

Profile Pros

Become more credible and more visible on LinkedIn.

PREMIUM PROFILE MAKEOVER

LinkedIn Profile Optimization & Strategy Guide

Prepared for Jordan Hale

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B2B industrial wholesale
Austin, TX

Sample, not a real client

Jordan Hale is a fictional person. This Premium Profile Makeover shows the document a subscriber receives. Do not publish it as proof of a real client.

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About This Document: This Premium Profile Makeover was prepared for Jordan Hale by Profile Pros. All rewrites are tailored to your profile, your industry, and your goals. Each section contains specific, actionable recommendations. Work through the sections in order or jump to the areas that matter most to you. This file is a sample built for a fictional profile. It is not a delivery for a real client.

1. Executive Summary

You are the Marketing Manager at Northline Supply, a B2B industrial wholesaler in Austin of about 120 people. The work is specific. You own email nurture and the company LinkedIn page. You run a monthly webinar that averages about 90 live attendees from target accounts. You rebuilt LinkedIn and Google paid audiences from first-party CRM lists and cut cost per click about 30 percent over two quarters. You launched a distributor resource hub, and sales reported fewer repeat requests for the one-pager afterward. The company page goes out one to two times a week, and the weeks are not even.

The profile you have now does not say any of that. The headline names the employer and then a mood. The About section is a block of stock language that could sit on a few thousand other profiles. The experience lines list duties. Featured is empty, or it is holding a brochure that does not speak. The skills list leads with Office and Team Player. A sales leader or an operations leader at a manufacturer or a distributor cannot tell what you run, and a peer marketer cannot tell either.

This rewrite keeps the same person and strips that generic layer. You stay Marketing Manager. The headline does not borrow a director title, and the photo notes leave the green Open to Work frame off. The scope is written so a later conversation about a director of marketing role, or a head of demand generation role, can see the programs you already run. Whether anyone opens that conversation is not something this document can promise. The profile tells the truth about the week. That is the job of the rewrite.

Key Areas for Optimization

1. Headline. Put Marketing Manager first, then the buyer, then the programs. Three options are in Section 2. Option 1 is the one to paste.

2. About. Open on the one-pager, then the job, then only the numbers in the intake. Six bullets name the week. The close invites a connection, because no email address was supplied.

3. Experience. The webinar, the cost-per-click change, and the hub live only on Northline. ClearPath and Riverbend stay thin, because the intake for those roles was thin.

4. Featured and skills. Three personal posts, each inside one intake fact. Twenty skills, with Demand Generation, B2B Marketing, and Email Marketing on the card.

5. Cadence. Personal posting from here is 2-3 posts per week, plus 15 minutes a day and 5-7 substantive comments. The company page stays at one to two posts a week until you change that habit on purpose. These are different surfaces.

Paste the boxes. Leave this commentary in the file. If a sentence in a box feels unlike you, change that sentence before it goes on LinkedIn. Do not add a number that is not already in the box.

Why we wrote it this way. The intake asked for a profile that looks finished in the current job and can be read if a larger demand generation role opens, without a green frame and without pretending you already hold that title. Option 1 refuses the cheat. The numbers stay small and identical everywhere they appear: about 90 live attendees, about 30 percent over two quarters on cost per click, and fewer repeat requests for the one-pager. If a section seemed to need a bigger claim, the claim was cut.

2. Headline

CURRENT HEADLINE

Marketing Manager at Northline Supply | B2B | Passionate about growth

The first segment is a true title, and then the line stops doing any work. "B2B" is a category, not a buyer. The last clause is a mood. Someone looking for the person who runs demand at a distributor cannot tell you from anyone else with that mood, and a peer cannot tell what you actually run.

Each option below is 180 to 220 characters. The first segment is the title you hold, or that title plus a direction you are building. None of them opens with Director or Head of Demand Generation. None of them says you are looking.

Option 1

Marketing Manager at Northline Supply | Demand generation for mid-market manufacturers and distributors | Webinars, email nurture, and paid audiences built from first-party CRM lists

Title, then the buyer, then the three programs a stranger can picture. No metric, so the line does not have to shrink the cost-per-click story into a slogan.

Option 2

Marketing Manager Building a Demand Generation Practice | Northline Supply, Austin | Monthly webinars, email nurture, and paid media rebuilt from first-party CRM lists for industrial distributors

Use this if you want the lean toward a larger demand generation scope visible in the first line. The qualifier sits inside that first segment, next to the title you hold.

Option 3

Marketing Manager at Northline Supply | Industrial wholesale in Austin | I run email nurture, a monthly target-account webinar, the company LinkedIn page, and our distributor resource hub

The most concrete of the three. It reads like a week, including the company page and the hub. It is quieter on the buyer than Option 1.

Paste Option 1. It is the one a sales or operations leader can scan, and it does not spend the front of the line on a job you might want later. Keep Option 2 if, after you read them out loud, the building-a-practice line sounds more like you. Do not combine them. LinkedIn gives you one headline.

Why we wrote it this way. A headline that opens with a title you do not hold would fail the first ten words. Option 1 leads with Marketing Manager, names mid-market manufacturers and distributors, and names the programs. Option 2 is the furthest lean that still tells the truth.

3. About Section

CURRENT ABOUT

Results-driven marketing professional with a proven track record of leveraging innovative strategies to drive engagement and pipeline. Passionate about storytelling, cross-functional collaboration, and delivering impactful campaigns across the funnel. Always looking for new challenges and opportunities to grow.

This is the current About, kept whole so you can see what came off. It names no company, no buyer, no program, and no number. The last sentence reads like a search. The rewrite does not carry that sentence forward.

Rewritten About section (paste-ready)

Sales kept asking where the one-pager was. I got tired of sending the same file out of my inbox, so I put it somewhere the distributors could actually find it.

I'm the Marketing Manager at Northline Supply, a B2B industrial wholesaler in Austin with about 120 people. I own email nurture and the company LinkedIn page. The page goes out one to two times a week, and the weeks aren't even. What's steady is a monthly webinar for target accounts, averaging about 90 live attendees, and the paid programs on LinkedIn and Google.

Two quarters back I rebuilt those paid audiences from our own CRM lists, instead of the broad interest buckets the platforms suggest. Cost per click came down about 30 percent over those two quarters, which is a media result and the only result I'm stating.

Before Northline I was a marketing specialist at ClearPath Logistics from 2017 to 2021, running campaigns and keeping the brand close enough to the work that account teams would use it. Before that I coordinated at Riverbend Agency, from 2014 to 2017. A late file will beat a clever idea, and that job is where I learned it.

If you sell through distributors, the buyer is busy and the rep is the one who has to carry the story in. I try to make that story easy to find, easy to forward, and specific enough that the rep can say it out loud.

What I spend the week on:

- Email nurture for accounts already in the CRM, lined up with what sales is working
- A monthly webinar for target accounts, averaging about 90 live attendees
- Paid audiences on LinkedIn and Google, rebuilt from first-party CRM lists
- The company LinkedIn page, one to two organic posts a week, on an uneven cadence
- A distributor resource hub, so the one-pager has one home
- Trade show and website updates that use the same offers as the email

I like this job. The scope already runs across email, paid media, webinars, and the page, and that's the mix I want this profile to show.

If you run operations or sales at a manufacturer or distributor, or you do this work and want to compare notes, I'd be glad to connect.

The first paragraph is the hook, and it is short enough to show before "see more." It is a scene from the hub, not a thesis about marketing. The 120 people, the about 90 live attendees, and the about 30 percent over two quarters each appear in the prose, and the webinar number repeats in the

bullets so the list can stand alone if someone skims. "Fewer" did not become a percentage. ClearPath and Riverbend get dates and the work the intake actually described, and they do not inherit Northline's numbers.

"I like this job" is there so the profile does not read as a search. The last line invites a connection without inventing an address. There is no email, phone, or calendar link in the box. If you add one later, use a real one you already publish, and paste it yourself.

Why we wrote it this way. The hub story opens the About because it is the most concrete scene in the intake, and because a sales leader recognizes "where is the one-pager" faster than a demand generation thesis. The voice is plain, a little dry, and written in contractions, which is how this profile should sound on a good day.

4. Experience Section

Three roles were fully described in the intake. All three are rewritten. No fourth role was added to make the list look longer. Paste each box into that role only.

Northline Supply | Marketing Manager | 2021-Present

This is the job the profile is for. The webinar, the cost-per-click change, the hub, the company-page cadence, and the headcount all belong here. The bullets are the programs, with the intake's numbers attached only to this role.

- Own email nurture for accounts already in the CRM, and line the sequences up with the leads sales is working.
- Run a monthly webinar for target accounts that averages about 90 live attendees.
- Rebuilt LinkedIn and Google paid audiences from first-party CRM lists, and cut cost per click about 30 percent over two quarters.
- Launched a distributor resource hub. Sales reported fewer repeat requests for the one-pager after it went live.
- Publish the company LinkedIn page one to two times a week. The cadence is uneven.
- Keep website updates and trade show materials on the same offers the email and the webinars use.

"Rebuilt" and "Launched" are the two finished projects. The other four are the standing job. The uneven cadence stays in the bullets so the About and the role do not disagree.

ClearPath Logistics | Marketing Specialist | 2017-2021

The intake for this role was one line: ran campaigns and supported the brand. The bullets unpack that line. They do not borrow a metric from Northline, and they do not invent a client or a growth figure.

- Planned and ran campaigns for a logistics brand.
- Took each campaign from the brief through the live assets.
- Supported the brand on the materials those campaigns used.
- Worked with account teams so the materials matched the customers they were talking to.

Thin on purpose. A specialist role described in a sentence does not need a fake percentage to be credible, and a fake one would be worse than a short list.

Riverbend Agency | Coordinator | 2014-2017

The title in the intake was Coordinator. It was not upgraded. The description was that you assisted account teams. The bullets stay on that work.

- Assisted account teams with day-to-day campaign production.
- Kept files, timelines, and feedback in one place so the work could ship.
- Passed finished pieces back to the account teams in a form they could send.
- Stayed in the coordinator seat: production, handoff, and the next file.

The last bullet blocks a common inflation, where a coordinator role gets rewritten as if it had been a strategy job. It was not.

Across the three roles, the rule is placement. About 90 live attendees, about 30 percent on cost per click, about 120 people, and the hub all stay on Northline. If you later remember a number from ClearPath or Riverbend, send it and that role can be rewritten. Do not type a remembered number into these boxes from scratch without checking it against something you can point to.

Why we wrote it this way. Every metric belongs to one employer. Moving the webinar or the cost-per-click change backward into ClearPath would read as a different career than the one you described. A shorter honest role is the correct deliverable.

5. Skills Section

CURRENT TOP SKILLS

Microsoft Office • Social Media • Marketing • Leadership • Communication • Photoshop • Excel • Team Player • SEO • Email

Nothing in that list tells a buyer you run webinars, paid audiences, or a resource hub. Office, Photoshop, Excel, Team Player, Communication, and Leadership are generic, and the specific words are buried. LinkedIn shows a handful of skills on the profile card. Those slots should be the words a sales leader or a peer would type.

You can keep Office and Excel further down in the longer skills list LinkedIn allows. They should not be the ones on the card.

Recommended top 20 skills (in priority order)

- 1. Demand Generation.** The card word for the scope you actually run: email, paid, and webinars. This is a profile-card priority.
- 2. B2B Marketing.** Northline is a B2B wholesaler, and your readers are B2B operators and marketers. This is a profile-card priority.
- 3. Email Marketing.** You own nurture every week. That earns the third card slot over a single paid project.
- 4. Lead Nurturing.** The same email work, under the word sales uses.
- 5. LinkedIn Marketing.** You run organic posts on the company page and paid audiences on LinkedIn.
- 6. Google Ads.** The other half of the audience rebuild.
- 7. Paid Media.** The cost-per-click result needs a home skill that is not only one platform.
- 8. Customer Relationship Management (CRM).** You build audiences from the CRM export. This does not say you administer the CRM. If the skill title feels like an admin claim, skip it rather than bluff it.
- 9. Webinar Marketing.** The monthly target-account webinar.
- 10. Content Marketing.** The one-pager, the hub, and the posts.
- 11. Marketing Operations.** Keeping the hub current and the lists rebuilt is operations work, even if that has never been your title.
- 12. Campaign Management.** ClearPath, and the standing programs now.
- 13. Lead Management.** You work with sales on which accounts are in nurture.
- 14. Event Marketing.** Trade shows are in the current role, not a guess.
- 15. Marketing Analytics.** You can defend a media number. This is not a claim that you run a full analytics practice.

16. Social Media Marketing. The company page, named more precisely than Social Media.

17. Search Engine Optimization (SEO). Already on your profile. No new proof in the intake, so it stays off the card and near the bottom.

18. Marketing Strategy. The audience rebuild and the hub were choices about where the work should sit.

19. Website Management. You handle website updates. The skill matches that, and it does not say you are the engineer.

20. Sales Enablement. The hub exists so a rep can find the current one-pager. If enablement sounds like software you do not use, skip this one too.

Pin these three: Demand Generation, B2B Marketing, and Email Marketing. Together they tell a buyer you run demand for a B2B company and that email is the program, not a side task. Paid media is real and sits at 7, close enough to be found, without crowding the card with one project.

Why we wrote it this way. The card has room for three skills. Those three are the words a buyer types and the words a later director conversation would recognize. The other seventeen exist so search still has something specific to find. Two of them, CRM and Sales Enablement, are optional if the LinkedIn skill name overclaims the tool you use.

6. Featured Section

Featured is the strip under your About. Empty, or holding a random brochure PDF, it tells a visitor the profile stopped at the intro. Three posts you are willing to sign belong there. Publish them on your personal profile first, then pin them. They are not company-page posts, and they do not change the company page's one-to-two-a-week cadence.

Each post uses one intake fact and does not grow a second result. No hashtags. A tag is not a strategy.

Post 1: The webinar list

Publish Monday. This one is for operators and for marketers who run events.

Our monthly webinar has been averaging about 90 live attendees, and they come from the target accounts we already sell into. That's the part I care about. A public registration link can fill a room with people sales has never heard of, and then the recap treats the room as the result.

I used to treat the registration page as the result. It isn't. If the account isn't one we sell into, it doesn't belong at the front of the invite. The names on the target-account list do. About 90 live attendees is what that list has been producing. I'd rather hold that number than chase a bigger one I can't walk over to sales with a straight face.

The hour stays plain on purpose. One topic those accounts can use the next day, and time for questions a rep can follow up on without translating a slogan. Afterward, the only follow-up I count is whether sales recognizes the names.

If you run webinars for a manufacturer or a distributor, I'm curious whether sales would recognize your attendee list. If they wouldn't, fix the list before you fix the slides.

The number is the intake's number, stated as an average of live attendees from target accounts. The post does not invent a show-up rate, a product demo, or a revenue figure. The question at the end is for peers who run the same kind of room.

Post 2: The audience rebuild

Publish Wednesday. A point of view, tied to the two-quarter media result.

The interest buckets the ad platforms suggested were confident, and they were pointed at a crowd.

We were paying to reach a category so broad that sales couldn't have picked our buyers out of it. The names were already in the CRM. Two quarters ago I rebuilt the LinkedIn and Google audiences from those first-party lists. Cost per click came down about 30 percent over those two quarters. That's a media number from the ad accounts. It doesn't say anything about orders, and I'm not going to make it say that.

The argument with sales got simpler around the same time. Which accounts are already in a live conversation? Those names went into the audience. If a rep wouldn't recognize the list, I don't want to pay to put an ad in front of it.

People change jobs, and an export from last quarter doesn't know that. The rebuild started from the current CRM list, not from a file I'd saved and forgotten. Two quarters is the window I can stand behind. I'm not telling you the next two will look the same, because I don't have them yet.

If your paid program still aims at a category, start with the export your reps would recognize. It's a dull afternoon, and that export is what moved our cost per click.

Same "about 30 percent" and same "two quarters" as the About and the Northline bullets. The post says, in the post, that the number is not orders. The close does not promise the following quarters.

Post 3: The one-pager

Publish Friday of a 3-post week, or the next Monday if you only have time for two. A field note. This is the third post in the set, not a pitch for a job.

Sales kept asking where the one-pager was. I'd already sent it, and the file still wasn't in the rep's hands when a distributor asked again.

We built a distributor resource hub so the current version has one address. A rep can send the link instead of hunting an old attachment. After the hub went live, sales reported fewer of those repeat requests. I'm leaving the claim at fewer. Nobody gave me a percentage, and I won't invent one to make the sentence sound bigger.

The rep is standing in front of the distributor, and I'm not in that room, so the file has to travel without me. It also has to be the current file when it arrives. If the PDF changes and the hub still serves the old one, people will trust the wrong version, because a link feels official. Keeping that swap current sits with me, next to the email program. The note in the email and the file in the hub have to say the same thing.

I didn't treat the hub like a launch. The measure I accepted from sales was fewer repeat requests for the one-pager. That's a quieter result, and it's the one I'll put under my name.

If your branches are still hunting through email for a PDF, start with the one file they ask for. A larger library can wait until that file stops going missing.

"Fewer" stays "fewer." The upkeep paragraph is a warning about a stale file, not a second success metric.

Post these on your personal profile on Monday, Wednesday, and Friday of a week when you can be at the keyboard for the first 90 minutes after each one goes up. Reply to the early comments with something specific. Do not edit a post in that first stretch. Do not use a group that trades likes, and do not use a tool that comments for you. After this week, keep the personal profile at 2-3 posts per week, Monday and Wednesday as the minimum, Friday when you have a third. The company page remains one to two posts a week until you decide to change that habit on its own. This makeover does not set a new company-page quota.

Why we wrote it this way. The three posts are three shapes so they do not read as one template run three times. The webinar post starts on the attendance number. The ads post starts on the bad targeting and then puts the 30 percent in the middle, with a sentence that blocks anyone from hearing it as revenue. The hub post starts on the repeated request and keeps the result at fewer, including a line that says a percentage was not invented.

7. Education, Certifications & Licenses

No school, certificate, or license was in the materials for this sample, so this section does not grade a block we could not see. Add only what you earned.

If you want an education block

- Add each completed degree with the school and the years.
- If you started a program and did not finish, leave it off rather than imply a credential.
- Certificates in email, paid media, or analytics can sit here if you finished them. A badge you opened and abandoned should not.
- Nothing in this intake points to a licensed profession. If that is wrong, add the license and the state yourself. Do not let a rewrite imply one.
- Education supports the About and the Northline role. It does not have to carry the profile, and you do not need to fill an empty block with a course you have not taken.

Why we wrote it this way. Forward guidance only. Inventing a school would publish a false credential under your name, which is a worse miss than a short section.

8. Custom URL & Profile Photo

Custom LinkedIn URL

Set the public URL to [linkedin.com/in/jordanhale](https://www.linkedin.com/in/jordanhale) if that string is free. It matches the name you use, and it is what you can say out loud and put on a slide without spelling a trail of numbers. If it is taken, try a middle initial before you add a string of birth years. We did not check availability. Look before you announce it.

On LinkedIn, open your profile, then the public profile settings. The control is usually labeled along the lines of "Edit public profile and URL." Edit the URL slug there. If the label has moved, use the control that edits the public URL, not the headline.

Profile Photo

The intake describes a generic headshot. This sample did not receive an image, and it does not invent one or attach a file.

What to aim for when you replace it: your face filling a good part of the frame, eyes toward the camera, a background that is plain or softly out of focus, and a photo recent enough that a person who meets you that month recognizes you. No logo burned into the corner. No green Open to Work frame. If that frame is already on the photo, turn it off. This profile is written for the job you have.

Banner Suggestions

Your current banner reads as a company stock photo. It makes the personal profile look like the company page, and you already run that page as its own thing. A custom banner is not a deliverable in this Makeover. These are ideas to consider if you want to update it:

- A quiet banner with the work named in a few words: email, webinars, distributor resources. No slogan, and no claim about results.
- A real warehouse aisle or counter, if the company is glad for that photo to be public, cropped so it does not fight the headline.
- Your name does not need to be on the banner. The headline already has it.
- Take the company stock photo off the personal banner.

Why we wrote it this way. The URL is a recommendation, not a claim that the slug is free. The photo notes describe a replacement, not a file we are handing you. The banner ideas are unpromised, which is how this section ships: guidance you can use, not an image in the appendix.

9. Engagement Strategy

No Activity screenshot was included with this sample, so there is no follower count, no impression count, and no personal posting history to quote. Inventing one would make this section look precise and be false. Pull your own last 90 days of personal-profile analytics before you change anything, and write the numbers down.

Separately, the intake says the company page, which you own, goes out one to two times a week and the weeks are not even. That is the company page. It is not a description of your personal profile.

The content we deliver through the Premium Content Subscription is the fuel. These engagement habits are how you light it. In this sample, the three Featured posts in Section 6 are the posts you have in hand.

Current Strengths

- You already run a monthly webinar with a number you can say in public: about 90 live attendees from target accounts.
- You already moved LinkedIn and Google audiences onto CRM lists, and you can state the media result: cost per click down about 30 percent over two quarters.
- You already gave the one-pager a home, and you left the sales report at fewer.
- You already own email nurture and the company page, so the profile is describing a job.
- You can talk about an uneven cadence without apologizing for it, which reads as someone who knows the week.

Weekly Engagement Plan

Personal profile, from here: 2-3 posts per week. Monday and Wednesday are the base. Friday is the third post when you have one. Spend 15 minutes a day commenting on posts from operations leaders, sales leaders, and B2B marketers you actually want in a conversation. Inside that 15 minutes, leave 5-7 substantive comments. A substantive comment adds a fact, a disagreement, or a question that shows you read the post. "Great post" does not count.

Monday: A field note from the work. The webinar list, the hub, or a request sales repeated.

Wednesday: A point of view on a habit that wastes a rep's time. Audiences built from a category. Files that live in a thread. A registration page treated as the result.

Friday: Optional. A practical walkthrough of one asset, such as how a list got rebuilt or how one file got a single address.

When you publish, stay for the first 90 minutes. Reply to early comments. Leave a few thoughtful comments on other people's posts around that same window. Scheduling is fine. A pod of people agreeing to like each other is not, and neither is any tool that likes or comments for you.

High-impact post topics

- Who is in the webinar room: target accounts, about 90 live attendees, and why the registration total is the wrong scoreboard.
- Rebuilding paid audiences from the CRM, including the about 30 percent cost-per-click change over two quarters, labeled as a media number.
- The one-pager, and what the distributor resource hub is for.
- What one to two company-page posts a week feels like when the weeks are uneven, without pretending you want a perfect calendar.
- How email nurture stays tied to a live sales conversation.
- What you will put under your name in public, and the results you will not add.
- A plain week of wholesale marketing, for an operations or sales leader who still thinks the job is the brochure.

Personal profile: 2-3 posts per week, 15 minutes a day, 5-7 substantive comments.
Company page: still one to two posts a week, uneven, until you change that on purpose. Do not average those into a monthly number. Monthly targets are where this advice usually contradicts itself.

Why we wrote it this way. The posting number and the commenting number are the same ones used in every other section of this file, and the same ones Profile Pros uses on every Premium delivery. A second cadence would make the document disagree with itself. The company-page habit is stated next to the personal cadence every time, so the two are not blended into "post more."

10. Recommendations Strategy

A recommendation is useful when it says something a stranger can picture: the hub, the webinar list, the way you talk about a number. A paragraph about being a pleasure to work with does not help. Ask for 5-8 of those specific notes over 90 days. The five scripts below are the first wave, each to a different kind of person. Add more from the same kinds of people until you are inside that range. Do not ask all five on the same morning.

Replace the bracketed name. Do not invent an address. Send each note from your own email. Each script signs with your first name.

Priority recommendation sources

Sales leader at Northline. Sees the lead handoff, the webinar names, and whether the one-pager requests actually dropped.

Distributor or customer contact who uses the hub. Can say whether the current file was findable. Ask them to skip pricing and volumes.

Former manager at ClearPath. Can speak to 2017-2021, which the Northline story cannot cover. Ask for the campaign work, not a character reference.

Peer B2B marketer. Can say whether you leave a number alone when it would be easy to stretch it.

Operations leader who has been on the webinar. Can say whether the hour was specific. This is a reader, not a colleague, so the ask has to be easy to decline.

RECOMMENDATION REQUEST SCRIPTS

Subject: A short LinkedIn note, if you're willing

Hi [Name],

Would you write a short LinkedIn recommendation about how we work together on leads and on the files your team actually uses?

Specific is the useful version. If the distributor hub meant fewer "where is the one-pager" requests, say that. If the webinar list has been accounts you already know, say that. A sentence or two in your words is plenty. I don't need a character reference. I want a sales lead to describe the work.

Happy to write one for you. If a line in this ask feels off, send it back and I'll narrow it.

Thank you,
Jordan

Subject: A two-sentence LinkedIn note about the file hub

Hi [Name],

You've used the resource hub when you needed a current one-pager. If that has been easier than chasing the file by email, would you say so in a short LinkedIn recommendation?

Two or three sentences is enough. What you were looking for, whether you found the current version, and whether your team could use it without another call. Please leave pricing and volumes out of it.

I'll nudge once if it slips, and I won't be put out if the timing is bad.

Thank you,
Jordan

Subject: LinkedIn recommendation from the ClearPath years

Hi [Name],

I'm updating my LinkedIn profile, and a note from you would cover years my current colleagues can't.

You managed me at ClearPath while I was a marketing specialist, from 2017 to 2021. If you're willing, the useful version is how I ran a campaign once the brief was real, and whether the account teams could use what I handed them. Specific beats glowing.

I'll send the profile link once the new About is up, so you're not writing against the old version.

Thank you,
Jordan

Subject: A plain LinkedIn recommendation, peer to peer

Hi [Name],

Would you write a short LinkedIn recommendation from the peer side? You've seen the ordinary version of this work, not a campaign recap.

What I'd want you to cover is whether the programs are specific, whether I'll change a plan when the list is wrong, and how I talk about a number I can stand behind. The webinar attendance and the cost-per-click change are both fine to mention if you've seen them. Please don't add pipeline or revenue. I haven't claimed those, and I don't want a recommendation that does.

Happy to write one for you that is just as plain.

Thank you,
Jordan

Subject: A short note, only if the webinar was useful

Hi [Name],

You've been on the monthly webinar, so you've seen the version of our marketing that isn't an ad. If you're willing, a short LinkedIn recommendation about whether the hour was useful would help another operator decide if it's worth their time.

A sentence on the topic, whether you stayed, and whether anything in it was specific to distribution or manufacturing is plenty. No need to mention products unless you want to.

Thank you either way,
Jordan

Themes to suggest if they ask what to write

- The webinar room is target accounts, about 90 live attendees, not a public blast.
- Cost per click came down about 30 percent over two quarters after the audiences came from the CRM, and that is a media fact.
- The hub, and fewer repeat requests for the one-pager.
- You will not stretch a number, and you do not want them to stretch one for you.
- At ClearPath, campaigns got from brief to live assets the account teams could use.

Send the ClearPath ask only to someone who managed that work. A Northline colleague writing about 2017 would be guessing, and it would read that way.

Why we wrote it this way. Five scripts, five different rooms. A stack of notes that all say the same nice thing does not help a reader. The range to seek is 5-8 over 90 days, which matches the rest of this document. The scripts sign with your first name and nowhere else in the commentary is your name used as a case study.

11. Keyword Report

The people you named, operations and sales leaders at manufacturers and distributors, plus peer marketers, look for the work: demand, email, webinars, the kind of company. This order is that buyer language. It is not a LinkedIn search-volume export. None was supplied, and this sample does not invent volumes.

Priority keywords

- 1. Demand generation.** The scope word in Option 1 and Option 2, and skill 1. It is what the week actually is. Buyers looking for the person who runs programs, not the person who "does marketing," start here.
- 2. B2B marketing.** The company type and skill 2. Peer marketers search this. Operators recognize it.
- 3. Email nurture.** The program you own. It is in the headline options, the About, and the Northline bullets.
- 4. Marketing manager.** The title you hold. It stays in the first segment of every headline option so you are findable under the real job.
- 5. Industrial distribution.** The world the buyers work in. It shows up as industrial wholesale, distributors, and the hub, without pretending distribution is a separate career.
- 6. LinkedIn marketing.** Company page plus LinkedIn audiences. Skill 5.
- 7. Webinar marketing.** The monthly program and the about 90 live attendees. Do not pair it with a registration total you were not given.
- 8. Paid media.** The audience rebuild on LinkedIn and Google, and the about 30 percent cost-per-click change over two quarters.
- 9. Distributor marketing.** The resource hub and the one-pager. This is the phrase an operator uses.
- 10. Lead nurturing.** The sales-side name for the same email work. Skill 4.

Headline Option 1 already carries demand generation, manufacturers and distributors, webinars, email nurture, and CRM audiences. The About repeats those in sentences and in the six bullets. The Northline experience bullets carry the same words next to the numbers. Skills 1 to 3 put Demand Generation, B2B Marketing, and Email Marketing on the card. Do not paste this keyword list into ClearPath or Riverbend to cover search. A keyword on a role that did not do the work is a false claim with better spelling.

Why we wrote it this way. Search volume was not in the intake, so the order is buyer language rather than a made-up rank. Ten keywords is inside the Premium range. Each one already appears in a paste-ready block, or it is the plain name of a program you run.

12. Next Steps & Implementation Timeline

Do this on the personal profile. Leave the company page's posting habit alone unless you are making a separate decision about that page.

Week 1: Foundation Updates

- Turn the green Open to Work frame off if it is on. Do not turn it on.
- Replace the headline with Option 1 from Section 2. Option 2 or Option 3 only if, after reading them aloud, one of those sounds more like your week.
- Set the public URL to [linkedin.com/in/jordanhale](https://www.linkedin.com/in/jordanhale) if it is free.
- Replace the About with the paste-ready About from Section 3. Read the first paragraph on your phone before you save. That is the hook.
- Add the 20 skills from Section 5. Pin Demand Generation, B2B Marketing, and Email Marketing.

Week 2: Content Development

- Paste the Northline bullets into the Northline role only.
- Paste the ClearPath bullets into ClearPath only. Do not add the 30 percent or the webinar there.
- Paste the Riverbend bullets into the coordinator role. Leave the title as Coordinator.
- Add education only for degrees or certificates you finished.
- Save the three Featured posts as drafts on your personal profile. Do not publish them yet unless you can be present for the first 90 minutes.

Week 3: Network Activation

- Send the five recommendation emails from Section 10, on different days, each to a real person who matches that script.
- Replace every bracketed name. Delete any sentence that is not true of that person.
- Start the 15 minutes a day, and the 5-7 substantive comments inside it.
- If someone offers to write about revenue, thank them and ask them to stick to the work they saw.

Week 4: Optimization & Momentum

- Publish Post 1 on Monday, Post 2 on Wednesday, and Post 3 on Friday, on the personal profile. That is one 3-post week, which sits inside 2-3 posts per week.
- Stay for the first 90 minutes after each post. Reply in full sentences. Do not edit the post in that window.
- Once a post is live, add it to Featured. Take the old brochure PDF out of Featured if it is still there.

- Write down four numbers from your personal profile: profile views, search appearances, follower count, and post impressions. You will look at the same four again at 90 days.

Ongoing (Weekly)

- Keep the personal profile at 2-3 posts per week. Monday and Wednesday minimum. Friday when you have a third.
- Keep the 15 minutes a day and the 5-7 substantive comments.
- When a post is about a result, use only about 90 live attendees, about 30 percent over two quarters, or fewer repeat one-pager requests. If a new number shows up in your own reports, you can use it after you have checked it. This file cannot pre-approve a number it has not seen.
- Leave the company page at one to two posts a week until you choose a different company-page habit.

Measurement, not a forecast. Write down profile views, search appearances, follower count, and post impressions before Week 4's posts go up. Check the same four at 90 days. This document does not say what those numbers will be. It does not say the profile will produce interviews, a pipeline, or a director role. Personal posting stays 2-3 posts per week while you gather that baseline. The company page stays at one to two posts a week.

Why we wrote it this way. The four weeks match the order a person can actually paste: headline and About first, then roles, then asks, then the three posts. The 90-day note tells you what to record. It does not tell you what the record will show.

13. Satisfaction Guarantee

Your Premium Profile Makeover is covered by our satisfaction guarantee. Reply to the delivery email with anything you would like changed. We will revise the relevant section at no extra charge, as many times as needed, until you are thrilled with the result.

Most clients only need one or two minor adjustments before they publish. Take a day or two with this rewrite before requesting changes. About sections, headlines, and Experience bullets often read differently after a night to sit with them.

How to request a revision

Reply to the email this PDF arrived in with what you would like changed. The more specific your request ("more emphasis on healthcare leadership," "tighten the third About paragraph," "swap the second Experience bullet for the M and A integration story"), the better the revision. The revised section will be delivered to your inbox.

Profile Pros

profilepros.ai
hello@profilepros.ai

Sample. Not a real client.

Prepared September 2026