will pick up on your profile by your headline
- Be sure to use the relevant job titles



ABOUT SECTION

Tips for writing an effective **LinkedIn About Section**:

- Keep it concise
- Use first-person language as it makes it personal and engaging
- Incorporate keywords that are relevant to your industry to improve profile searchability
- Update regularly around your career

Strong opening statement

Capture attention with a compelling hook with a personal touch that encourages people to keep on reading.

Summarise your professional background

Provide a concise overview of your career path, highlighting key roles and industries you have worked in.

Highlight key skills and experience (bullet point format)

Showcase your key strengths that aligns with your current or desired role.

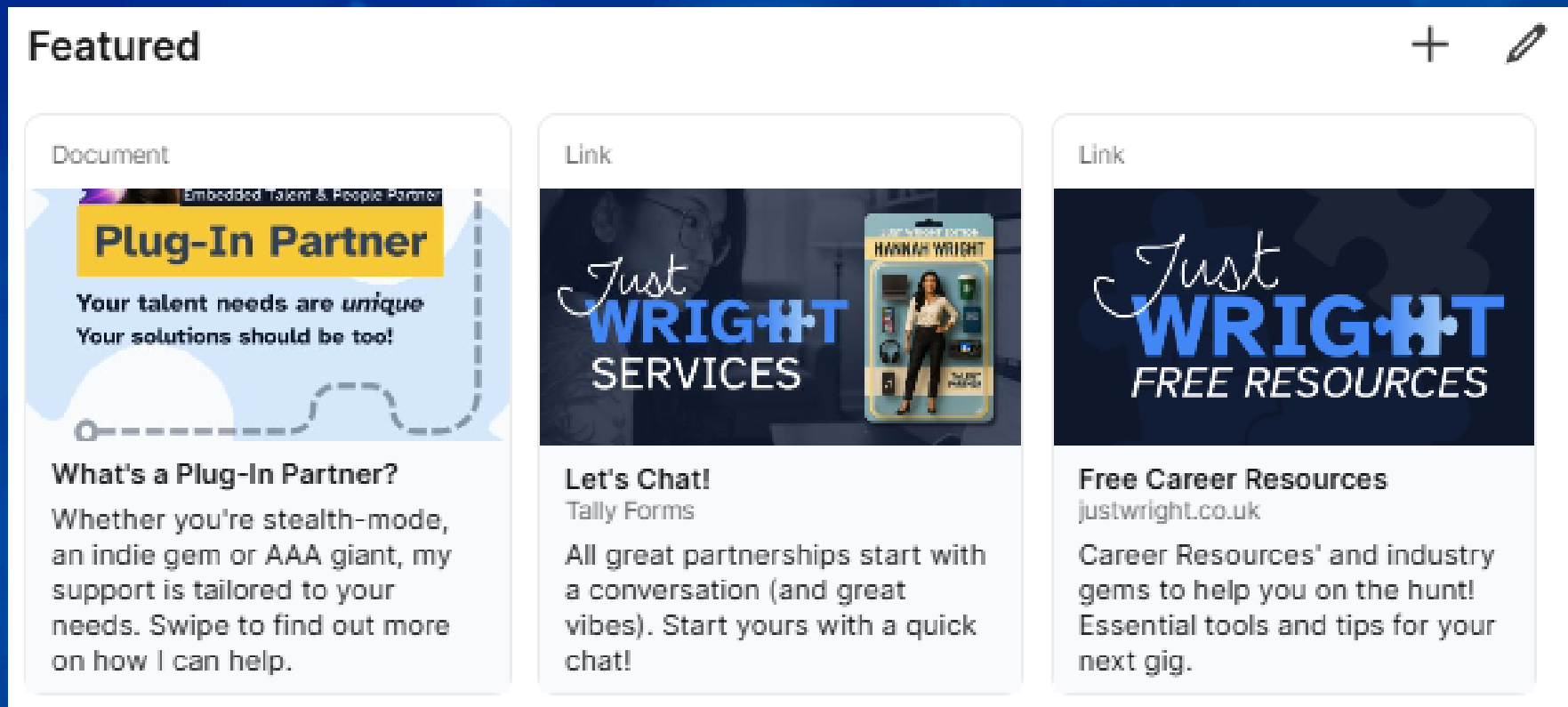
Mention notable achievements (bullet point format)

Show what sets you apart with results-backed accomplishments.

Include a call to action

Guide readers on what to do next leaving your contact details and portfolio.

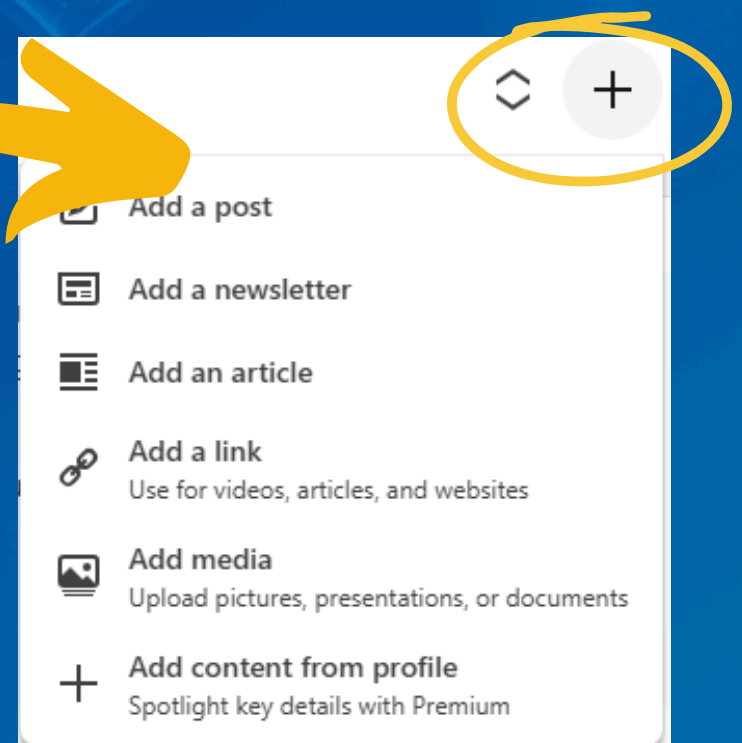
FEATURED SECTION

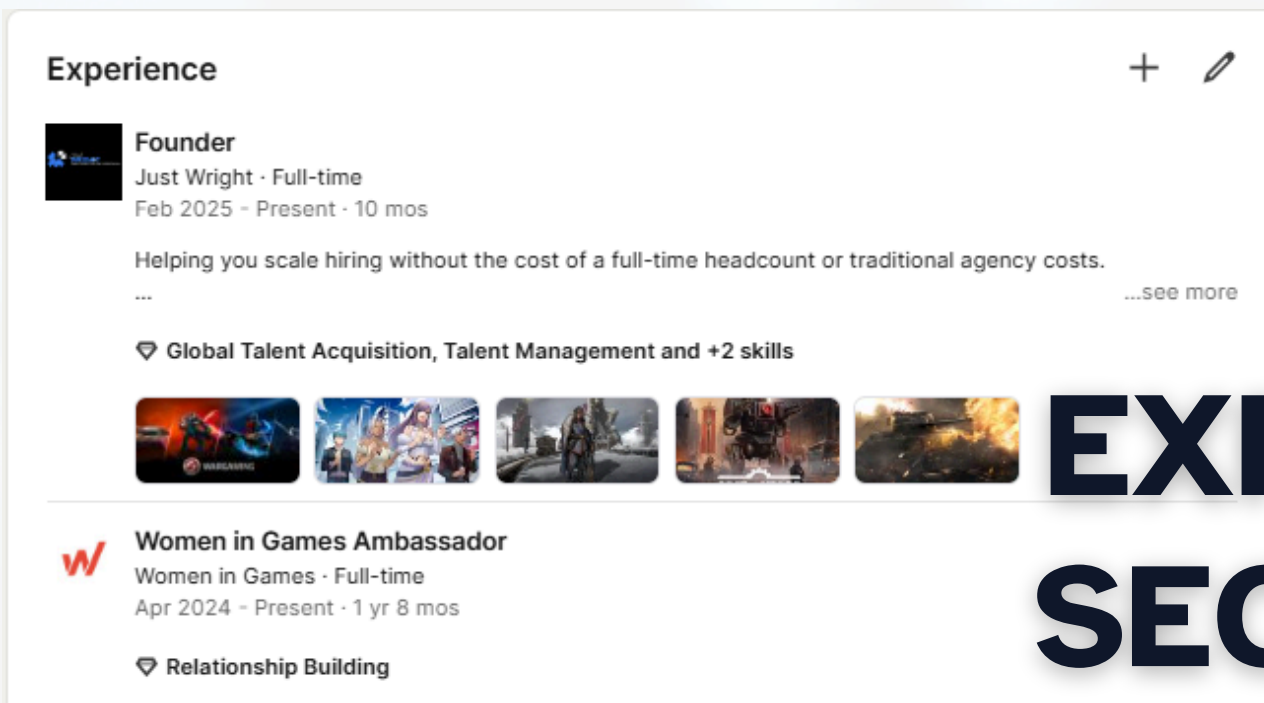


You can also attach your CV and portfolio under “Featured Section”.

How to add a feature:

- **Scroll down** past the “About” section and click the (+) icon
- **Choose from the list** on what you would like to add onto your profile
- **Arrange the view** of the list based on how you want them to appear on your page by clicking onto the pencil icon then the up or down arrow on top left





EXPERIENCE SECTION

Tips for writing an effective LinkedIn Experience section:

- **Be specific;** always mention the scale of your achievements when possible ie. led a team of 10, reduced operational costs by £200K etc
- **Update regularly;** keeping it up-to-date to reflect recent accomplishments or role changes
- **Avoid using jargon** by writing in a way that both industry insiders and broader audience can understand
- Proofread ensuring your descriptions are error-free and professionally written

List your job titles clearly

This helps recruiters and peers easily identify your role.

Include key details for each role

Provide company name and location along with the time line of your employment.

Brief overview of each position (4 - 5 bullet point format)
Explain your core or key responsibilities.

Achievements and impact (bullet point format)

Emphasize qualifiable achievements to demonstrate your value and contributions.

Major contributions or unique initiatives

Provide noteworthy projects or contribution that sets you apart.

Education



Weatherhead High School Wallasey, Brickfields Asia College (Law)
GCSE, A-Levels Law, Econs, English Literature

EDUCATION SECTION

Tips for crafting an effective education section:

- **Keep it concise;** be thorough but avoid overwhelming details. Only add elements that strengthens your professional profile
- **Use bullet point format** for readability
- **Update regularly** ensuring any new certifications, courses or achievements are reflected accordingly
- **Be honest;** don't embellish your academic background or achievements

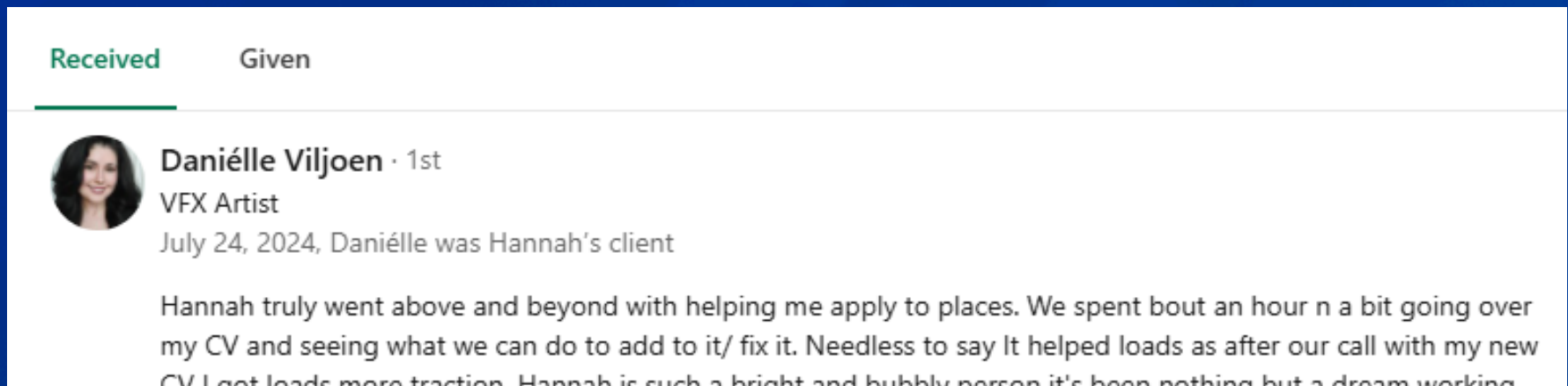
Complete example:

University of Liverpool
Bachelor of Science in Computer Science

Jan 2009 – Jan 2012

- **Achievements:** Graduated 2:1
- **Relevant Coursework:** Machine Learning, Software Engineering, Database Systems, Data Structure and Algorithms
- **Extracurricular Activities:** Vice President of Coding Club, Member of Student Leadership Committee
- **Special Projects:** Developed an AI-driven mobile app for optimising energy usage as a senior capstone project, which won the university's Best Innovative Solution Award

RECOMMENDATIONS

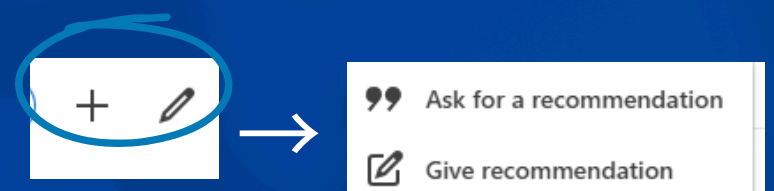


Recommendations on LinkedIn are vital for several compelling reasons. They add credibility, provide third-party validation of your skills, and help you stand out to potential employers or business partners.

They are like mini-references available directly on your profile. They build trust, validate your skills and provide insight that a CV or personal description can't convey.

How to request a recommendation:

- **Scroll down your profile page** click onto the (+) icon and click ask for a recommendation
- Search for the person you would like to request this from
- Fill the following

A screenshot of the 'Ask for a recommendation' form on LinkedIn. The form is titled 'How do you know Marina?' and contains several fields: 'Relationship*' with a dropdown menu showing 'Please select'; 'Position at the time*' with a dropdown menu showing 'Please select'; and 'Include a personalized message*' with a text area containing the text 'Hi Marina, would you write me a recommendation please?'. At the bottom, there are 'Back' and 'Send' buttons. A yellow arrow points from the 'Send' button to the 'Ask for a recommendation' modal shown in the next image.A screenshot of the 'Ask for a recommendation' modal. It has a title bar with a close button (X). The main content area is titled 'Help us personalize your request' and contains a section 'Who do you want to ask?' with a search bar labeled 'Search for people*'. At the bottom, there is a 'Continue' button. A yellow arrow points from the 'Send' button in the previous image to this modal.

STAND OUT IN A CROWDED MARKET!

I'm not an expert but these are the tips I've learnt along the way and helped grow my network from 500+ followers to 12.7k+ followers within a year.

"May the odds be in your favour"

Good luck, all the best on the hunt!



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