



LINKEDIN HEADLINE & SUMMARY FINANCIAL LEADER TEMPLATE

1-HEADLINE (under your headshot) needs to be 120 CHARACTERS MAX and describes:

- What you do
- How you do it
- Who you do it for

Max is 120 characters. I suggest capitalizing the first letters of a word to make them stand out. Sometimes reading them out loud can make a difference. Here are a few examples. Use words that describe your expertise and value:

118 characters

Strategic Financial Collaborative Leader Driving New Opportunities & Growth through Planning, Analysis & Communication

116 characters

Senior Financial Leader Drives New Growth Opportunities Thru Collaborative, Strategic Modeling for Real Estate Firms

2-SUMMARY INTRODUCTION AND CATEGORIES: (max, 2000 characters). Write the most important content about your skills and expertise. Before uploading to LinkedIn you'll need to stay within the character limit by making each word count!

Begin with a paragraph or 2 short paragraphs written in "first person" that describes your expertise and passion followed by samples of quantifiable or qualitative results/outcomes within easy to scan categories. Use action words like: led, taught, developed, created, etc. What is the essence of your contribution to the teams you work for and with?

This same format can work for each of your experiences.

These challenging recollections of your outcomes will provide you with evidence of your value. They will come in handy when you're in your interviews and have substantive information about yourself vs. a long, uncomfortable pause as you "try to think" of an answer!

The first paragraph should state why you excel at your profession and what you're passionate about, what you do and how you "do it". Point out your ability to collaborate, communicate and work within various corporate team environments. You are a professional that leads, mentors and consults on projects. You're known to deliver results within established timeframes.

Include key soft skills: communicator, leader, analytical, problem solver, team player, collaborator and show measurable outcomes: %, \$, increased by X, decreased by X, etc. or qualitative results showing how you affected the team's motivation to reach a company objective.

Try to describe yourself and the value you add to your executives, teams, clients, partners and how you drive new initiatives and streamline programs!

SOCIAL PROOF: Follow this first paragraph (if there's room within the 2000 characters) with a statement/quote made by someone that would recommend you.



CONTACT: Include your email here

Add categories in all CAPS that define your skills and achievements. Each should be followed by specific outcome examples that show the value you offer your employer.

Details of each experience should include what you did and the results of what you did.

Below is a start for your content:

SUMMARY

Financial growth leader that collaborates with company management to drive strategic planning, build high performing teams, and develops streamlined revenue and expense initiatives. My business models have led to improved margins resulting from improved processes that work across all departments.

I'm very skilled at presenting initiatives that improve how we work and reach department and company goals together. My

"Cecilia was a valuable asset for our new office. Her financial strategies allowed the teams to start producing within 60 days of opening!"

CONTACT: iamgreat@gmail.com

FINANCIAL LEADERSHIP & INNOVATIVE PROGRAMS

-Reduced operational expenses by \$X during the 2008 real estate downturn while generating profitability through planning and spending oversight.

-As a result of team communication and a collaborative environment, my staff has remained loyally productive and has stayed with the company and in my department for 15 years, on average.

COLLABORATION & TEAMWORK

-Produced X for Corporate Development due to Mergers & Acquisition financial impact analysis, and integration of Y

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COMMUNICATION

-Provide an example of the results of presentations to stake-holders. Did you sell programs, get funding, approval to hire more staff, etc.?

-Provide examples of how you mentor employees and managers and how that added to the quality of your team, loyalty, production, etc.

SKILLS

List technical skills and programs such as: excel, word, special financial software, etc.

If there is room, include soft skills: analytical, collaborator, adaptable, leader, team player, communication, etc.

