

- Think of your resume and LI profile as your marketing brochure. Working back from your audience's needs (recruiters, hiring managers) the goal is to spark initial interest. Leave them wanting more. You want the opportunity to tell your story verbally and in person where you have more control of your story and you will have the opportunity then to fill in details, add more information and to use more words.

Resume:

- At the edge of chaos = dramatic vs strategic leader. Responding companies may not be where she'll want to be. Driven, goal focused, inspiring leader who thrives in ambiguous situations.
- Meticulous oversight = can be perceived as controlling vs. as being an inspiring strategic and hands on leader
- Junior staff = sounds like you may have a tops down view of teams. Might want to say - Successful in leading teams through ambiguity. Balanced approach of strategic and hands-on when moving work forward with teams.
- Added comments
- Work on targeted, succinct messaging and format in a way that will be easy for quick review

LinkedIn Profile

- Has a lot to read (so a recruiter will likely skip sections, not read it all and miss something) - Think 1 minute or less of attention in first views. Work on highlights vs. details. Save details for interviews.
- About section - pare down to no more than 2-3 brief paragraphs that are highlights
- Videos communicate: how you approach leadership/mentoring/development of others; courage in advocating for yourself and the right thing; taking past learnings and applying them; and your uniqueness in the world. Showcases your presentation, storytelling and communication skills as well!
- Get/Give recommendations so you have reflections of how amazing you are that are more recent. Target 360 contacts - people with Exec titles, cross-functional stakeholders, team members.
- Pare down your highlighted skills. Suppress any that are under 10 endorsements as a first pass. Then go back and see if you have duplicates - either closely related to other already endorsed skills or that are featured elsewhere on your profile, i.e. Green Belt Lean Six Sigma