

BOOT CAMP



—

WHY?

**TO CHANGE YOUR
PERCEPTION OF
THE PLATFORM
AND GET YOU
USING IT TO
ADVANCE YOUR
CAREERS.**

VANITY URL

Promote your public profile and allow others to easily identify you!

1. Click the  **Me** icon at the top of your LinkedIn homepage.
2. Click **View profile**.
3. On your profile page, click **Edit public profile & URL** on the right rail.
4. Under **Edit URL** in the right rail, click the  **Edit** icon next to your public profile URL.
 - It'll be an address that looks like **www.linkedin.com/in/yourname**.
5. Type the last part of your new custom URL in the text box.
6. Click **Save**.

- + ONLINE PRESENCE**
- INSIGHT FROM LINKED IN SPECIALISTS**
- 💬 Profiles with pictures get 30% more views!**
 - 💬 Pictures should be appropriate to your BRAND & your INDUSTRY.**

Have a friend help you with a good picture!



Mikelle Morrison • 1st

Owner/ Creative Director/ Designer



Search



Home



My Network



Jobs



Messaging

5

Connected Food & Beverage - Report on US manufacturers' reasons for digitizing & ba



BACKGROUND ART

1. File type JPG, GIF or PNG.
2. No larger than 8MB.
3. Recommended pixel dimensions are 1584 (w) x 396 (h) pixels.

Try a great picture of your process, or with a team of people.



Nick Longo

Creative Director, Branding Specialist, Professor, Podcast Host

Greater Los Angeles Area

Add profile section ▼

More...

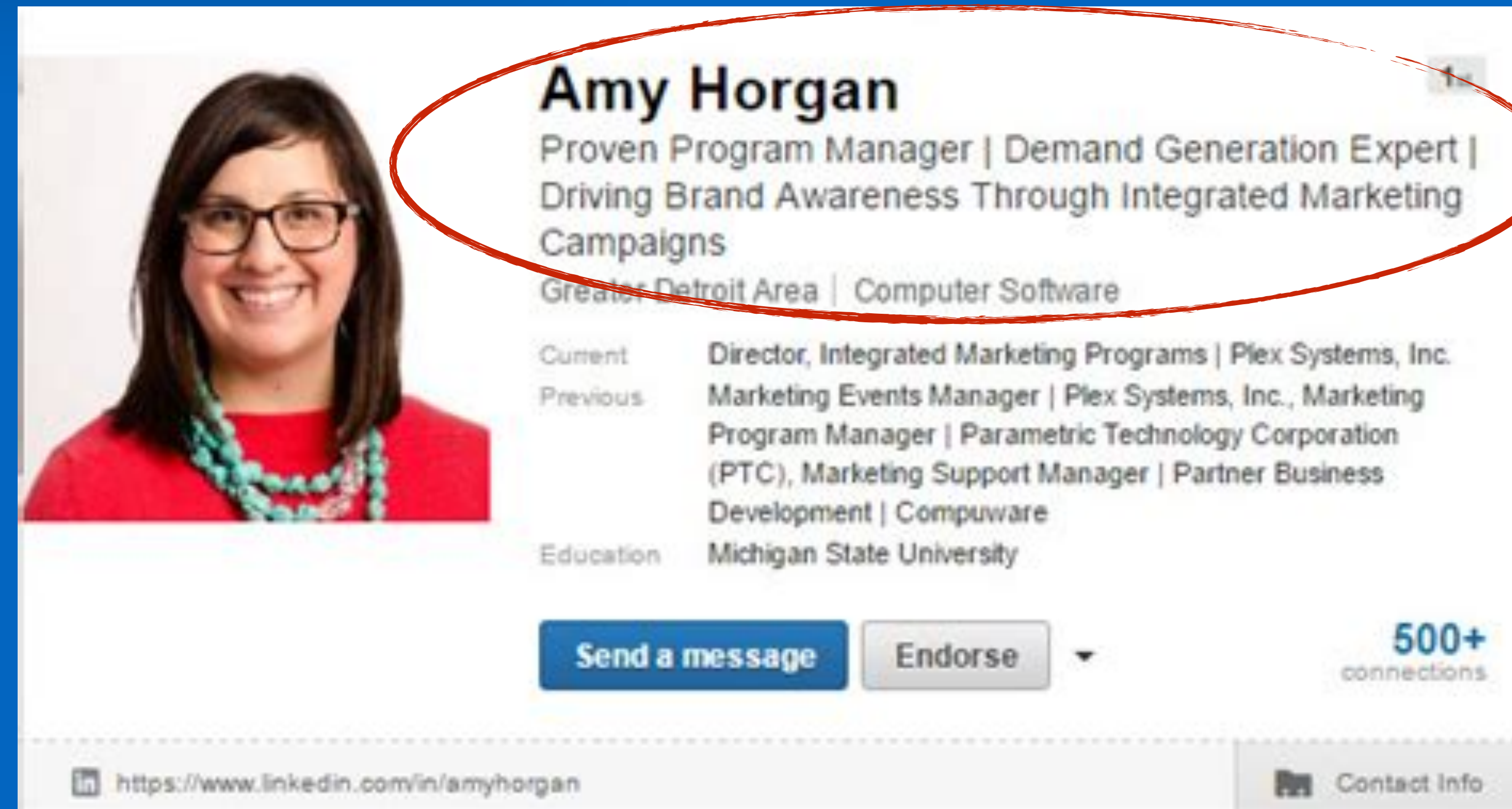
Nick Longo is a highly regarded creative executive with over 20 years in the branding industry. Nick owns and operates a branding agency specializing in product branding, identity, packaging and retail executions. Previously Nick co-managed

NAME & TITLE

PRIME REAL ESTATE.

120 characters

- Keyword optimize
- Top 2-3 job titles and keywords
- Brand yourself for the job you want

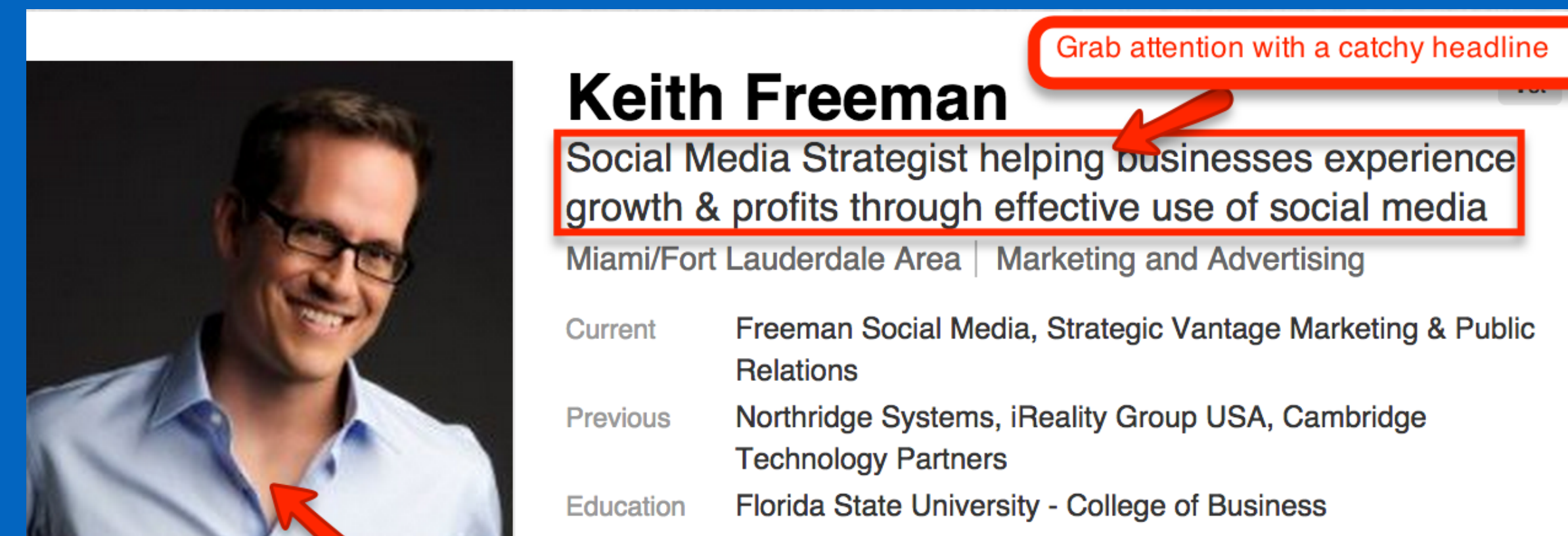


NAME & TITLE

PROFESSIONAL HEADLINE

It's not just your job title.
Use those 120 characters.

"I help (people/comanpies) do (this) by doing (that)."



The image shows a professional profile for Keith Freeman. On the left is a headshot of a man with glasses and a light blue shirt. To the right of the photo is a table with his work history and education. A red box highlights the headline, and a red arrow points to it from a callout box. Another red arrow points to the photo.

Keith Freeman	
Social Media Strategist helping businesses experience growth & profits through effective use of social media	
Miami/Fort Lauderdale Area Marketing and Advertising	
Current	Freeman Social Media, Strategic Vantage Marketing & Public Relations
Previous	Northridge Systems, iReality Group USA, Cambridge Technology Partners
Education	Florida State University - College of Business

YOUR SUMMARY

RULES:

- 2000 characters
- How many years of experience?
- What are you passionate about?
- What gets you excited enough to get out of bed each day and go to work?

Background



Summary

Peak Profits LLC is a virtual assistance firm founded in 2006. As a virtual assistant, Cathy works with small business owners to handle the marketing and administrative tasks required to run their business. This partnership provides the business owner the ability to leverage his or her time to focus on income generating tasks, resulting in higher profits for the company.

After a number of clients requested help from Cathy and the team at Peak Profits LLC to assist with building and maintaining a social media presence, Cathy launched LinkedForBusinessGrowth.com. Linked for Business Growth is the premiere resource for learning how to build your LinkedIn network, engage with your connections, and implement lead generation strategies.


Specialties: LinkedIn, social media, email marketing, Constant Contact, social networking strategy

YOUR SUMMARY

RULES:

- What significant contributions have you made for current/past employers?
- What professional achievements are you most proud of
- Keywords and phrases 10+

Background

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YOUR SUMMARY

KEYWORDS

Make a list of your most appropriate KEYWORDS.

Sprinkle those throughout your LinkedIn and other online profiles.

MAKE YOUR OWN
LIST OF KEYWORDS
AND USE THESE
STRATEGICALLY

Packaging Design
UI/UX
Web Design
Typography
Branding
Editorial Design
Marketing
Social Media
etc...

YOUR SUMMARY

KEYWORDS

Background



Summary

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EXPERIENCE

- **2000 characters for each job**
- **Emphasis accomplishments and strengths**
- **Focus on target audience (what's in it for them)**
- **Use a variety of word choices to represent the same job**
- **Keywords and phrases 10+**

SKILLS & ENDORSEMENTS

- Strive for 50 Skills
 - Connections can endorse you.
 - Encore others

Skills & Endorsements

Add a new skill

Packaging · 87

Gerard Bottomley and 86 connections have given endorsements for this skill

Graphic Design · 77

Endorsed by Mikelle Morrison and 5 others who are highly skilled at this

Endorsed by 3 of Nick's colleagues at Longo Designs Inc.

Advertising · 65

Gerard Bottomley and 64 connections have given endorsements for this skill

Industry Knowledge

Corporate Identity · 58

Product Development · 44

Concept Development · 34

Branding & Identity · 28

Corporate Branding · 24

Industrial Design · 20

Illustration · 18

Product Design · 16

Creative Strategy · 14

Brand Development · 57

Marketing · 37

Art Direction · 33

Consumer Products · 26

Concept Design · 20

Digital Marketing · 18

Graphics · 17

Typography · 16


Packaging Design · 11

SKILLS & ENDORSEMENTS

- 2+ Recommendations
- You **CAN** ask for Recommendations


Recommendations
Ask for a recommendation

Received (3)
Given (3)



Lori LoCascio
Marketing, Branding & Business Development Leader
May 31, 2015, Lori was a client of Nick's

I've had the pleasure of working with Nick both at SCI and Logistix/EMAK and now as the founder of his own firm. Nick's talent and passion for creating great work is why I can count on him as a trusted source for fresh ideas and top quality creative. He brings each project highly targeted concepts and designs, moves quickly when deadlines are hot, and works within a set budget. I highly recommend Longo Designs as your first choice for a variety of creative services needs.



Josue Alvarez
Sr. Manager, Product Development (RoseArt) at Mattel, Inc.
August 17, 2011, Nick worked with Josue in the same group

I have worked with Nick Longo off and on for the last ten years beginning at Applause Inc. and ending recently at Equity Marketing. Although we are not currently working together, it is only a matter of time before our paths cross again and I for one cannot wait.

In those ten years, I have witnessed the creation of unbelievably great work through Nick and under the team's he managed and directed. This includes some of the most outstanding product, presentations and pitches I have ever seen. His and his team's work has included a number of projects for high profile clients using licenses from all the major studios, including Disney, Sony, Warner Bros., and DreamWorks.

OTHER

- Don't forget
Volunteer
Experience, Awards,
and Publications

Accomplishments

7 Projects

Expertise in Licensed Properties • Entertainment and Brand Expertise • Wix.com Speaker • Co-Host, Deeply Graphic Design Podcast • ZolliPops • Love, Fruit • Britenz Oral Care

3 Courses

Branding Boot Camp • Instructor, Graphic Design 3 • Instructor, Graphic Design Production

1 Honor & Award

Winner, Best New Logos, 2015

1 Publication

Logo Lounge 9

OTHER

Add Interactive media and content such as:

- Latest Work
- Presentations
- Video
- Website Link
- Blog
- Resume



Summary

I've just joined the largest and most-awarded Content Marketing Agency in the Asia-Pacific, King Content, as head of strategy.

Prior to that, I spent eight amazing years in Paris as global head of thought leadership for Kelly Services.

Recent recognition includes:

- named as a Top 50 Social Media Expert (Stryde, May 2014)
- Foundation Instructor, CMI Online Training & Certification ((Mar 2014)
- named as one of Top 25 Social Media Experts by LinkedIn (Feb 2014)
- named as one of 15 B2B Marketers to Watch (FierceMarketer, Oct 2013)
- joined the Content Marketing Hall of Fame as content marketer of the year finalist (CMI, Sep 2013)
- KellyOCG named a Top 50 Marketing Brand (Kapost, Nov 2013).

I'm an Author and Speaker in Marketing, Social Media and HR. This year I'm speaking at events in more than 10 countries from the US to Europe and Asia-Pacific.

My new book is The Marketer's Guide to SlideShare (www.slide-guidebook.com)



25 Social Media Marketing Experts You Need to Know - According to LinkedIn



13 SlideShare Masters Share Their Secrets



The Job Interview - Get Video. B2B & Content Marketing,



The Marketer's Guide to SlideShare | Build Your Brand,



Todd Wheatland on Content Marketing in B2B

HOW TO BE FOUND

BUILD YOUR
NETWORK TO
500+
CONNECTIONS

JOIN UP TO
100
GROUPS!

HOW TO BE FOUND

THE HUMAN FACTOR:

- Recruiters will spend 6-10 seconds, make it count!
- No irrelevant information or repetitious details
- Make sure it is easy to read

HOW TO BE CONNECT

THE HUMAN FACTOR:

- When you reach out for a new connection, don't rely on the default greeting... make it **PERSONAL**.

"Hello Bill, I'm a recent design graduate looking to expand my industry network. It would be great to connect with you!"

YOUR LINKED IN HOMEWORK

JOIN 100 GROUPS!

- Helps you rise in search results!
- Helps your networking.

Start to look for GROUPS based on what you are interested in!



Packaging World

Unlisted group • 52,141 members



CSUN Graphics Alumni Owner

Standard group • 16 members



Packaging Design Group

Standard group • 19,698 members



Spa, Beauty, & Cosmetics Buyers Vendors Group

Standard group • 41,972 members



Natural Foods Merchandiser Magazine

Standard group • 7,700 members



Food Manufacturing Industry Professionals

Standard group • 42,172 members



TIG™ - Toy Industry Group of North America™

Standard group • 4,822 members



Digital LA

Standard group • 18,509 members



BRANDPACKAGING

Standard group • 19,879 members



Art of Licensing

Standard group • 15,730 members



Graphic Design

YOUR LINKED IN HOMEWORK

**FOLLOW COMPANIES
YOU WANT TO WORK
FOR/WITH.**

LinkedIn encourages companies to consider "followers" as potential candidates

You get Status Updates on your homepage.


Identify people who work there.


YOUR LINKED IN HOMEWORK

FIND DESIGN RECRUITERS

The screenshot shows the LinkedIn interface with a search bar containing 'design recruiter'. The top navigation bar includes icons for Home, My Network, Jobs, Messaging, and Notifications. Below the search bar, there are tabs for People, Jobs, Content, and More, along with filters for People filters, Connections, Locations, and Current company. A banner at the top of the results section reads: 'A Board Position for You - These companies need board members. Click here to be matched'. The main results section shows 'Showing 5,235 results'. Two profiles are listed: Melisa Hayward, Design Recruiter at Riot Games, and Cheryl Wright, Executive Recruiter/Partner-Deforest Search Partners. Below the profiles, there is a section for 'Job results for design recruiter' with 27,669 results. Three job listings are visible: Designer at Midnight Oil, Footwear Design Apprentice at Vans, and Branding and Identity Designer at SP.

Showing 5,235 results

Melisa Hayward • 3rd 
Design Recruiter at Riot Games
Greater Los Angeles Area
Past: Lead Technical Recruiter at Robert Half Technology

Cheryl Wright • 2nd 
Executive Recruiter/Partner-Deforest Search Partners
Greater Los Angeles Area
Past: Director Graphic Design Group and Photography at Mattel
47 shared connections

Job results for design recruiter 27,669 results [See all](#)

Designer
Midnight Oil

Footwear Design Apprentice
VANS
"OFF THE WALL"

Branding and Identity Designer
SP

YOUR LINKED IN HOMEWORK

DAILY:

- **Interact With Your Homepage Feed**

WEEKLY:

- **Post Something!**
- **Add New Contacts**

YOUR LINKED IN HOMEWORK

MONTHLY:

- **Update your profile.**
 - Any new job responsibilities or professional accomplishments
- **Contribute to a couple groups.**
 - Helps you establish yourself as a thought leader in your field
- **Reach out to an old contact**
 - Simply make it a point to catch up



Search



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My Network



Jobs



Messaging

25

Connected Food & Beverage - Report on US manufacturers' reasons for digitizing & ba



Nick Longo

Creative Director, Branding Specialist, Professor, Podcast Host

Greater Los Angeles Area

Add profile section ▼

More...



Longo De



California
Northridge



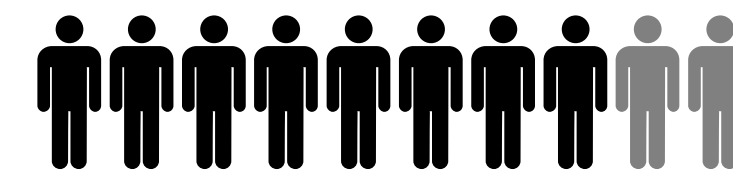
See c



See



LINKEDIN
@nlongo



Let's Connect!

Nick Longo is a highly regarded creative executive with over 20 years in the branding industry. Nick owns and operates a branding agency specializing in providing branding, identity, packaging and retail executions. Previously Nick co-managed