



Professional Pathways to Success on LinkedIn

Chicago Build 2024



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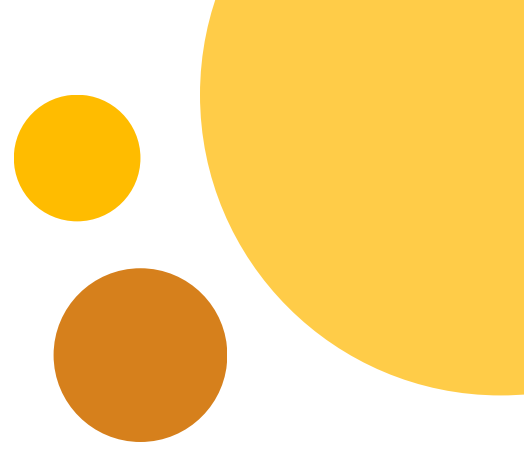


LinkedIn

Founded in 2003, LinkedIn serves as a powerful professional networking platform that enhances career growth, industry knowledge, and project visibility.

Professionals can connect, collaborate, and grow their careers by staying informed, networking, and showcasing their work.

Today Topics



- **Defining Professional Pathways**
- **Career Advancement & AI Powered**
- **Event Management and Networking**
- **Profile Branding**

Defining Professional Pathways

Understand how to measure success on LinkedIn from a business, personal, and corporate perspective, tailoring strategies to align with specific goals in various fields such as management, design, and construction.



Different Domains



Construction

Useful for:

- Client Research
- Promotion of Events
- Showcase Projects
- Project Team History
- Industry Events



Facility Management

Useful for:

- Peer Connection
- Access to Industry News & Trends
- Vendor Supplier Search
- Job Opportunities and Sourcing Innovative Talent



Design

Useful For:

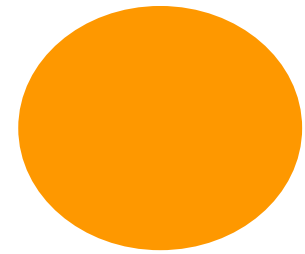
- Career Benchmarking
- Design Team Research
- Professional Development Events
- Industry Tracking

Career Advancement & AI Powered

Identify the best practices for leveraging LinkedIn's features, including employment and job posting tools, to enhance professional development and job opportunities across different industries.

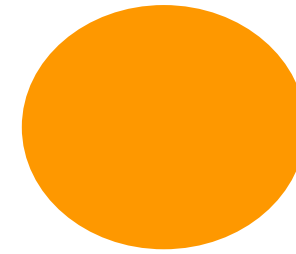


Career Advancement & AI Powered



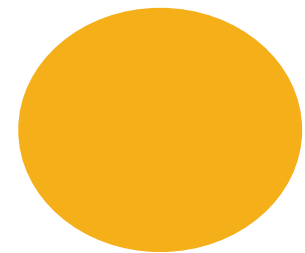
Firms & Individuals

- Industry Leader Connections
- Employment Opportunities
- Publication Exposure



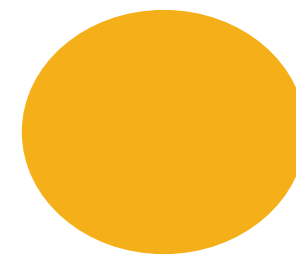
Increase Visibility

- Wider Firm Access
- Job Application Efficiency
- Profile Optimization



Upskilling

- Certifications
- Training
- LinkedIn Learning



AI Powered

- Career Advice
- Writing Assistance
- Message Drafts
- Resume Generation

Event Management and Networking

Explore effective strategies for using LinkedIn to manage events, facilitate learning opportunities, and build strong professional networks that contribute to career growth and industry influence.



Event Management & Networking



Attending Events via Events Page



Marketing Your Firms Events



Linkedin In Connections



Profile QR Code

Event Management & Networking

Events ▾

About 20,000 results



Clinical Trials Webinar 2024 (02nd Edition)

Mon, Oct 21 - Wed, Oct 23

Online • By Patrick Jane

About the Event: SK Global **Events** is excited to announce that the 02nd Edition of Clinical Trials Webinar 2024 which is going to be held from 22nd October – 23rd October, 2024. W...

6,182 attendees



Gibson Reports Torque & Drag Mini Series - Learn it. Turn it. Burn it.

Thu, Dec 5, 8:00 AM CST

Online • By David Gibson

The next Installment of the Gibson Reports / Vdoorlockmsith Online **events**, we bring you the best the industry has to offer from torque and drag experts. 1.Introduction – TD Unlimited ...

17,127 attendees



FinanceMan Africa Magazine Summits and Awards 2024

Sat, Nov 30, 9:00 AM CST

Online • By FINANCEMAN AFRICA MAGAZINE

Financeman is Africa's premier and first time ever executive networking and mentoring summit for top and upcoming male professionals in traditional banking, insurance...

9,951 attendees



Likely the Best Marketing Event of 2023 - Growth Inc.

Sun, Jun 8, 12:00 PM CDT

Online • By Inside Insight | Growth Agency

The problem with most marketing **events** is that their agenda is filled with FLUFF. That's where we differentiate ourselves. Instead of delivering useless content revolving around...

3,180 attendees



Go to <https://www.linkedin.com/events/insuranceandfinancelive->



Clinical Trials Webinar 2024 (02nd Edition)

Event by Patrick Jane

Oct 21, 2024, 10:00 PM - Oct 23, 2024, 11:00 AM (your local time)

Online

Event link • <https://www.skglobalevents.com/webinar/clinical-trials-webinar-series-2024>

6,183 attendees

Attend

Share ▾



Event Management & Networking



Attending Events via Events Page



Marketing Your Firms Events



Linkedin In Connections



Profile QR Code



Mikel L. Mays

2023 NACC 4 Under 40 Award Recipient | Business Developer | Musician & Performer | Project Manager



Profile Branding

Tips and tricks for building and strengthening a personal or corporate brand on LinkedIn, with a focus on optimizing profiles to increase visibility, engagement, and impact.



Brand Enhancement



1

Create a Strong Headline and About section

State your profession, expertise, and possibly your unique value. Your story, your passion and achievements

2

Highlight your Skills, Expertise and Professional Achievements

Results oriented descriptions, tailored to your audience

3

Showcase your Work

Company media, portfolio, links to other platforms

4

Professional Image

Highlight your personality: Maintain professionalism while staying approachable

5

Optimization

Optimize for SEO (Search Engine Optimization), professional recommendations, staying up-to-date, your network, followers, and following

Brand Enhancement

1

Create a Strong Headline and About section

State your profession, expertise, and possibly your unique value. Your story, your passion and achievements

About

I love to dig into customer problems and solve them with modern technology. I create, scale and optimize business portfolios that matter. To accomplish this, I focus on delivering key outcomes, building amazing teams and quickly adapting to new learnings.

I have enjoyed many executive positions throughout my career in product management, product marketing, technical sales, engineering, and strategy. My personal and professional experiences have taught me the following about myself:

I can successfully scale up software businesses from \$5M to \$1B in revenue.

- I put the customer at the center of all that I do.
- I excel at the execution of big ideas with given constraints
- My gut instinct is good but I seek data for my decisions

I can align, lead and grow world-class product teams from 10 to 100 people.

- I love to win, but helping the team win gives me greater joy
- I speak tech and exec
- I tell great narratives that motivate
- The buck always stops with me

I educate, refine and drive myself to be a better person

- I am constantly learning because I never settle
- I stay calm when faced with adversity
- I focus on making high-quality decisions

I enjoy meeting new people and hearing new perspectives. Reach out if you want to talk to me about emerging tech, creating software products or baseball.

ABOUT SECTION

- Stick to a theme / story and explain how it has shown up in your life
- Avoid overworked phrases – Instead provide examples
- Highlight contributions – Quantify achievements

2

Highlight your Skills, Expertise and Professional Achievements

Results oriented descriptions, tailored to your audience



Desiree Thompson  · 3rd
Talent Acquisition Specialist, Recruiting, Human Resources

Little Rock Metropolitan Area · [Contact info](#)

1,835 followers · 500+ connections

 Acxiom

 Liberty University

About

One of my first memories in school, is going to a parent teacher conference in kindergarten and having my teacher tell my parents, "Desiree is definitely one of my most talkative, no matter where I move her in class she communicates with everyone!" Throughout my life I have developed this art of being able to communicate with anyone at any given time. From joining the debate team in college, to studying internal and external communication, to working in different careers that allow me to utilize this skill in different ways, I've learned that effective communication is at the core of any successful leader and business.

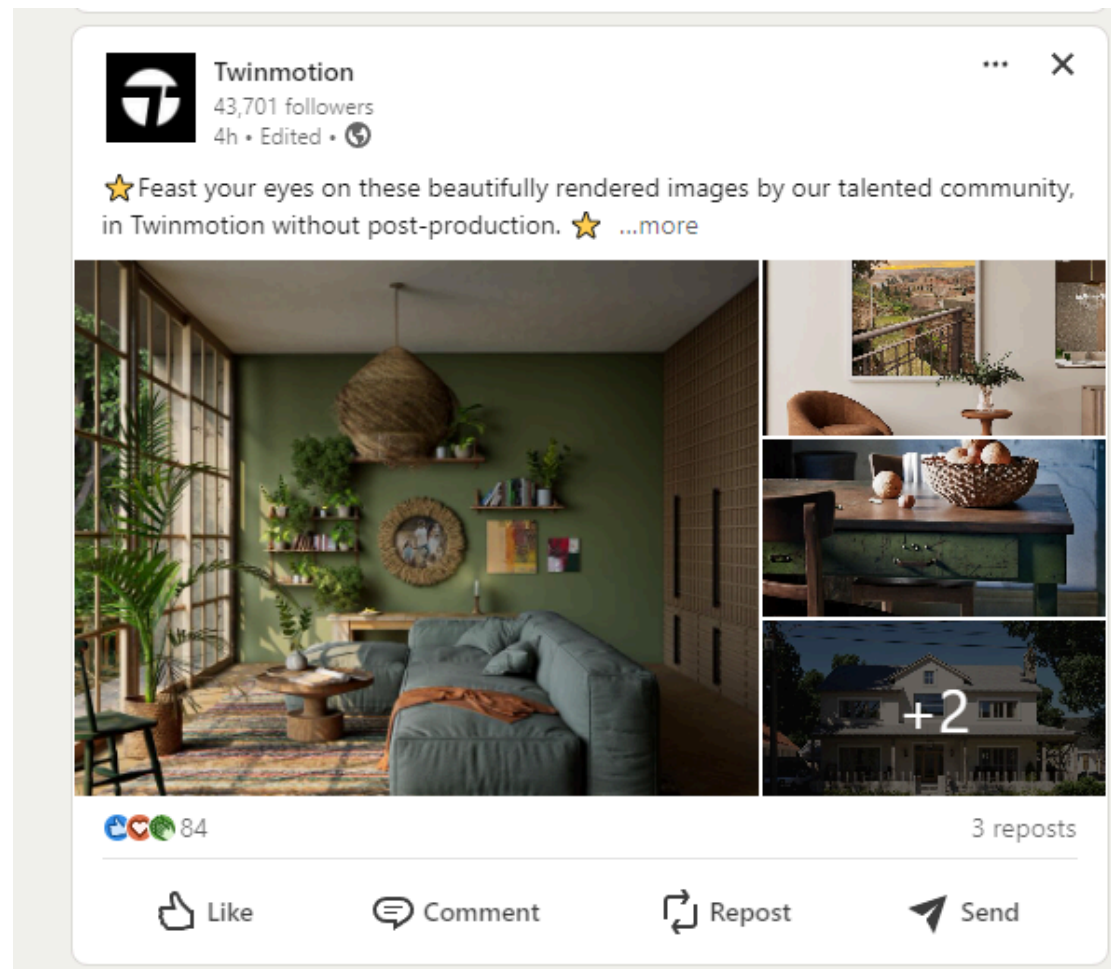
I have developed a passion for not only being the voice of those that cannot communicate for themselves, but also teaching people to communicate effectively. In recruiting I am able to do this, by helping people acknowledge the potential within themselves and be able to communicate that effectively to hiring managers. I am able to communicate with people from all walks of life that all have one thing in common, they NEED A JOB.

Brand Enhancement

3

Showcase your Work

Company media, portfolio, links to other platforms



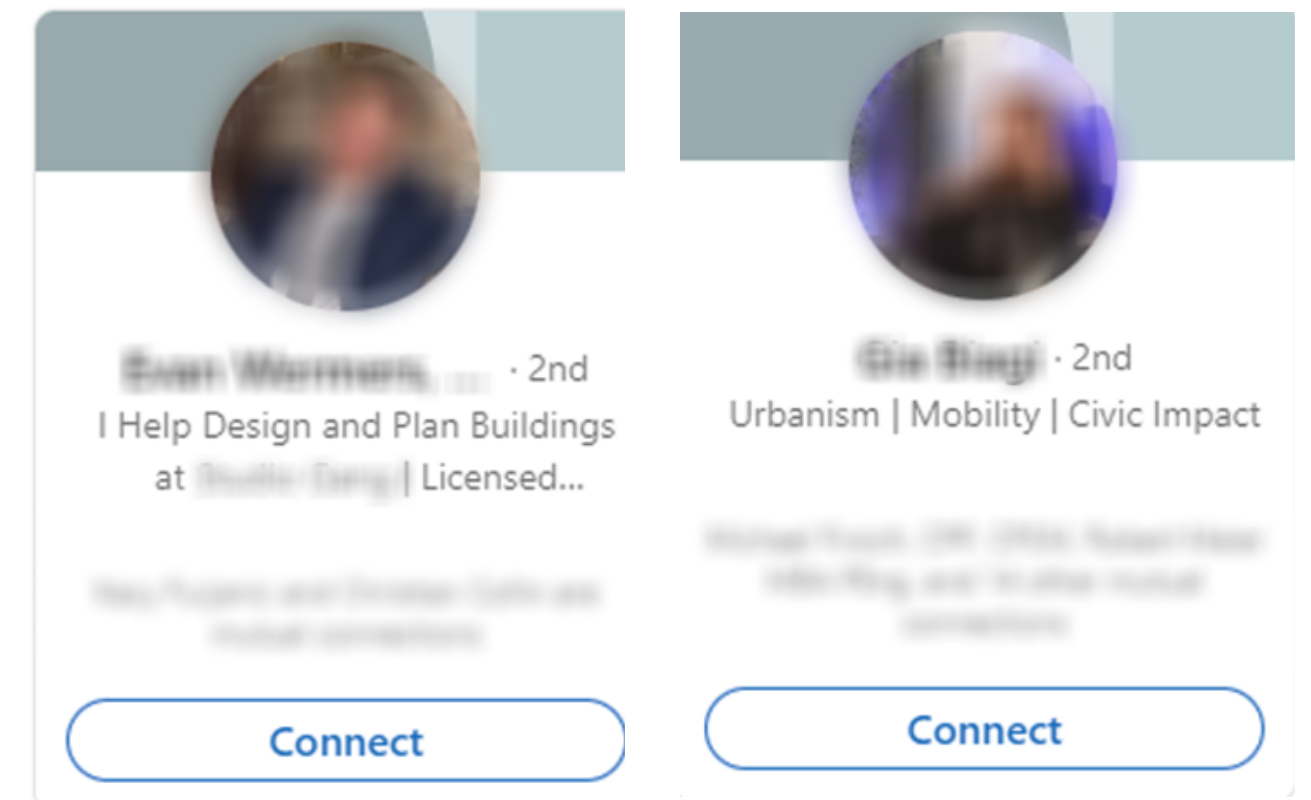
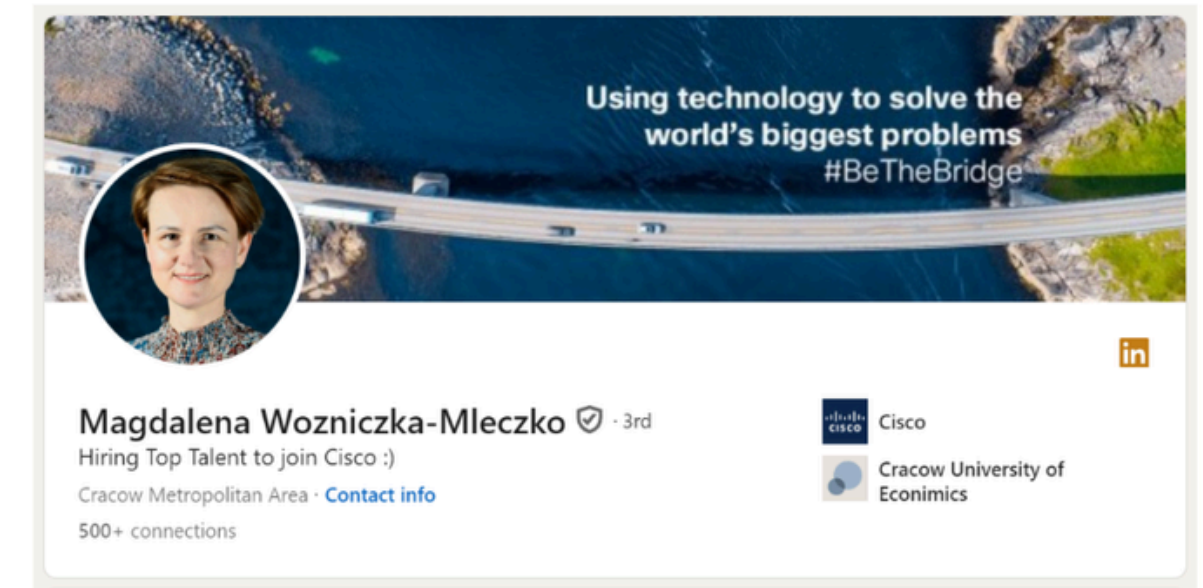
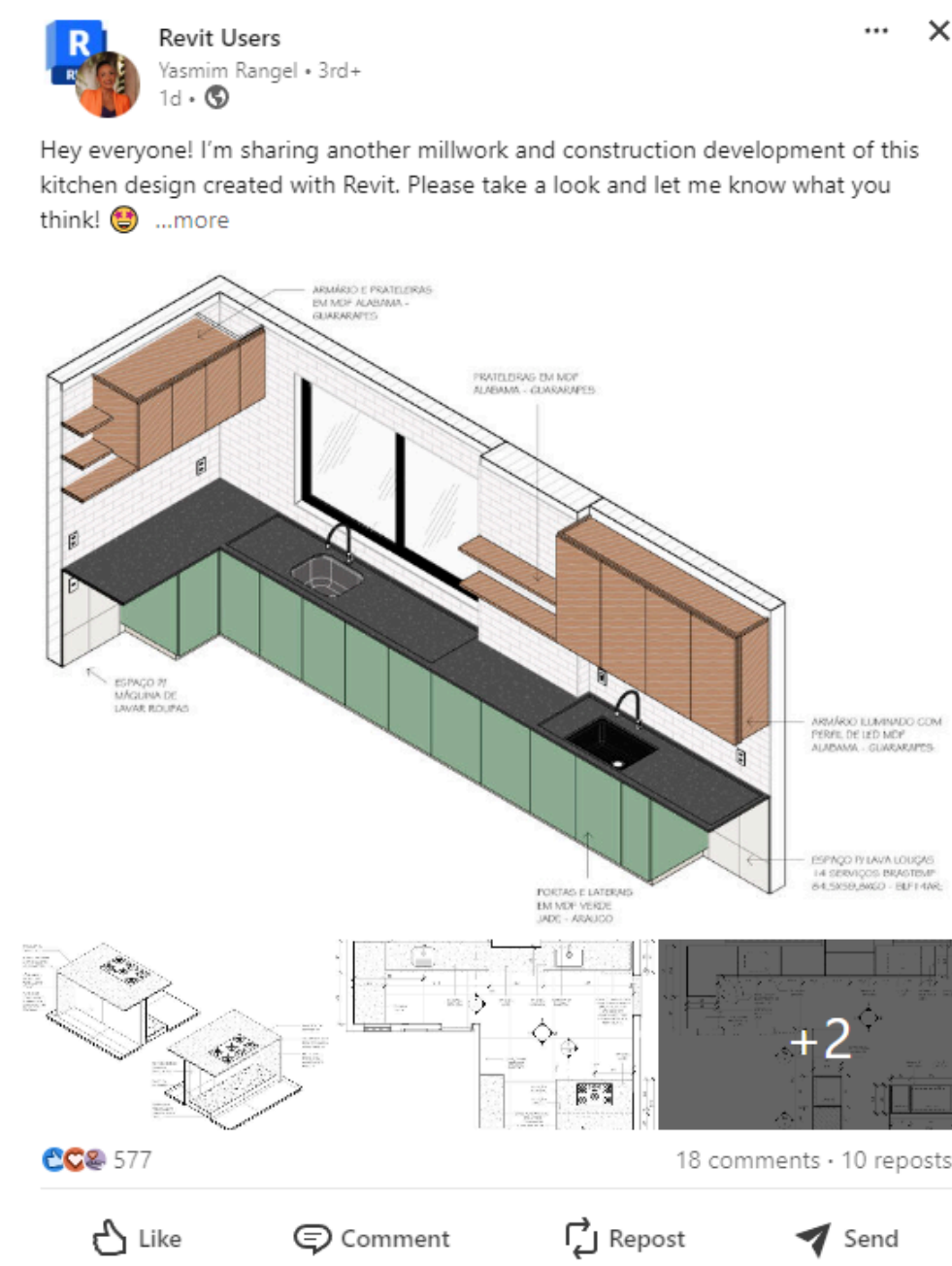
Visual Interest

- Visually engaging elements
- Creative ways to describe your role

4

Professional Image

Highlight your personality: Maintain professionalism while staying approachable



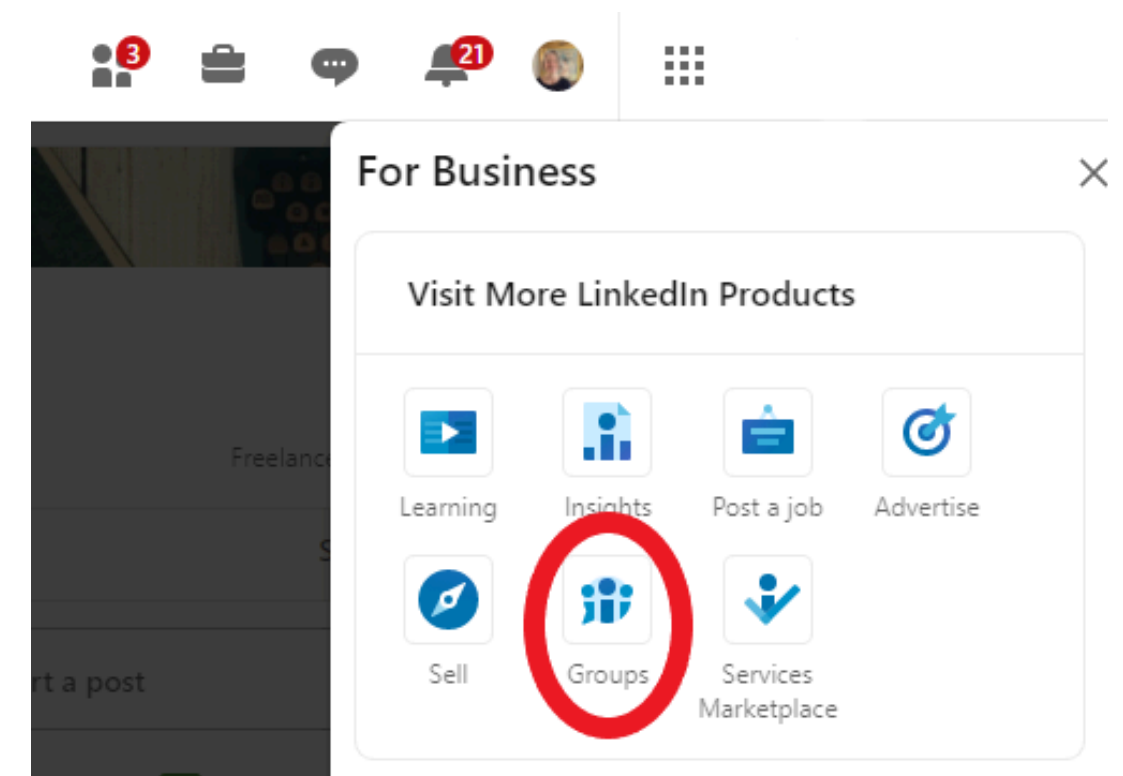
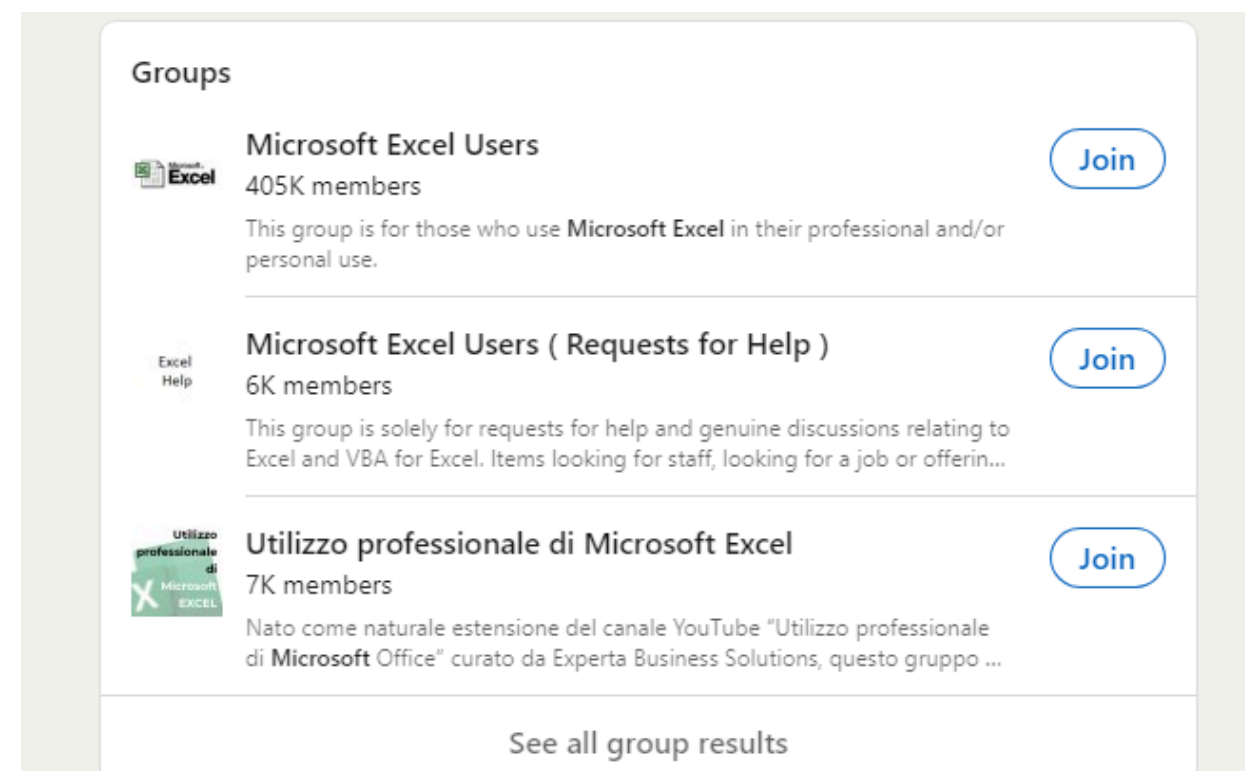
Brand Enhancement

5

Optimization

Optimize for SEO (Search Engine Optimization), professional recommendations, staying up-to-date, your network, followers, and following

- Add keywords to the beginning of our tagline – think of it as your “elevator pitch”
- Keyword optimize your ‘About’ section to reflect your organization’s values, mission and goals
- Completely fill out your business’ profile, including relevant links and company details
- Post long-form content that matches search demand
- Update your Page frequently to show search engines your commitment to fresh content



Thank You

For Your Attention

