



# LINKEDIN ESSENTIALS



**LinkedIn is the number one online networking platform in the world.**

To enhance your professional presence online, increase your chances of connecting with employers, and optimize your job search process - building a LinkedIn profile is a must! This is the best place for you to present a summary of your background and build a professional network.

## YOUR LINKEDIN IS NOT A RESUME, IT'S YOUR BRAND.

While both the resume and your LinkedIn profile share your experience, skills, and accomplishments, they have different functions and different conventions. Your LinkedIn profile allows you unique opportunities to showcase your brand and to be active in the world's largest professional social networking platform.

### First Impressions -

#### PHOTO

Choose a clear, friendly, and appropriately professional image. *We suggest taking a photo in an outfit you might wear to an interview.*



Mya MedCerts

Student at MedCerts, Medical Biller & Coder, Passionate Hea

Message



#### HEADLINE

Your headline should include information that you want to stand out to a potential employer. *This information may include job title, student status, passion points, strengths, etc.*

#### About

Hello - my name is Mya MedCerts and I am an aspiring healthcare administrator. With an extensive background in retail, customer service, and administrative work, I believe I have valuable and transferable skills to offer any healthcare organization. I am motivated to growing in the healthcare community by identifying and securing an employment opportunity as an entry-level medical biller and coder.

I have recently completed my certificate in Medical Billing & Coding and passed the national exam for the MCBC Certification offered by NHA.

I am excited for the opportunity to find a company who is passionate about improving healthcare practices in the US.

#### SUMMARY

This is your opportunity to share who you are, what motivates you, what you are skills at, and what your goals are. *We suggest including background information and what you are looking to gain (i.e. employment, a network, etc.)*



## Key Components -

### EXPERIENCE

Your LinkedIn work experience section doesn't need to be as detailed as your resume. It should instead be a summary that highlights your main achievements. Paragraph form is acceptable because you won't be including a ton of information.

### EDUCATION & TRAINING

List all the educational experiences you've had. This includes any college, certification programs, and other educational training programs. *Note: This is the perfect place for you to talk about your MedCerts education/training.*

### SKILLS & ENDORSEMENTS

This is a great space for you to include transferable skills, skills you gained in your educational programs, and any other information that will be helpful for an employer to know about your skills and abilities.

## Networking -

### RECOMMENDATIONS

Recommendations are a great way to publicly display your connections to employers. These can include previous coworkers, supervisors, colleagues, and any other professional who can speak about who you are as a professional. *We encourage you to both give and receive recommendations when you are able.*

## Experience



### Customer Service Representative

McDonalds - Full-time  
*Aug 2017 - Present*



**Foot Locker**

### Sales Associate

FootLocker - Part-time  
*July 2012 - Aug 2016*



### Security

WalMart - Part-time  
*July 2010 - Dec 2015*

## Education



### MedCerts

Medical Billing & Coding Program  
*Dec 2020 - Present*



### South Mountain Community College

Certified Nursing Assistant Program  
*2011-2012*

## Skills & Endorsements

Microsoft Office  
Microsoft Word  
Medical Assisting  
Medical Billing  
Medical Coding  
Customer Service  
Communication