



STOP THE SCROLL

With An Attention-
Getting LinkedIn Profile



Imagine finding
a job that
brings you:

Fulfillment

Engagement

Financial Stability

Opportunity



Why LinkedIn?

Over 80% of employers admit to checking a potential candidate out online before issuing an invitation to interview.

It's the largest professional network.

It's the best place to establish a personal career brand.



Keywords Are Vital

- They work like SEO (search engine optimization) for recruiters and hiring managers
- LinkedIn works based on algorithms just like other digital platforms
- You've got to put them in the right places:
 - Headline
 - Summary
 - Experience
 - Skills





The Headline

- Don't settle for the default – that's the number one mistake people make
- My secret formula:
JOB TITLE/SKILL + KEYWORD + ZING = A NOTICEABLE HEADLINE

- Look at these examples:

Basically the Beyoncé' of Excel spreadsheets and SEO

Expert in trend forecasting, data analysis and all the internet lingo you have to look up on Urban Dictionary.

Freelance graphic designer with 5+ years of experience helping restaurants design taste bud tempting menus.



The SUMMARY

- This is not an objective statement. You want to combine an overview of your skills, passion, value and demonstrate what you'll bring to an organization who hires you.
- My Successfully Ever After formula say: Add a dash of victories (accomplishments), values, passion, superpower (skills), vital stats (current position, geographic location), spunk and validation.



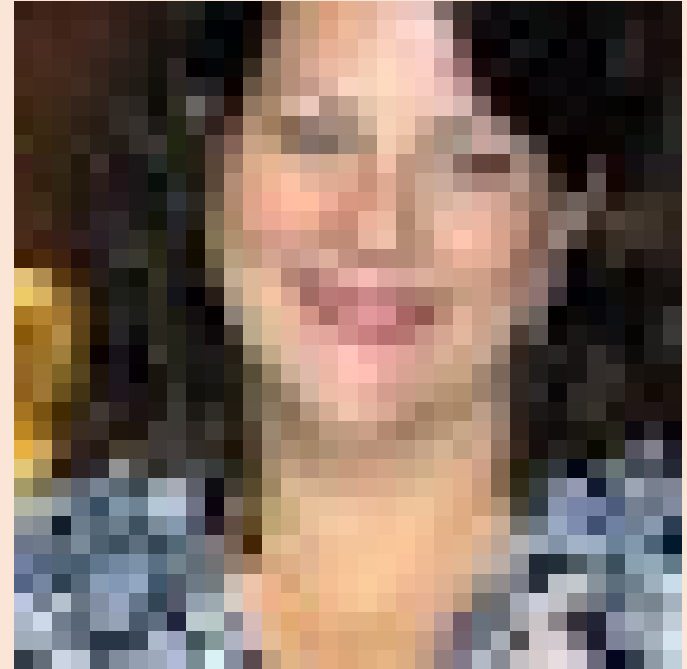
A portrait of a man with short, curly brown hair and a light beard, smiling and looking slightly to the right. He is wearing a blue button-down shirt.A portrait of a woman with short blonde hair, smiling and looking directly at the camera. She is wearing a black blazer over a white top and a gold necklace with white beads.


IMAGES, VIDEO and LINKS

A solid orange horizontal bar spanning the width of the image, positioned below the text.



Profile Picture Don'ts





GET NOTICED, GET HIRED

THE essential guide to successful job seeking

Add profile section

More...

Chellie Phillips

Career Brand Strategist | VP of Communications and Public Relations | Speaker | Award Winning Author

Newnan, Georgia, United States · 500+ connections · Contact info

Open to work

Consultant, Director Of Communications, Public Relations Manager, Chief Communications...

See all details

Share that you're hiring and attract qualified candidates.

Get started

About

As founder of Successfully Ever After, through personal coaching, online programs, blogging and speaking, I've helped hundreds of success seeking individuals launch powerful personal brands, get unstuck, and find greater fulfillment in, and out of, the workplace.




I combine a no 'BS' attitude and 20+ years of experience from the corporate world to inspire and encourage my clients to rediscover their purpose and formulate meaningful career strategies and confidently take action toward their version of success.


My confident, positive coaching encourages individuals to highlight their strengths, expand their network and follow through in their specific calling to attain career fulfillment. It empowers the career minded to take back control and build a career and life that they LOVE!

In my 8.5 job, I'm the strategic storyteller and passionate advocate for all things co-op. Whether it is updating progress on social media about storm restoration following Mother Natures fury or championing the cause of one of our non-profit community members, being the VP of Communications and Public Relations for Coweta-Fayette means no two days are the same. In the co-op world it's all about teamwork. From our line crews to our CSR's - everyone works to provide our members with the best experience. I'm dedicated to building a culture of engaged team members and creating a culture that build leaders and grows community.

Just as the EMC powers your life · I thrive by helping others achieve their career and life goals.

Featured










Vice President of Communications and Public Relations


Coweta-Fayette EMC

May 2017 - Present · 3 yrs 7 mos

Palmetto, Georgia

Create and implement the strategic communication plan for EMC while actively monitoring and maintaining our corporate image throughout our service area and with our key stakeholder groups. Build support for CFEMC mission, program, services and policies. Actively engage with our communities, employees and publics to further enhance understanding of EMC activities ...see more










Author and Author Coach

Author Academy Elite

Jun 2018 - Present · 2 yrs 6 mos

When In Doubt, Delete It! published January 2019 and received the Author Academy Award for Best Self Help book in October 2019. I also serve as an author coach where I help other writers achieve the dream of seeing their books cross the publishing finish line.






Marketing, Member Services and Communications

South Alabama Electric Cooperative - Full-time

Feb 1996 - May 2017 · 21 yrs 4 mos

Manage all public and internal communications, oversee loan program and marketing initiatives.



Marketing and Member Services/ Communication


South Alabama Electric Coop

1996 - May 2017 · 21 yrs

Promote the efficient use of energy to our members, promote our services and programs including energy efficient loans, heat pump rebates, electric water heaters, and energy efficient home construction. Work with members on high bill complaints to try and locate high use areas in their homes and businesses. Produce all material for our website and member publications. Co ...see more

Show 3 more experiences

Education





Troy University

BS, Journalism and PR

1989 - 1991

Activities and Societies: Alpha Delta Pi

Media (3)



Use Links and Images To Catch The Eye



IMAGINE....

- Your profile getting viewed by recruiters daily...
- You receiving new connection requests in your field...
- You had companies reaching out about job opportunities...
- A profile that led to new opportunities at a company and job you love.



Now...
Who wants to
volunteer and start
building a profile
designed to attract
opportunity???



Chellie Phillips

www.chelliephillips.com/promotion