

*Out of Architecture.*

---

**DESIGNING YOUR  
CAREER PATH:  
OPTIMIZING YOUR LINKEDIN  
TO LAND YOUR NEXT ROLE.**

## HELLO!

## LET'S GET YOU YOUR DREAM JOB.

Thank you for connecting with us here at Out of Architecture. We're here to help you maximize all of the expertise you have honed as a designer to get you a role that fulfills and challenges you. We have the knowledge, experience, and connections to help you put your best self into the market – and reap the benefits.

## WHY SHOULD I CARE ABOUT LINKEDIN?

LinkedIn is your virtual 'first impression'. Having a strong presense, clear narrative, and cohesive profile is the best way to make sure it's a good one. With millions of other candidates on LinkedIn, optimizing your profile will help you stand out. Follow these tips to make sure you're communicating everything you can about yourself, your experience, and your skillset.

## HOW SHOULD I USE THIS GUIDE?

We will walk you through the basics of your LinkedIn profile, provide checklists for your review, and give you the insider tips and tricks that will help you use LinkedIn like a professional. Go through your profile alongside this guide, and refer back to it when changing your profile, updating your experience, or starting a new job hunt.

## LINKEDIN CAN BE:

- A NETWORKING PLATFORM
- A DIGITAL RESUME
- A JOB BOARD
- A RESEARCH TOOL
- A BIG ADVANTAGE!



# WHAT WILL BE COVERED:

## YOUR INTRODUCTION

YOUR HEADLINE, PROFILE PICTURE, AND BASIC DETAILS



## YOUR HIGHLIGHTS

YOUR ABOUT SECTION, FEATUREDS, AND ACTIVITY



## YOUR BACKGROUND

YOUR JOB EXPERIENCE, EDUCATION, AND SKILLS



## YOUR TIPS, TRICKS, AND TEMPLATES

HOW YOU CAN STAND-OUT, NETWORK WITH CONFIDENCE, AND USE LINKEDIN LIKE A PRO

# THE ANATOMY OF A LINKEDIN PROFILE: YOUR INTRODUCTION

USE THIS ICON TO EDIT SECTIONS

## NAME + PRONOUNS

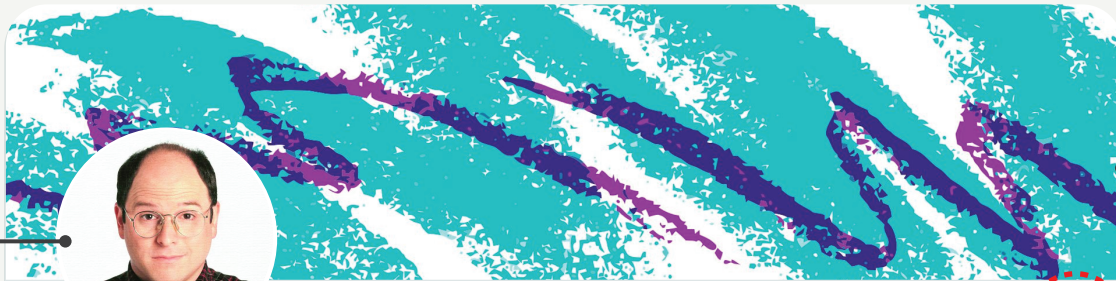
Use your real name!  
You can add a pronunciation guide under the settings for this section.  
Pronouns are an important touch.

## BANNER

This is a graphic opportunity that many people don't utilize.  
You can use photography, a portfolio piece, or something related to your field.  
Bonus points if this coordinates with your headshot.

## PROFILE PICTURE

Your profile picture should be a well-lit picture of just yourself.  
Best practices are to include your head and shoulders, balance formality, and get professional photos done.



**George Costanza** (He/him)  
COO at Festivus Inc.  
New York, New York  
[185 connections](#)



New York Yankees



Vandelay Industries

Open to

Add section

More

### Open to work

Put the job titles you'd be interested in...

[See all details](#)

Find potential clients by showcasing the services you provide.

[Get started](#)

## "OPEN TO"

Add in roles you are seeking out here to alert recruiters that you are open to new opportunities. You can also add in services you offer as a freelancer! This is an important way you can show up in searches.

## CONNECTIONS

Having many connections is an advantage. LinkedIn allows you to request 100 new connections every week, and it's not necessary to personally know the people you connect with. A good goal is a network of 500. Send those requests!

## HEADLINE AND LOCATION

Your headline is a place for you to express your aspirations, describe your current role, and/or demonstrate self-confidence. The best headlines are usually earnest; ironic or very casual headlines are not appreciated in every industry. Headlines influence search results, so use this space to your benefit. It does not have to be your current position, though it can be.

e.g. "Aspiring Product Designer", "Senior Packaging Designer Focused on Sustainability, Innovation, and Leadership", etc.

Your location is important information for recruiters and employers. Make sure it's been added into your profile.

# THE ANATOMY OF A LINKEDIN PROFILE: YOUR HIGHLIGHTS

## About

Communicate your experience, passions, and skills in your own words. Your About Section should explain why you are passionate about what you do. It's your elevator pitch - share what you can do, what drives you, and what you have accomplished so far.

## ABOUT SECTION

Why are you passionate about what you're passionate about?

Your About Section is up to 2,600 characters available for you to express what motivates you, what your most significant achievements are, and whatever else you want people to know about your professional world.

This is a very important little section. If you're not much of a writer, LinkedIn can generate a summary of your profile. Just make sure the rest of your profile is accurately and adequately filled out. You can also ask a friend to write a summary for you as a starting point.

## Featured



### Out of Architecture.

Out of Architecture.

Architecture and Design career consultants specializing in coaching students and innovative professionals into high-paying roles at some of the most elite companies. We use our expertise to develop your brand, resume, portfolio, and land each...

## FEATURED SECTION

Your featured section is where you can highlight your portfolio link, some of your published work, your current company's website, or another important features and achievements in your career. This help recruiters, employers, and connections quickly find the parts of your career you'd like to make sure they see.

### Activity

185 followers



Congrats Jerry Seinfeld!  
George commented



Very interesting article, Elaine Benes  
George commented

[See all activity](#)

## ACTIVITY

Your activity section shows at-a-glance the most recent comments, likes, or reactions you've made on LinkedIn for the last 30 days. React or comment on some posts at least every 30 days to keep this section filled.

# THE ANATOMY OF A LINKEDIN PROFILE: YOUR BACKGROUND

## EXPERIENCE

Keep this area up-to-date and accurate. Make sure each job has a graphic, start and end dates, and includes a description of your experience. Jobs should be real companies - if you freelance or are self-employed, make a page for your services on LinkedIn, and include that company page in this experience area. Add volunteer experience in the volunteer section. Include your freelance work, but not odd jobs that do not fit into your career, such as temporary dog walking gigs.



### Assistant to traveling secretary

New York Yankees

May 1994 – May 1997 · 3 yrs 1 mo

Booked plane tickets, made travel arrangements for team; in effect, took Yankees to the 1996 World Series.

Proposed Jon Voight Day. switched team to cotton uniforms, taught executives to eat Snickers with knife and fork. Shook up hidebound management by smearing strawberry juice on Babe Ruth's uniform, dragging World Series trophy trough parking lot behind car, running across outfield in nude body stocking.

Eventually traded by Yankees for chicken dogs, chicken twists and a fermented chicken drink.  
[see less](#)

## EDUCATION

Include all schools and programs you have attended!

### Education



Queens College

## SKILLS AND ENDORSEMENTS

Similarly to your resume, both your technical and soft skills should be listed out on your profile. Without skills, your profile is noticeably incomplete. LinkedIn also allows connections in your network to “endorse” your skills. You can add up to 50 skills to your profile. Make sure to include software you use!

### Skills & endorsements

Sports Marketing

Jerry Seinfeld and 2 connections have given endorsements for this skill

# YOU'VE MADE IT!

YOUR OPTIMIZED LINKEDIN PROFILE HAS YOU SHOWING UP HIGHER IN SEARCH RESULTS,



ALL-STAR

You've made it!

You're in a league of your own. Your profile is 27x more likely to be found in recruiter searches.

#### Additional benefits

Up to 3x more profile traffic from Search, Feed, and My Network

Got it

## REVIEW WITH THIS CHECKLIST:

### YOUR INTRODUCTION:

- ☐ Use your real name with Sentence Capitalization (capitalized first letters)
- ☐ Add your pronouns
- ☐ Write a strong headline
- ☐ Use a professional profile picture
- ☐ Use your banner space
- ☐ Add your contact info
- ☐ Link to your site or portfolio
- ☐ Add "Open To" roles you are interested in
- ☐ Send some invites for new connections
- ☐ Aim for 500+ connections over time
- ☐ Include your location

### YOUR HIGHLIGHTS:

- ☐ Write a thoughtful About Section
- ☐ Add links to your Featured Section
- ☐ Comment or react to posts occasionally to keep your Activity Section filled

### YOUR BACKGROUND:

- ☐ Update your work experience
- ☐ Make sure all positions have graphics
- ☐ Make sure all positions include dates
- ☐ Make sure all positions include descriptions
- ☐ Make a LinkedIn page for any freelance or self-employed experience
- ☐ List all schools and programs attended
- ☐ Add at least 5 skills
- ☐ Request skills endorsements from your network

### FINAL TOUCHES:

- ☐ Proofread your profile
- ☐ Check over your privacy and searchability settings. Make sure people can connect with you without having your email.
- ☐ Make sure your profile is publicly visible

## HAVE MORE QUESTIONS?

You are capable of making any positive changes you'd like to see in your career for yourself. However, we're happy to be in your corner if you could use extra support or guidance. Our job as coaches is often to help you discover and pick the right direction to move towards.

We find that clients who come to us take away a focused, positive outlook on their search that can reduce their search time by months. We also have the experience of working with hundreds of clients and having seen a wide variety of solutions to the same problems you might be facing.

## WE CAN HELP YOU WITH:

LINKEDIN OPTIMIZATION  
PORTFOLIO REVIEWS  
RESUME BUILDING  
1-ON-1 COACHING  
GRAD SCHOOL APPS  
JOB INTERVIEW PREP  
NETWORKING + INTRODUCTIONS  
SALARY NEGOTIATION  
JOB SEARCHES  
START-UP ADVICE  
FREELANCING  
+ MUCH MORE.

Good luck, and find us at @outofarchitecture on  
Instagram, TikTok, and LinkedIn.  
Reach out to [office@outofarchitecture.com](mailto:office@outofarchitecture.com)  
if you want to get back in touch.



