Job-Ready LinkedIn Profile Template

Use this template to optimise your LinkedIn profile before applying for roles. Your profile should reinforce your resume, support your cover letter, and increase visibility with recruiters.

Headline (220 characters max)

Formula:
Target role or current role | Key skills or specialisation | Value you bring

Example:
Business Analyst | Process Improvement & Stakeholder Engagement | Supporting data-driven decisions

About Section (3 short paragraphs)

Paragraph 1: Professional summary
I am a [current role or professional focus] with experience in [industry or function]. I specialise in [key skills or areas of expertise] and have a strong interest in [type of work or projects].

Paragraph 2: Experience and strengths
I have worked on [key responsibilities or projects], contributing to [outcomes such as efficiency, growth, quality, or delivery]. My strengths include [2-3 core skills or attributes].

Paragraph 3: Career direction
I am currently seeking [type of role or opportunity] where I can contribute to [business or team goals] and continue developing my skills in [area of growth].

Experience Section (Use for each role)

Role Title | Company | Dates
- Responsible for [core responsibility]
- Achieved [measurable result or key outcome]
- Worked closely with [teams, clients, or stakeholders]
- Developed skills in [tools, systems, or competencies]

Skills Section

How to structure your skills:
- Add 8-12 role-specific technical or functional skills
- Add 5-8 transferable or behavioural skills
- Use exact wording from job ads you are targeting
- Place your most important skills at the top

Examples of skills to include:
- Tools, systems, or software you use regularly
- Core competencies required for your target roles
- Transferable skills that support how you work with teams or stakeholders

Profile & Banner Checklist

Profile photo
- Clear headshot
- Neutral background
- Professional but approachable

Banner image
- Industry-relevant image or simple text reflecting your role or expertise