

INTEGRATE 2026

Leveraging LinkedIn: Optimize your profile

Your brand is your voice, your reputation, and a key part of your professional persona.

Learn how to craft a standout brand, create compelling content, build authentic relationships, and elevate your influence — online and in person.




Beth Michalec, Ph.D.



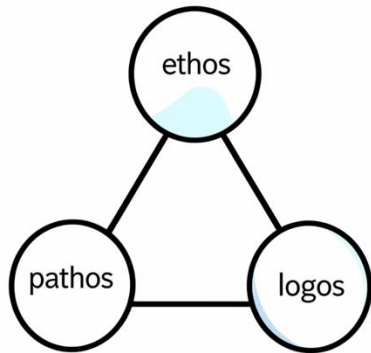
Amy Teller, Ed.D.

Personal Branding Workbook



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Beginnings



Ethos: Credibility—Establishes the speaker's qualifications, expertise, or moral character.

Why should I trust you?

Pathos: Emotions—Connects with the audience's values, desires, or fears to motivate action.

How does this make me feel?

Logos: Logic and Reason—Provides facts, statistics, and a structured argument to prove a point.

Does this make sense?

The challenge: **KNOW THYSELF**

The storybrand: **I AM...**



Three adjectives that most describe your personal brand

The AI Age Demands Authenticity

- AI can generate content, but it can't replicate lived experience.
- Your unique story is your competitive advantage in a crowded digital world.
- This presentation will guide you through building a personal brand rooted in your authentic narrative.

What Is a Story...Brand?

1

Story: a character overcoming an obstacle to achieve some goal. Probably the most important component of the story is the obstacle itself.

2

Branding: the process of assigning and associating certain meanings

"We start to see a belief, philosophy, or cause that builds super-charged associations with what the brand stands for. Instead of telling people *what to think*, we start giving them something to *think about*. We are humans first...constantly striving for meaning."

(Signorelli, 2014, p. 24; 2020)

How do we create Meaning?

* Assigned

- Created to help tell brands apart
- Name
- Logo
- Shape
- Size
- Physical attributes

* Associative

- Connotations
- Subjective thoughts and feelings
- Dependent on exposure to and/or experience with
- Can be influenced
- Attitudes, opinions, beliefs



What Is a Personal Brand, Really?

Personal branding is the **reputation you forge in the eyes of others** through what you consistently say and do — the story others remember about you. It lies at the intersection of who you are authentically and what you want to be known for.

i Every touchpoint — your expertise, tone, how you present yourself — must consistently tell the same story.

Making Your Brand Authentically You

"Living and breathing an authentic story is the best way to survive in a conversation-rich world." — **Seth Godin**

Your authentic brand aligns three elements:

01

core character strengths

the qualities that you demonstrate

02

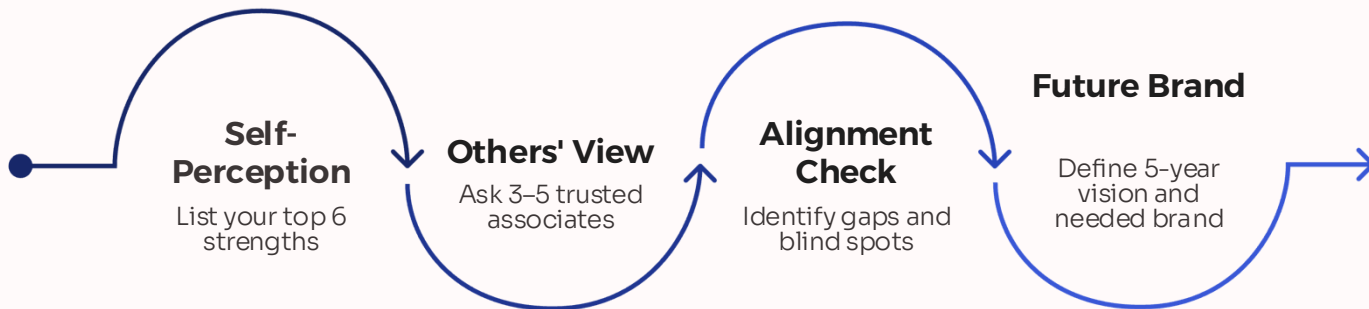
skill strengths and competencies

the things that you're good at and enjoy

03

what differentiates you

and allows you to add value in a unique way



Repeat this audit at least once per year to stay aligned and intentional.

(Zahrai, 2022)

The Three Ps: Crafting Your Brand Story

Psychology professor, Dr. Dan McAdams' research shows people who find meaning tell stories of **growth, communion, and agency**. Reclaim authorship of your career narrative using this framework.

1

The Protagonist

You — what you're passionate about, what drives you, and what you want people to remember.

2

The Path

Experiences and shifts that shaped you. The obstacles and challenges that transformed you. What insights, mistakes, and recognition defined your journey?

3

Pinnacle Purpose

Where you want to go. What future do you aspire to, and what qualities will get you there?

(Zahrai, 2022)



Probably the most important component of the story is the obstacle itself.

Your 10-Second Brand Statement

Every spontaneous introduction is an opportunity. Use this template:

📄 "I — [what you do, engagingly] using — [key qualities] to — [the impact/outcome]."

Example: "I get to make sure our people feel supported when things are up in the air, using my relational strengths so they can be their best."

Remember: highlight the value you create, who you create it for, and the positive impact of what you do
(Zahrai, 2022)



Crafting an Intentional Online Brand

Your online brand can **extend, tweak, or redefine** who you are — even beyond your current role. It's especially powerful for career transitions. Ask yourself:

- What am I really good at and love?
- What's my greatest success or achievement?
- What experience or knowledge do I have that others don't?
- Why should others listen to me?

i You don't need to be the ultimate expert — unique experiences, unusual skill combinations, or awards can differentiate you.



**WHAT AM I
REALLY GOOD AT
AND LOVE?**

**WHAT IS MY
GREATEST SUCCESS
OR ACHIEVEMENT?**



**WHAT EXPERIENCE
OR KNOWLEDGE
DO I HAVE THAT
OTHERS DON'T?**



**WHY SHOULD
OTHERS LISTEN
TO WHAT
I HAVE TO SAY?**

(Zahrai, 2022)



Why optimize your LinkedIn Profile?

1.3 billion

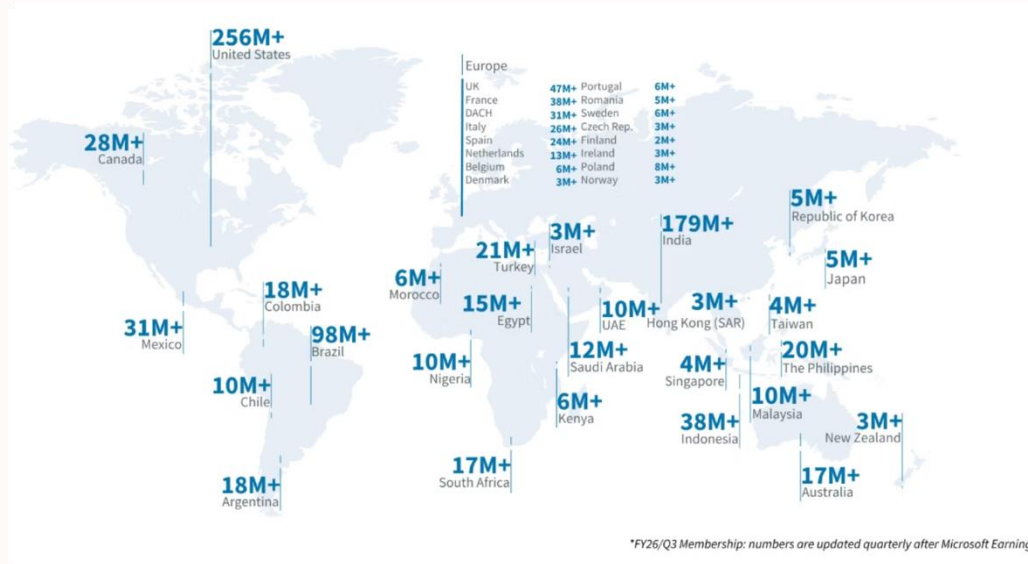
users worldwide

71 million

companies listed

22 million

open job listings



A strong LinkedIn profile:

Increases visibility

leads to more profile views and connection requests

Helps recruiters and hiring managers find you

by highlighting the right **keywords**, skills, and experience

Shapes your personal brand

by showing your knowledge and reputation through the content you share and the conversations you participate in.

Your LinkedIn Brand Audit: 4 Essentials

Ask yourself: *What would someone think of me if they knew nothing else?* Start here.

1

Headshot

*First impressions form in **40 milliseconds**. Update with any major appearance or role change.*

*Members with a profile photo receive up to **three times more connection requests**.*

2

Headline

Don't default to your job title — use all 220 characters

Briefly explain what you do, what skills you offer, or the kind of role you want.

Differentiate yourself, include a passion, awards, performance metrics, specializations.

3

Keywords

Ensure keywords are peppered throughout your About section and experience to become discoverable to recruiters and clients.

4

Cover Photo

Tell your brand story visually — speaking at events, contact details, or areas of focus.

Turn your Profile into a Landing Page

PROFILE PICTURE

Your profile picture should use your brand colours and it needs to be 400 x 400 pixels. Contrary to popular belief I believe either full-body or just torso upwards is fine.

BANNER

Your banner is the first thing people see when they visit your profile. So you need to make sure it is pushing traffic in the right direction. My banner contains 3 things:

- Outcome (Delivers actionable advice)
- Social proof (Join 400,000 people)
- Call to Action (Subscribe in my featured section)

HEADLINE & LINK

Your headline should position yourself in the most credible way possible and briefly explain the topics you create content about. I use the custom link in bio to push towards sign-ups for my new AI business, Searchable.

CONTENT

I aim for my content to be as value-packed as possible. Ultimately, people will land on your profile through seeing your content on their feed. Therefore, you want to provide as much value as possible to lure them in.

FEATURED SECTION

This is where you showcase your offer. Make sure that you click the 'link' option when creating a featured section, and create a custom graphic for it (1200 x 627 pixels). I recommend keeping the amount of featured sections to 2, or 3 at maximum.

EXPERIENCE

There is no magic formula here. I personally like to have most of my experience on my profile. They should summarise your journey so far and what you've accomplished. Just make sure to:

- Showcase your achievements.
- Keep the descriptions brief.
- Add relevant links.

CALL TO ACTION

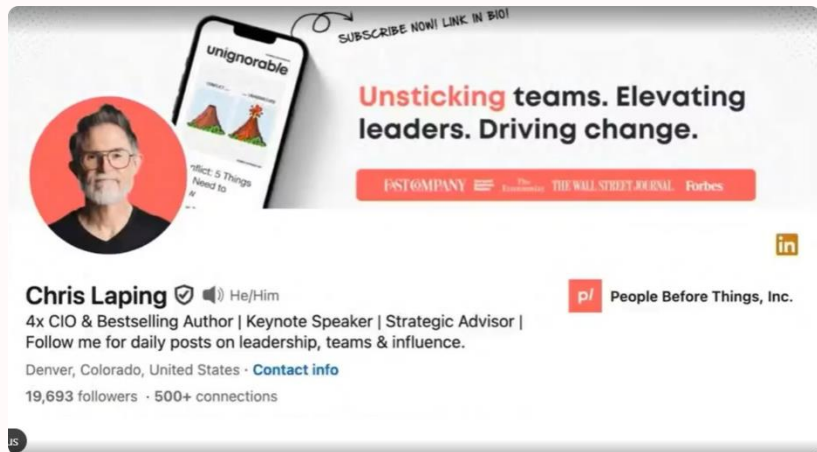
Every value-packed piece of content is accompanied by a call to action. There is no point improving your landing page if people aren't directed to it via your content.



SKILLS

This is especially useful for those trying to get hired/land clients. You want to list your two most important skills at the top. If you can, add some impressive endorsements.

Watch my free profile optimisation masterclass on YouTube: youtube.com/@chrisdonnellybusiness

(Donnelly, 2026)



Chris Laping   He/Him

4x CIO & Bestselling Author | Keynote Speaker | Strategic Advisor |
Follow me for daily posts on leadership, teams & influence.

Denver, Colorado, United States · [Contact info](#)


19,693 followers · 500+ connections

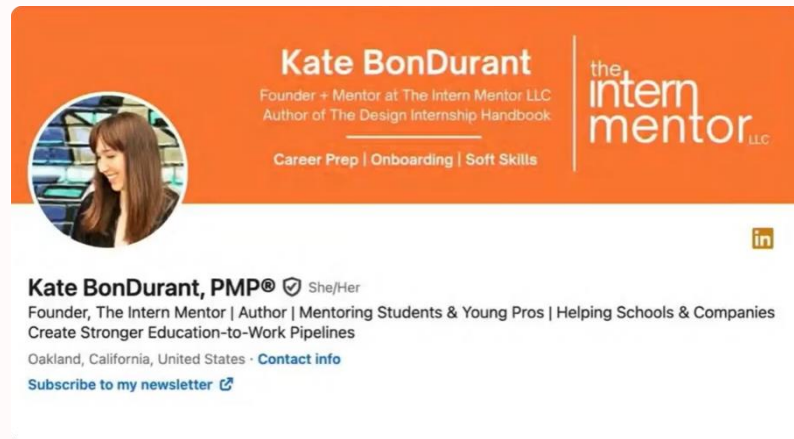

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AR **ASHLEY REED**
MANAGER, PAID MEDIA

Ashley Reed ✓ She/Her
Driving Paid Media Success @ Paula's Choice Skincare | Unilever
Prestige | Leading BIPOC ERG Initiatives
Greater Sacramento · [Contact info](#)
571 followers · 500+ connections

 Paula's Choice Skincare
 California State University-
Sacramento



Experience



Paula's Choice Skincare

3 yrs 11 mos

- **Manager, Paid Media**

Full-time

Jan 2024 - Present · 1 yr 7 mos

Remote

- Lead strategic planning and execution of comprehensive paid media campaigns for Paula's Choice, encompassing a wide array of digital and traditional channels. ... [...see more](#)

♥ **Google Analytics, Google Ads and +10 skills**

- **Senior Specialist, Paid Media**

Jan 2023 - Jan 2024 · 1 yr 1 mo

- Spearhead new customer acquisition strategies through search, social, programmatic display, and feed management as a Senior Paid Media Specialist.... [...see more](#)

About

I'm a technology executive with 20+ years of experience building, scaling, and modernizing digital platforms that solve real business problems — from early-stage startups to global organizations.

As a CTO, advisor, and engineering leader, I've driven transformation across fintech, SaaS, blockchain, and consumer tech. My work spans cloud architecture, AI/ML implementation, product strategy, and organizational scale-up. I've helped companies secure over \$300M in funding, reduce cloud costs by 60%, scale teams from 2 to 100+, and launch high-scale, compliant platforms in regulated markets.

I'm currently focused on how applied AI — particularly foundation models, LLMs, and prompt engineering — can accelerate productivity, unlock new user experiences, and reshape product design. I've integrated AI agents into engineering workflows, and I actively design prompt-based systems to improve delivery speed, quality, and insight generation across platforms.

I thrive at the intersection of strategy and execution — aligning with board-level priorities, mentoring technical leadership, and rolling up my sleeves with architecture, product, or code when needed. Whether modernizing infrastructure, guiding M&A integrations, or launching something entirely new, I bring a builder's mindset with a business-first lens.

Featured

Article



Coding with AI: A CTO's View

William Andreozzi on LinkedIn

I wrote my first lines of assembly code when I was just 11 years old. Over the years, I've navigated through languages like C, C++, and Cobol, eventually moving into building enterprise...

Article



Highlights from IG3 West 2019

William Andreozzi on LinkedIn

IG3 West was held at the Pelican Hill Resort in Newport Coast, California. It consisted of one day of product demos followed by one day of talks. The talks were divided into two...

Article



Elastic Search: An often underutilized asset

William Andreozzi on LinkedIn

When developers or architects hear "Elastic Search (ES)" or think about using it; they often associate it to "adding search functionality" and label it as a "Search Engine". When dealing...

← Skills

All

Industry Knowledge

Interpersonal Skills

Strategic Marketing Management

👤 Endorsed by 1 person in the last 6 months

👤 1 endorsement

Digital Transformation

👤 Endorsed by 1 person in the last 6 months

👤 2 endorsements

Marketing Programs & Strategy

👤 1 endorsement

Recommendations

Received

Given



Jeremy Zeigler

Enterprise Account Executive – Cybersecurity | Digital Forensics & Incident Response
March 20, 2019, Jeremy worked with Samantha on the same team

Samantha is one of the most impressive individuals I have had the pleasure of working with. She has an extremely high level of business acumen. Her pure passion for her work and to help improve the lives of the people she works with is impossible to ignore. She is organized, extremely driven, resourceful, and tactful.

I attended an industry show with her in category. She knew who to speak to, and how to get creative to make a win-win relationship for that brand and her company. Most importantly she has mastered the seemingly forgotten art of how to treat people. Because of her we closed more large business than I had ever seen accomplished at a show. The deep level of love her customers had for her because she...

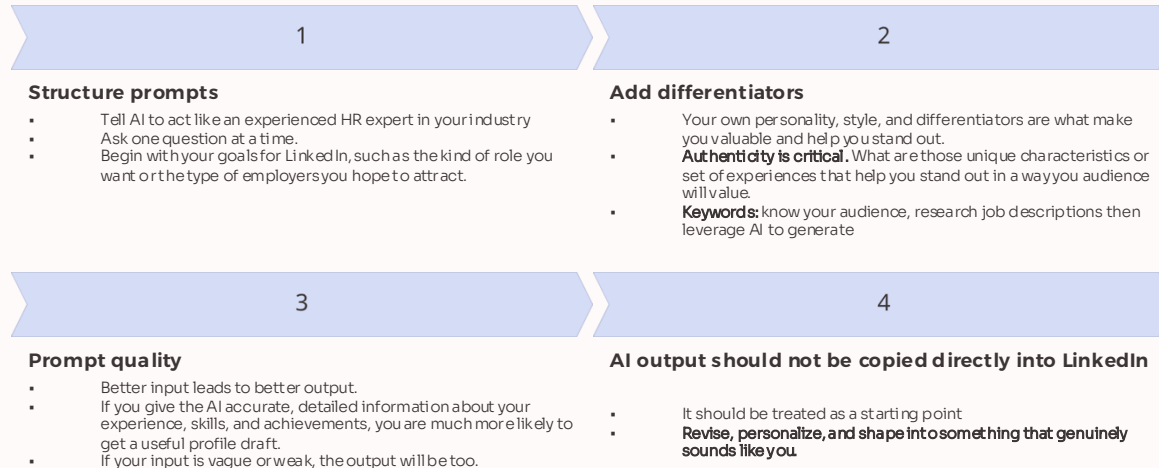
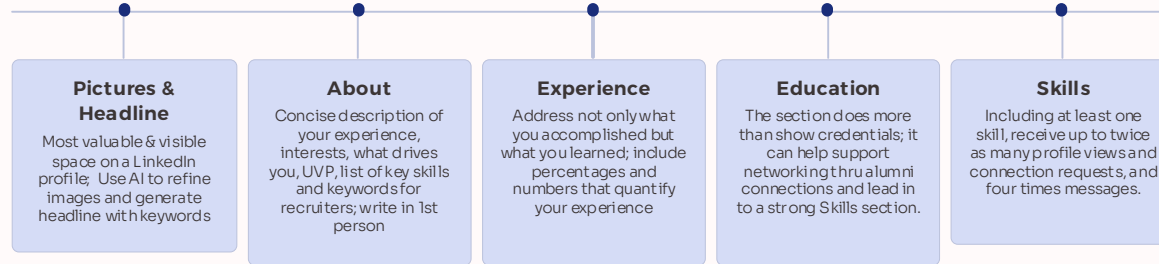


Abbie Schiller


I am a goal coach, motivational speaker, author and course creator. I help women navigate change, craft their next chapter, and create a life with clarity, joy, direction and purpose. Learn how to like your life.

Using AI to Refine your LinkedIn Profile

AI can help you build a strong first draft of a LinkedIn profile, especially for sections like:



Humanize your Profile

 "In marketing, the philosophy of the human brand is the idea that brands today attempt to be more human so they can resonate with their audience on a human level." Shadé Zahrai, 2022

Ground your LinkedIn Profile in the human behind the brand

- What makes your brand meaningful is that it reflects your distinct mix of strengths, skills, and qualities.
- Clearly communicate what makes you authentically you in **your own tone of voice**

Visibility and credibility

- LinkedIn profiles are most effective when they are built with both visibility and credibility in mind.
- A strong LinkedIn profile should be intentional, keyword-aware, results-focused, and personal
- Use AI as a support tool rather than as a substitute for authentic self-presentation

(Arthus & Seaman, 2025; Zahrai, 2022)

6 Ways to Scale Your Brand on LinkedIn

Share Content

Share articles, podcasts, or videos with short commentary and a call to action. Add your perspective to existing content — make it relevant to your expertise.

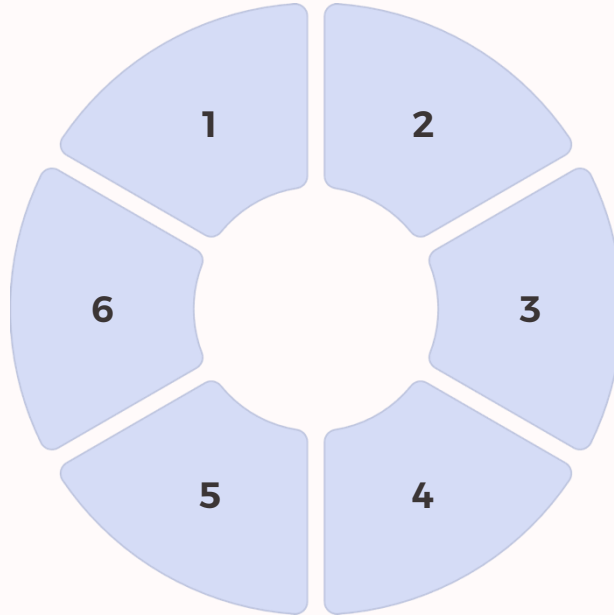
Foster Meaningful Connections

Always include a personal note when connecting; follow up with an audio thank-you.

Write Recommendations

Helps to strengthen connections and relationships; others often return the favor

(LinkedIn, n.d.; Mann, 2022; Zahrai, 2022)



Comment on Others' Posts

Members who comment once per week on average see up to 3x more profile views.

Create Original Content

Images, text posts, articles, or video — schedule weekly. Those who post once per week on average see up to 4x more profile views.

Consistency pays.

Share Awards With Value

Don't just announce — add lessons learned and invite engagement.

Create your own Content Planner

Example content planner: four-week sprint

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1	Curate: Share industry-related article with commentary.		Video content: Share prepared video along with description.		Article: Post industry trends article written during planning.		Week 1 review + Week 2 planning Video production, editing of content, and draft copy
Week 2	Text-only post: Share a post with one key message for the week ahead.		Repost: Share someone else's posts and offer commentary.		Image post: Share productivity checklist image.		Week 2 review + Week 3 planning Video production, editing of content, and draft copy
Week 3	Video content: Share prepared video along with description.		Curate: Share professional-development podcast with commentary.		Text-only post: Share a post with a provocative message.		Week 3 review + Week 4 planning Video production, editing of content, and draft copy
Week 4	Article: Post design thinking article written during planning.		Text-only post: Share a post with one key message for the week ahead.		Curate: Share article with commentary.		Week 4 review + Celebrate end of 4-week sprint! Prepare new calendar and plan content.



Content is the currency of online brand building. Schedule time each week in your calendar to post something.

KEY TAKEAWAYS

Optimizing your LinkedIn Profile Begins with a Strong Personal Brand

"If you don't tell your story, someone else will."

- **Authentic personal brands align three things** — your strengths, skills and competencies, and what uniquely differentiates you and adds value to others
- **Storytelling is the foundation** — using the "Three Ps" framework and a clear 10-second brand statement
- **Your LinkedIn profile is your digital front door** — Leverage AI tools to build a strong first draft; optimize your headline, photo, summary, and experience section, including keywords; keep it human and authentic
- **Consistency drives visibility** — posting, commenting, and fostering meaningful connections can multiply your profile views and scale your brand over time
- **Iterate** — repeat your personal brand audit annually and refresh your LinkedIn profile

(Zahrai, 2022)

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