

Aligning Resume with LinkedIn

This playbook describes the steps necessary to ensure that your resume and LinkedIn profile present a unified and cohesive professional image. It underlines the importance of consistency in details and personal branding across both platforms.

Step 1: **Review Resume**

Thoroughly review your current resume, focusing on work experiences, educational background, skills, and any certifications or accomplishments.

Step 2: **Update LinkedIn**

Reflect any recent changes from your resume to your LinkedIn profile. Ensure that job titles, dates, and responsibilities match exactly.

Step 3: **Consolidate Branding**

Harmonize the summary or objective sections to convey the same personal brand message. This can include similar language, tone, and professional goals.

Step 4: **Adjust Endorsements**

Review and adjust your LinkedIn endorsements. Aim to highlight skills that are also emphasized on your resume.

Step 5: **Feature Achievements**

Make sure your key achievements and projects are featured on both platforms. Consider including consistent metrics or results when applicable.

Step 6: **Proofread Content**

Carefully proofread both your resume and LinkedIn profile for any discrepancies and errors. Correct any that are found.

Step 7: **Maintain Consistency**

Regularly update both your resume and LinkedIn profile at the same time to maintain consistency as your career progresses.

General Notes

Profile Photo

Ensure your LinkedIn profile picture is professional and aligns with the image you wish to present on your resume.

Contact Information

Verify that contact information is current and consistent across both platforms.

Privacy Settings

Understand LinkedIn privacy settings and update them according to the level of public visibility you are comfortable with.

