

## LINKEDIN EXAMPLE – CAREER ADVANCEMENT

### HEADLINE BEFORE:

Creative Producer & Project Manager:  
Nordstrom

### HEADLINE AFTER:

Creative Project Manager with 15+ years' success  
delivering widely acclaimed social, digital, & print  
initiatives for Nordstrom

### ABOUT BEFORE:

I'm a proven marketing professional with 15+ years of experience in multi-brand, cross-channel campaigns in retail and consumer retail. I have a relentless focus on results and lead projects and people through creative inspiration, collaboration, and flawless execution with integrity and respect for others.

I'm the perfect blend of a highly analytical left brain and a creative right brain, moving effortlessly between the two, all with a growth mindset.

#### Skills:

Project management for cross-functional digital teams executing complex projects

Managing product and brand strategic marketing campaigns

Idea generation from concept to implementation

#### Relevant experience:

Project Management (Workfront)

Budget and resource management and allocations

Evaluating creative designs vs. performance metrics

Brand strategy

Adobe Creative Suite

Graphic design

Photography

Video production and editing

Copywriting

Art direction

Visual Merchandising

Other passions: Outside of work I write and record music, enjoy plant-based foods, urban hikes, yoga, health, wellness, neuroplasticity and mindfulness.

### ABOUT AFTER:

If you're seeking a highly creative professional committed to making work productive and fun, let's connect!

I'm at my best when supporting creative efforts, especially in the area of helping creatives get "unstuck" by promoting new ways of thinking. My peers recognize me for my willingness to do whatever is needed to deliver impactful projects while making people feel valued and empowered in an inclusive, creative, and collaborative atmosphere. A holistic thinker, I can live in the project details without losing sight of the big picture, which helps me proactively identify risks and opportunities for improvement.

► "As a manager, Kent is fair, down to earth, and caring about the people he works with. I appreciate that, and I'm sure others do, too!" - Laura G.

### WHAT I BRING TO THE TABLE:

- ★ Record of providing value for virtual and brick-and-mortar operations.
- ★ History of managing projects of all sizes with budgets of up to \$30M.
- ★ Ability to galvanize cross-functional teams around innovative multi-brand, cross-channel campaigns.
- ★ Passion for mentoring individuals who have excelled in leadership roles.
- ★ Growth mindset with balanced right brain (creative) and left brain (analytical) thinking.
- ★ Transparent communication style (easy to work with).
- ★ Extensive list of contacts, including art directors, photographers, illustrators, etc.

Now, I'm excited to leverage my deep experience on behalf of an ad agency or in-house creative team where I can facilitate and track projects while also contributing creatively when needed. If this sounds like you, shoot me a message so we can explore how my success working with world-class brands could be an invaluable asset to your organization.

## LINKEDIN EXAMPLE – CAREER CHANGE

### HEADLINE BEFORE:

Project Manager

### HEADLINE AFTER:

Entrepreneurial, Organized PROJECT MANAGER  
Leading Teams to Exceed Expectations | Well-  
positioned to Transition from Construction to  
Technology ★ Seeking Employment

### ABOUT BEFORE:

- Dynamic and highly motivated construction management leader with over 10 years of experience
- Has proven ability to successfully motivate self-perform project team members in high risk environments
- Curious and methodical individual that continuously seeks out professional development opportunities
- Bold leader with a successful history of collaborating with all levels of management
- Posses strong business acumen and seeks to build effective partnerships at all levels

## ABOUT AFTER:

With a solid foundation and proven success in project management, I'm excited to transition from the construction industry to technology because I'd like to positively impact more people's lives. I find fulfillment in making others' lives easier or more enjoyable while stoking the fires of my curiosity. I possess an entrepreneurial demeanor and grit, the ability to remain light-hearted while keeping my eye on the prize, and, as noted by others, honesty, perhaps, to a fault.

## STRENGTHS:

- ▶ Identifying areas of improvement in productivity or workflow
- ▶ Finding and implementing solutions to persistent challenges using root cause analysis
- ▶ Defining project scope and creating work plans
- ▶ Communicating with project stakeholders and lobbying for support to achieve customer satisfaction
- ▶ Managing team goals and delegating responsibilities fairly
- ▶ Leading project financials, project schedules, and reporting

Fairness and equity rated highly on my StrengthsFinder test. These values are present in my decision making. For instance, I volunteered to trade off working Saturdays with one of my superintendents for a significantly delayed project so he wouldn't have to work 6 days a week for 3 months alone. Another time, I lobbied for an underperforming employee who hadn't had adequate training to be given a little more time before being let go. He improved immensely and became very successful in that role.

My work often requires creative solutions and the ability to anticipate problems before they occur. It helps that I'm both curious and unafraid to speak up to address concerns or drive clarification. Uncovering abnormalities or contraindicative directives is second nature for me. I'll spend hours performing root cause analysis, combing through reports, and connecting with team members until I've identified the issue. My objective is always to move the needle forward in the most efficient, cost-effective manner without sacrificing quality.

## CHECK THESE PROFILES FOR MORE HAPPY CLIENTS:

Global Sales: <https://www.linkedin.com/in/databestpracticesdeniztunca/>

Security: <https://www.linkedin.com/in/michael-c-nelson-securityprofessional-cpp/>

Marketing Consulting: <https://www.linkedin.com/in/wfnapier/>

Global Alliance Manager (FAANG): <https://www.linkedin.com/in/stevebursley/>

HR Director: <https://www.linkedin.com/in/sadafshafer/>

Community Development Director: <https://www.linkedin.com/in/jocelynmillsaicp/>

HR Business Partner: <https://www.linkedin.com/in/angelasuppa/>

Sales & Marketing Executive (SaaS): <https://www.linkedin.com/in/adam-sussman/>

Head Volleyball Coach: <https://www.linkedin.com/in/coachkarlfrance/>

VP Client Services: <https://www.linkedin.com/in/sahawes/>

Cartographer / GIS: <https://www.linkedin.com/in/arijenbijl/>