

Aligning Your Resume with Your LinkedIn Profile:

How closely should they match?

While your resume and LinkedIn profile need to offer a cohesive picture of your professional journey, qualifications, and strengths, they each have distinct purposes.

Keep in Mind:

- Your resume and LinkedIn profile create a robust overview of what you've achieved and the value you currently provide.
- Employers and recruiters will likely review your LinkedIn profile after seeing your resume to obtain value-rich details in support of their decisions regarding your candidacy.
- There are times when a recruiter is searching for talent on LinkedIn without the benefit reviewing your resume first. You want to make sure your LinkedIn profile can stand alone in reflecting the depth of your experience and skills.

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RESUMES AND LINKEDIN PROFILES ARE DISTINCT

Your resume:

- Provides select information about your background, credentials, accomplishments, and qualifications relevant to the industry and profession you aim for in your next role.
- It may include a chronology of your work history, but the focus is to highlight your readiness for a particular profession or role.

Your LinkedIn profile:

- Offers an overarching story of your career path and highlights your key strengths and accomplishments.
- It speaks to a broader audience and communicates your personal brand, including media and information that would not appear on your resume.

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ITEMS TO ALIGN BETWEEN YOUR RESUME AND LINKEDIN PROFILE

- It's essential that certain information is aligned. Discrepancies in dates, titles, or education can cause confusion. Providing consistent information around the finer details makes it easier for employers to locate your materials and connect information.
- Use your 'everyday' name on both your resume and LinkedIn profile. Your custom LinkedIn URL should use this same name.
- Job titles on your resume and LinkedIn should be consistent.
- Make sure that changes in organization names, position titles, and dates match on both your resume and LinkedIn.
- Include or exclude education dates consistently between each medium.

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3 WHERE TO DISTINGUISH BETWEEN YOUR RESUME & LINKEDIN PROFILE

Resume: addresses specific accomplishments and experiences relevant to the employer's needs.

LinkedIn Profile: offers an expansion of your career story by filling in details or gaps that may not be on a targeted resume.

Resume Summary & LinkedIn About Section:

- The professional summary on your resume needs to be concise, usually 3 - 5 sentences, and specifically connect your value to the target job.
- On LinkedIn, your About section is a more robust overview. This section is a brand-building opportunity to blend your professional story with your personality (up to 2,600 characters). Make sure you write it in the first person.

Experience:

- Your resume should showcase the details and accomplishments of your past roles that are relevant to your target role.
- Use your LinkedIn profile to share stories about your career journey and insights that have informed your professional decisions and approaches. You can also include visual media and document files to showcase your talents and body of work.

Keywords:

- Your LinkedIn and resume will likely share many of the same keywords. However, your resume is more readily customizable for each unique job application.
- Use an AI tool (such as Resumeworded or Teal) to identify keywords that match the job requirements within the job description. These are the words that should be on your resume.
- On LinkedIn, you are writing for a broader audience. However, remember that LinkedIn is also a huge database. To be found on LinkedIn, populate your profile with keywords and use all the allowed 50 skills in the LinkedIn skills section.

Awards, Certifications & Volunteering:

- A targeted resume may have limited room for awards, certifications, and volunteer experiences.
- Include awards, certifications, and volunteer experiences on your LinkedIn to highlight your commitment to professional development and community.

Specific Facts & Metrics:

- Consider which facts are 'safer' to share on a resume versus a public platform like LinkedIn. Specific metrics (financial savings, efficiency percentages, quantitative outcomes) can increase the value of your content and provide credibility to your resume, which should be results-focused.
- You may not want to share these details on LinkedIn. One option is to 'soften' details on LinkedIn. Instead of listing an exact budget amount, you might say "multimillion-dollar budget." Or, instead of noting sales growth in dollars, say, "increased sales 85% in 2 years."