

A professional portrait of a woman with curly hair, smiling broadly. She is wearing a green blazer over a dark top and a necklace with a small pendant. A LinkedIn logo is overlaid on her chest. The background is a solid dark grey.

Transforming Your Professional Brand

#Belonging #RockYourProfile



Our Mission

Create the world's opportunity for everyone
to be a member of the global workforce



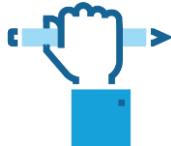
Use LinkedIn to build a brand and realize your potential



Establish
Your Profile



Building a Powerful
Network



Thought
Leadership



Keep
Learning



Realize Your
Earning Potential



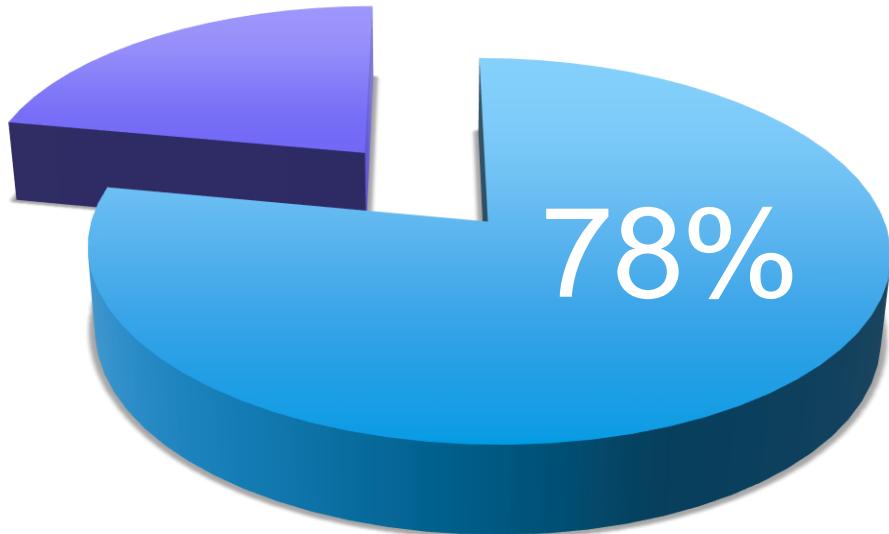


Build Your Professional Brand on LinkedIn

Your step-by-step guide to telling
your story.



Online Presence is Key!



of professionals first search online for information on a new colleague or prospective hire.

Curate your online brand.

Why Is Building Your Professional Brand Relevant?

- Positions you for success as you shape your career identity
- Can yield better opportunities and career success
- Identifies your niche in today's ever-changing job market
- Shows how your values align with your actions
- Creates a platform to uplift colleagues as well



1

Add a Photo

Members with a photo get up to:

9x

More
connection
requests

21x

More
profile
views

36x

More messages

in Search

Home My Network Jobs Messaging Notifications

Berkeley MBA Alternative - 4 month Tech Leadership Program. Evenings In SV. Land your next promotion



Jill (Hirz) Jones

Senior Manager, Internal Communications at LinkedIn

LinkedIn • San Diego State University-California State University
San Francisco Bay Area • 500+ &

I have more than 10 years of experience in Internal and Corporate Communications at Fortune 500 companies including LinkedIn, Symantec, and Verisign.

I joined LinkedIn in 2012 as the second hire on the Internal Communications team. During my tenure here, I've spent time on both the internal and external comms teams, before taking my current role.

As a lead on the Internal Communications team, I partner with CEO Jeff Weiner on the biweekly Company All Hands meeting, and manage our employee activation program. I also drive Internal Comms for our Product organization.

Specialties: internal communications, presentation development, public speaking, executive communications, corporate communications, article writing, content wrangling, intranet managing, developing communication programs, communication plans, crisis communications, coaching.

Media (2)



OUR
CULTURE

LinkedIn's Culture of Transformation



Jill Jones: The journey from Xilinx to LinkedIn, via the Zumba studio

See less ^

BUILD YOUR PROFESSIONAL
BRAND ON LINKEDIN



Add Your Industry

- More than 300,000 people search by industry on LinkedIn every week

9x

More profile views than
those without industry
information

The screenshot shows the LinkedIn 'Edit intro' modal. At the top, there are tabs for 'Home', 'My Network', 'Jobs', 'Messaging', and 'Notifications'. Below the tabs, the 'Edit intro' section is open. The 'Industry' field is highlighted with a blue border, containing the text 'Public Relations and Communications'. Other fields visible include 'Former name' (Hirz), 'Headline' (Senior Manager, Internal Communications at LinkedIn), 'Current Position' (Senior Internal Communications Manager at LinkedIn), 'Education' (San Diego State University-California State University), 'Country' (United States), 'ZIP code' (95030), 'Locations within this area' (San Francisco Bay Area), and a 'Summary' section with a placeholder text about the user's tenure on the Internal Communications team. A note at the bottom states 'Your edits above won't be shared with your network.'





Draft a Compelling Summary

- Focus on career accomplishments, aspirations, and strengths
- 40 words or more

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Detail Your Work Experience

Members with up-to-date positions receive up to:

5x

8x

10x

More connection requests

More profile views

More messages

Bring In Your Parents Day is Back on November 5
Jill Jones on LinkedIn
July 30, 2015

See 3 more articles

Jill liked I'm honored to have received this #WomenInTech award at today's WIT 2017 Jill liked

See all activity

Experience

Senior Internal Communications Manager
LinkedIn Feb 2016 – Present • 1 yr 2 mos • San Francisco Bay Area

In my current role on the Internal Communications team, I am responsible for driving the content strategy and execution of our bi-weekly Company All Hands meeting, hosted by CEO Jeff Weiner. This includes everything from agenda & slide creation, to speaker prep and day-of execution.

In addition, I partner with organizations across the company to connect employees to the exciting work happening at LinkedIn. Specifically, I work with the Member Marketing & Communications team on major campaigns, including the unveiling of LinkedIn's first TV commercial and campaign, You're Closer Than You Think, and the Week of Learning. I also partner with our Product team to keep global employees informed of the incredible products we're launching every day.

Media (7)

LinkedIn's Company All Hands

It's handled: How Judy Smith had to manage her own reputation

Connecting the Dots at LinkedIn: An interview with SV-IABC member

See less ^

Corporate Communications Manager
LinkedIn Jul 2012 – Feb 2016 • 3 yrs 8 mos • San Francisco Bay Area

Dance & Zumba Instructor
Marie Stinnett Dance Sep 2008 – Jan 2016 • 7 yrs 5 mos • Campbell, CA

See description

See description

Connie G Leading S Marketing

Shannon Global Ma Executive

Jeff We CEO at Lin

Ashley D Consumer Commu

Erin Batt Global He Commun

Laura Da Commun engage Li





Add Examples of Your Work

- Upload photos, presentations, and videos
- Give a dynamic, visually appealing representation of your professional story

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Jill liked

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Shannon E. Global Ma...

Jeff W. CEO at Li...

Ashley C. Consum...

Erin B. Global He...

Laura D. Communi...

6

Add Skills and Get Endorsed

- Add at least 5 skills (soft skills & technical skills)

27x

More likely to be found by recruiters via search than members with less than 5 skills

Featured Skills & Endorsements

[Add a new skill](#)
[Internal Commun... · 96](#)

Endorsed by Virginia Stefan and 7 others who are highly skilled at this
Endorsed by Laura Davenport (mutual connection)

[Corporate Commun... · 58](#)

Endorsed by Erin Hosilyk and 2 others who are highly skilled at this
Endorsed by 27 of Jill's colleagues at LinkedIn

[Strategic Commun... · 58](#)

Endorsed by Erin Hosilyk and 2 others who are highly skilled at this
Endorsed by 30 of Jill's colleagues at LinkedIn

Jill is also good at...

[Public Speaking · 15](#)
[Strategy · 26](#)
[Messaging · 24](#)
[Leadership · 22](#)
[Marketing Commun... · 23](#)
[Presentation Deve... · 4](#)
[Social Media · 41](#)
[Communications ... · 29](#)
[Newsletters · 20](#)
[Content Developm... · 17](#)
[Editing · 14](#)
[Management · 20](#)
[Content Managem... · 9](#)
[Creative Direction · 6](#)
[Employee Engage... · 7](#)
[Program Managem... · 9](#)
[Message Develop... · 6](#)
[Digital Media · 9](#)
[Journalism · 3](#)
[Web Content Man... · 3](#)
[Crisis Communica... · 3](#)
[Presentation Skills · 1](#)
[Marketing · 1](#)
[See less ^](#)

Recommendations

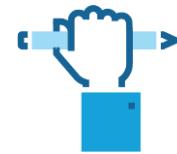
[Received \(3\)](#)
[Given \(1\)](#)


Donna Schilder, MCC
EXECUTIVE COACH / CEO
COACH / CAREER COACH /
MASTER CERTIFIED COACH
(MCC): Helping Leaders Be
Inspiring

December 5, 2014, Donna was a

I attended an educational event that Jill led at LinkedIn headquarters and Jill was an amazing presenter. She packed so much useful, actionable information into such a short time that I came back with a list of 30 Action Items after a 2 hours presentation!





Thought Leadership

Share your insights on important industry conversations or unique passions.

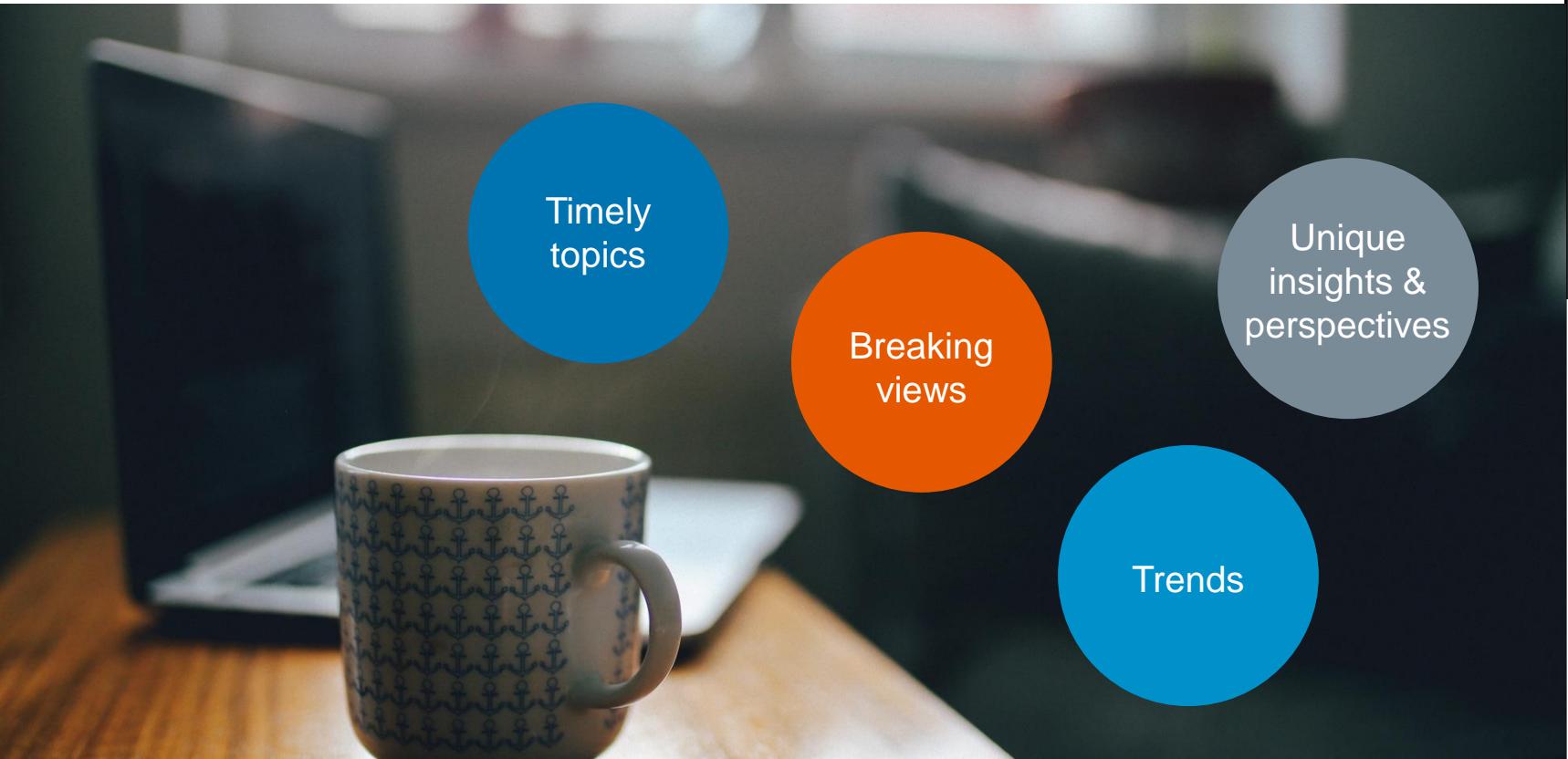


Why Is This Relevant?

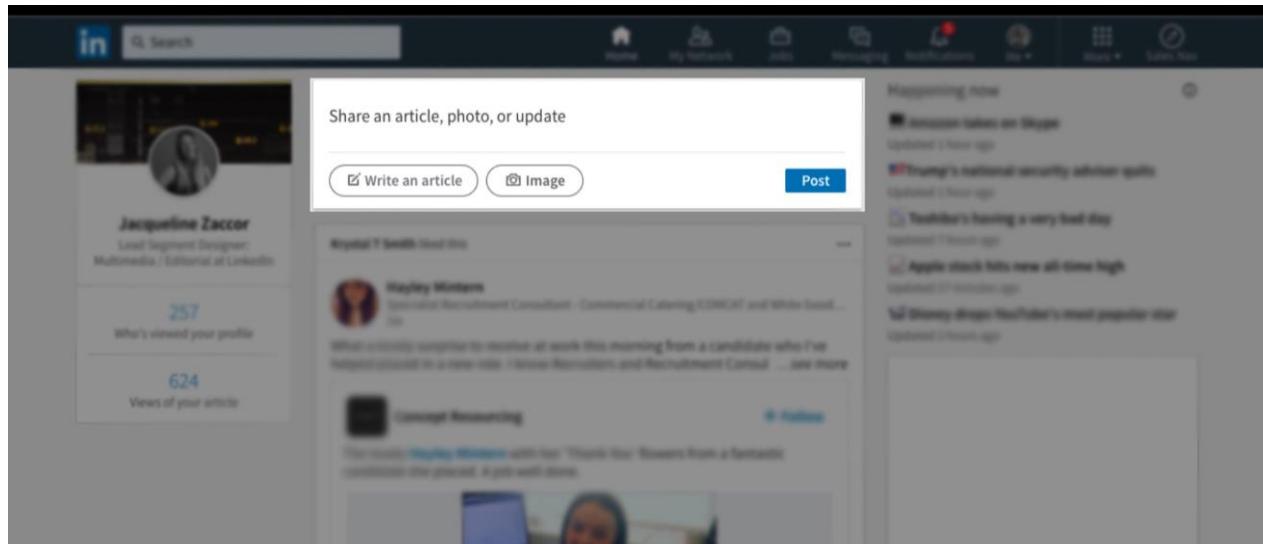
- Establishes your expertise and reinforces your value
- Tells your colleagues and your network what you are working on
- Invites collaboration and collective learning with others
- Sharing your thoughts and knowledge on industry trends keeps you visible



What Should I Write?



Getting started....





Building a Powerful Network

Stay top of mind with your
connections for that next
opportunity.



Why Is This Relevant?

- 70-80% of jobs are not published
- Building a win-win ecosystem of relationships is critical to success
- Your ability to unlock the knowledge assets of your network is part of your value
- Being a connector is powerful



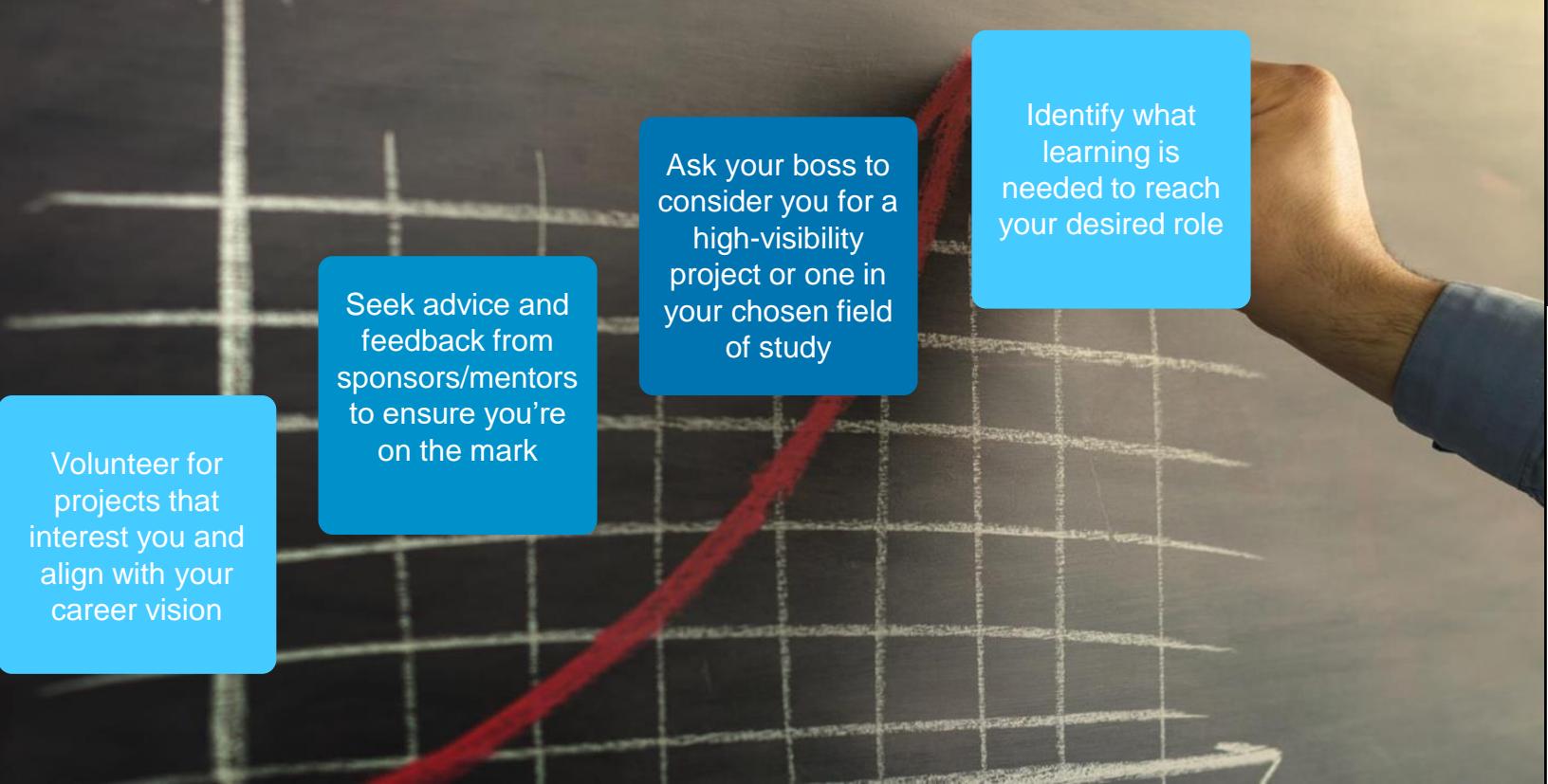


Keep Learning

Demonstrate aptitude and passion for what matters most to you.



Developing Your Continuous Learning Plan



Volunteer for projects that interest you and align with your career vision

Seek advice and feedback from sponsors/mentors to ensure you're on the mark

Ask your boss to consider you for a high-visibility project or one in your chosen field of study

Identify what learning is needed to reach your desired role

Advance Your Career

Schedule time to pursue relevant courses online at LinkedIn Learning or in-person at your local institution

LinkedIn Learning

Train my team Start my free month

A revolution in learning.
The evolution of you.

Try LinkedIn Learning free for one month.

Start my free month



Learn in-demand skills with LinkedIn Learning

Personalized Recommendations
Know the skills that are in-demand based on your experience.

On Your Schedule
Access courses from your computer or mobile device - anytime, anywhere.

Industry Experts
Learn from passionate instructors with real world experience.





Realize Your Earning Potential

Accessing LinkedIn's Salary App



Why Is This Relevant?

- 44% of workers who are satisfied, ask for and get the salary that they requested
- 75% of people who ask for a raise, get a raise
- 31% of women report that they were uncomfortable with salary negotiations
- Negotiating without undervaluing yourself is an important career management skill



LinkedIn Salary

in SALARY

Jacqueline Jones



Discover your earning potential



Job title



Location

Search

Popular job titles

\$120K Software Engineer in San
Francisco Bay Area

\$73K Business Analyst in Dallas

£49K Project Manager in London

\$80K Registered Nurse in New York





Go Deeper

More resources to stay on top of our game....



Sources

LinkedIn

- Diversity, Inclusion & Belonging
- Corporate Communications
- LinkedIn Publishing/Caroline Fairchild
- LinkedIn Learning

Research and External Partners

- Stanford University– Center for the Advancement of Women's Leadership
- Landit.com
- ABI

