

# LinkedIn Profile

To find a job



# Me



CONSULENZA

+



FORMAZIONE

+



FACILITAZIONE

+



COACHING



## Migliorare la comunicazione per far crescere le relazioni

[pamelanerattini.it](https://www.pamelanerattini.it)



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Easy In Communication -  
Social Selling | Social  
Recruiting | Corporate  
Branding

**B**

Università Commerciale 'Luigi  
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# LinkedIn helps you for:

Build **Personal & Professional Branding**

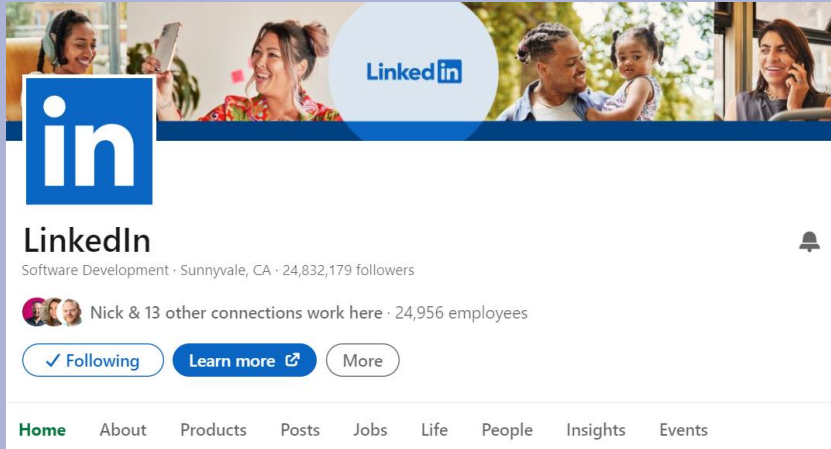
Let people find you

Develop a professional network

Increase visibility, credibility and leadership

Stay up to date

Find a **Job**



# Profile vs CV

LinkedIn is not a CV

LinkedIn is not a job board

- The profile is unique, you can adapt the CV and choose who to send it to
- It's alive, it changes quickly
- You insert different formats, videos, presentations
- It has many details about interests, volunteering, projects
- It allows you to write content and give opinions
- Contains social proof

# Profile has 2 times

## Present

It talks about you today,  
it tells your skills NOW,  
what you can do NOW

## Future

Your 5-year goals, what you would like to change, where you would like to go.

Having defined goals and declaring them, as well as your own values and soft skills already communicates to the company what to expect from you



# Profile

