

Profile Optimization

*Does your
Profile
help or hurt?*



Background

Owned a student-owned and operated moving company in college. Managed a student-owned and operated book store in college, too. Graduated and designed websites. Got hired by a music website in Chicago, became the Executive Producer. Went to work as a strategic consultant focused on making customer interactions more effective. Developed a proprietary process for doing so called Customer Interaction Monitoring & Profiling, which was renamed after I left because I was the only one in the office who could pull off selling something with the acronym pronounced "chimp." Stayed in consulting but began focusing more on interpersonal interactions. Conducted executive assessments, trained senior managers on negotiations, team-based decision making, and leadership, as well as feedback, performance reviews, hiring, business etiquette, general management, generational differences, relationship-based selling, and networking. And social media. Also facilitated strategic off-sites, created relationship maps, and conducted 360° surveys. Wrote a book and began focusing my practice on helping people overcome fear. Got quoted in lots of national and regional media outlets. Won a gold medal for my work that's hanging in my basement office. Started doing more presentations. Wrote a second book, which teaches people how to "screw your career path, live your story" without quitting your job. Realized I'd been selling via social media for five years, so really began focusing exclusively on helping others use social media in 2010.

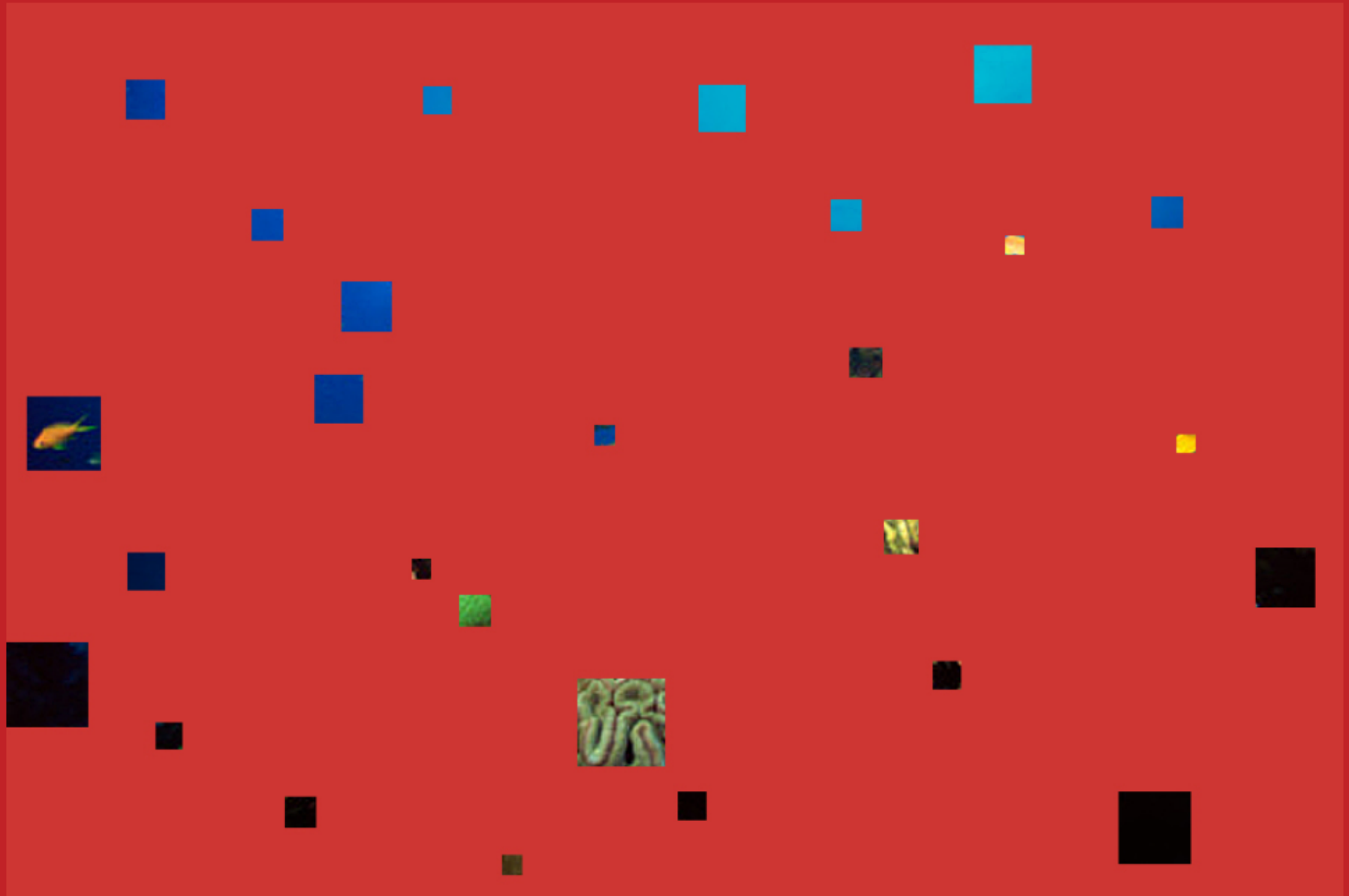
Strengths

Very high level, strategic thinker. Awesome communicator who gets right to the point, without extra words, as you can see. Extremely funny and brutally honest.

How you see yourself



What the world sees





*What keeps
marketers up
at night?*



twitter

facebook

RESULTS

AJAX WORKFORCE MARKETING



Goals

Build a credible profile on LinkedIn.



Understand how to use LinkedIn day-to-day to work more effectively

Get comfortable taking the next step.

Attitude is Everything

It's a waste of time.

I want my privacy.

It's a generational thing.

It makes it too hard to manage work/life balance.

It looks too complicated.

I'm not a self-promoter.

My network isn't there.



@unmarketing

Scott Stratten ✓

They have peanut butter and bacon sandwiches for lunch. Greatest. Conference. Ever. [#prscamp](#)

Play both sides of the ball.



The Optimized Profile

What problems does this person solve?

Who does this person serve?

Why would I reach out to this person (as opposed to someone else who solves the same problems for the same people)?

How would I engage the person?

The Optimized Profile

Would you want to do business with yourself?

Write this down

What is my business goal?

Who is my most important audience?

How do I want them to see me?

Photos are worth
7x views

Maiden name



Lisa G (Arroyo) Cervenka

1st

Brand Communications/Workforce Marketing: Amplifying
Brands By Aligning & Engaging Employees

Greater Chicago Area | Online Media

Current Ajax Workforce Marketing, Consultant

Previous American Medical Association, Crimson
Chicago Stock Exchange

Education Northwestern University - Medill School of Journalism

Send a message

Keywords/messages

142

connections

www.linkedin.com/in/lisagcervenka

Contact Info

Job ≠ industry

Where you live

Headline

Like the title of an article.

Informative and compelling.

Don't bury your lead—be obvious!

“I _____ with/for/at _____. ”

Photo

Pictures...

... generate 7x - 8x more traffic.

... are worth 1,000 words.



Photo



Photo



Photo



Photo



Photo



Summary

What you do

Differentiator

Profersonal™

Keywords

Multi-media

Background



Summary

I am the CEO of Ajax, a Workforce Marketing agency whose mission is to make professional communication more genuine and productive.

Ajax combines elements of branding, profile optimization, and social media training to make employees better brand advocates, both for themselves and for their employers. Our work brings sales, marketing, and recruiting into alignment with the realities of today's social business environment and creates massive, 24/7 brand amplification for our clients.

Ajax is a preferred LinkedIn vendor and proud sponsor of Talent Connect. We work across industries and company size, with an emphasis in financial services.

More professionally, I'm an author, skier, and host of "The Rise of Workforce Marketing" podcast.

Specialties:

Messaging & framing

Social media marketing

LinkedIn profile optimization

Social literacy

Workforce marketing

Employer branding

Amplify

Activates a company's most important brand advocates—its employees—to amplify that story.

The power of Workforce Marketing

It Amplifies
Marketing Reach

Give employees the ability to represent your brand personally, authentically, and consistently to their networks. This is the group most trusted in the company's name, so only top of employees were selected their company's brand, let alone have the skills to amplify it. Workforce Marketing helps employees engage their networks, without the awkward.

Ajax Workforce Marketing Overview

Our Social Business Guidelines

Ajax Social Business Guidelines

More

Jason Seiden
 Ajax CEO. We amplify brands by aligning employees.
 Greater Chicago Area | Marketing and Advertising
 Current Ajax Workforce Marketing

Background

Summary

I am the CEO of Ajax, a Workforce Marketing agency whose mission is to make professional communication more genuine and productive.

Skills & Expertise

Most endorsed for...

Rank	Skill	Endorsers
69	Social Media Marketing	69
67	Social Media	67
37	Public Speaking	37
34	Marketing	34
28	Blogging	28
26	Social Networking	26
25	LinkedIn	25
19	Online Advertising	19
18	Marketing Communications	18
16	Workforce	16

Jason also knows about...

Rank	Skill	Count
17	Coaching	17
15	Online Marketing	15
15	Executive Coaching	15
14	Content Development	14
14	Business Development	14
13	Leadership	13
11	Keynote Speaking	11
10	Content Strategy	10
8	LinkedIn training	8
8	Social Promotion	8
6	Recruiting	6
5	Workforce Marketing	5
4	Content Creation	4
4	Strategic Communications	4
4	Training	4

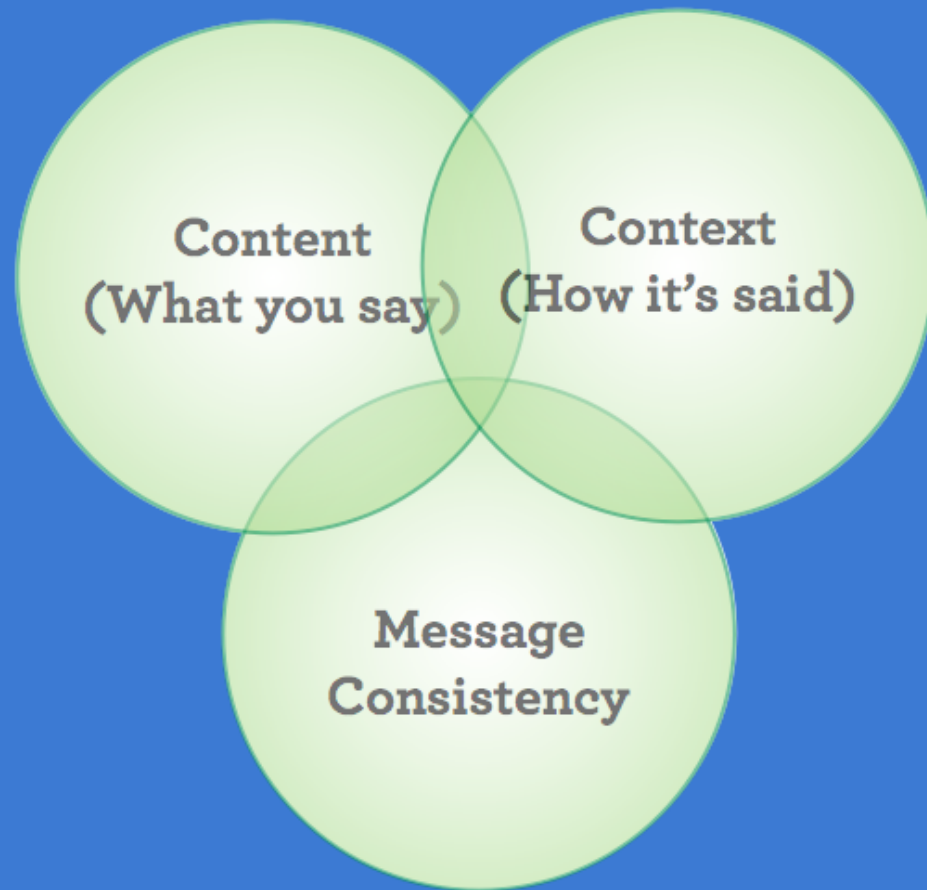
See 19+ >

- Photo
- Name
- Headline
- Location & Industry
- Summary
- * Endorsements
- Work experience
- Publications
- * Websites
- Twitter
- Recommendations
- Languages
- Skills
- * Volunteer work
- Awards
- * Education
- Groups
- Courses taken
- * Updates
- Personal information
- Contact preferences
- Interests
- Certifications
- Test scores
- Patents
- Organizations
- Projects

Profersonal™ networking



Reading profiles



Reading profiles

1. Who do you know in common?
2. What does the photo tell you?
3. Where have they worked and where did they go to school (are there connections in those areas)?
4. What does the summary say about the person?
5. What groups is the person a member of?

Reading profiles

6. Is the headline descriptive, or jargon?
7. Does the story in the summary match the person's actual job history?
8. Who is the summary written to impress?
9. Did the person use good judgment in deciding what to share?
10. Does the person seem open to being contacted?

Work together as a team.



Example

linkedin.com / in / seiden

Make the leap.

Jason Seiden, CEO
Ajax Workforce Marketing
jason@ajaxwm.com
[in/seiden](#)



Q&A