

LinkedIn Profile Summary Template

BY OFF THE CLOCK RESUMES

WHAT HAVE SUPERVISORS OR CO-WORKERS TOLD YOU THAT YOU DO BETTER THAN OTHERS?

THIS IS YOUR HOOK OR PROMISE...

WHAT'S YOUR BRANDING STATEMENT OR ELEVATOR PITCH THAT SUMMARIZES YOUR TOP QUALIFICATIONS, SKILLS, AND ACHIEVEMENTS?

THIS IS YOUR INTRODUCTION...

Need help? Use this [Branding Statement Cheat Sheet...](#)

WHO IS YOUR PROFILE TARGETING?

Examples: Summarize the top industries you've worked in for networking, areas of expertise or topics for targeting speaking engagements or media placements, types of companies or work environment you'd thrive in, etc.

THIS IS YOUR TARGET...

HIGHLIGHTS

Select 3-4 achievements, major contributions, strengths, or career highlights that give you credibility from your resume.

Need help? [How To Add More Achievements To Your Resume](#)

HOW DO YOU WANT PROFILE VIEWERS TO CONTACT YOU
AND WHAT DO YOU WANT TO BE CONTACTED FOR?

THIS IS YOUR CALL TO ACTION...

LIST 8-12 AREAS OF EXPERTISE THAT MAY NOT ALREADY
BE LISTED

THIS IS YOUR SPECIALTIES...

LINKEDIN PROFILE SUMMARY EXAMPLE

When it comes to monthly sales results, I'm the one to beat. (Hook)

I'm a multiple award-winning sales leader who excels in transforming sales forecasts and projection insights into action that improves sales processes, the overall customer experience, and sales achievement across large territories. After a 15+ year career with Acme Corporation, I'm excited to take on new challenges as a Sales Director or Regional/Territory Sales Manager with a team-driven organization. (Introduction & Target)

- CAREER HIGHLIGHTS -

✓ Cultivating diverse teams with 75% speaking 2+ languages and 13 total languages represented across territory of 6 Western States

✓ Winning Summit Award in 2018—only Top 2% of employees in given year are eligible—for achieving sales quotas and KPIs across 15 stores

✓ Growing accessory revenue sales by \$3M within 2 years by increasing in-store quantity of top 30% products sold, creating a bundle and save offer, and spearheading nationwide rollout and sales training

I take pride in my work. I'm known as the "ideal implementation guy," setting the pace for the team. If you'd like to discuss how my skills and background may be a great match for your team, I'd love to connect! (Call To Action)

SPECIALTIES: Sales Leadership, Market Development, Business Development, Sales Strategy, Sales Operations, Sales Effectiveness, Customer Experience