

A STEP-BY-STEP GUIDE: HOW TO UPDATE YOUR CV AND LINKEDIN PROFILE



A Step-by-Step Guide to Updating your CV and LinkedIn

When you're looking to re-enter the job market after redundancy or career change, your CV and LinkedIn profile are key tools for showcasing your skills and achievements. Here's a step-by-step guide to ensure both are up to date and reflect your true potential.

Step 1: Start with a Strong Personal Statement

CV	LinkedIn
<p>Your personal statement should be a concise, impactful introduction to who you are and what you offer. It should reflect your unique skills, experience, and what makes you a valuable asset to a potential employer.</p> <p>Example: "Results-driven project manager with 10+ years of experience in leading teams and delivering complex projects on time and within budget. Passionate about driving success in dynamic environments."</p>	<p>Your headline and summary should reflect the same tone but can be more conversational. Make sure it highlights your current career focus.</p> <p>Example Headline: "Experienced Project Manager Expert in Delivering High-Impact Solutions"</p> <p>Example Summary: "With over 10 years of experience in managing diverse teams, I'm passionate about delivering impactful solutions that align with business goals. Now seeking my next challenge in a growth-driven organization."</p>

Step 2: Update Your Work Experience

CV	LinkedIn
<p>List your most recent job roles first, using bullet points to highlight key responsibilities, achievements, and results. Focus on quantifiable outcomes (e.g., "Led a team of 10 to deliver a £1 million project on time and under budget").</p> <p>Tip: Include any relevant freelance, volunteering, or temporary work to showcase continuous activity during redundancy.</p>	<p>Your headline and summary should reflect the same tone but can be more conversational. Make sure it highlights your current career focus.</p> <p>Example Headline: "Experienced Project Manager Expert in Delivering High-Impact Solutions"</p> <p>Example Summary: "With over 10 years of experience in managing diverse teams, I'm passionate about delivering impactful solutions that align with business goals. Now seeking my next challenge in a growth-driven organization."</p>

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Step 3: Tailor Your Skills to the Job You Want

CV	LinkedIn
<p>Include a "Skills" section that highlights relevant technical and soft skills. Tailor this to the type of job you're seeking. Use job postings to identify keywords that employers are looking for.</p> <p>Example: "Project management, stakeholder engagement, budget forecasting, team leadership, problem-solving."</p>	<p>Use LinkedIn's "Skills & Endorsements" feature to showcase your top skills. You can have up to 50 skills, so ensure they reflect your desired career direction. Ask colleagues or connections to endorse you for these skills to boost your credibility.</p>

Step 4: Highlight Training, Certifications, and Courses

CV	LinkedIn
<p>Dedicate a section to professional development and relevant certifications. This shows your commitment to continuous learning, especially if you've gained new qualifications during your redundancy period.</p> <p>Example: "Certified ScrumMaster (CSM), PRINCE2 Practitioner, Google Data Analytics Certificate."</p>	<p>LinkedIn allows you to add licenses and certifications in a dedicated section. Be sure to include online courses, webinars, or any ongoing education to keep your profile current.</p>

Step 5: Update Your Keywords for ATS Systems

CV	LinkedIn
<p>Many companies use Applicant Tracking Systems (ATS) to screen CVs. Make sure your CV includes relevant keywords from job descriptions to improve your chances of passing the ATS filters.</p>	<p>Similarly, LinkedIn's search algorithms favour profiles that use job-specific keywords. Weave these into your summary, job titles, and descriptions, but keep them natural.</p>

Step 6: Add a Professional Photo

CV	LinkedIn
<p>Your CV doesn't need a photo (unless required in some countries), but your LinkedIn profile definitely does. Profiles with a professional photo receive more views and engagement.</p>	<p>Your profile photo is the first thing people see, so make sure it's professional, friendly, and appropriate for your industry. Avoid overly casual photos or outdated images. Aim for a clear headshot with good lighting and a neutral background.</p>

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Step 7: Showcase Your Achievements

CV	LinkedIn
<p>Use the STAR method (Situation, Task, Action, Result) to showcase your accomplishments. Employers want to see how you added value in previous roles. Focus on measurable results like revenue generated, efficiency improvements, or successful projects.</p> <p>Example: “Increased annual revenue by 15% by launching a new client outreach strategy.”</p>	<p>In addition to listing achievements, you can use LinkedIn’s “Recommendations” feature. Ask former colleagues or managers for testimonials that highlight your strengths and successes.</p>

Step 8: Engage with LinkedIn Regularly

CV	LinkedIn
	<p>Keep your profile active by posting content related to your industry, liking and commenting on others’ posts, and engaging with your network. You can also follow relevant companies or join LinkedIn groups to stay connected with your field.</p>

Step 9: Customize Your LinkedIn URL

CV	LinkedIn
	<p>Make your LinkedIn profile easy to share by customizing your URL. This makes it look cleaner and more professional on your CV, business cards, or email signature.</p> <p>Example: www.linkedin.com/in/yourname</p>

Step 10: Proofread and Update Regularly

CV	LinkedIn
<p>Proofread your CV for any typos or inconsistencies. Make sure it’s concise and easy to read, ideally no more than two pages.</p>	<p>Since LinkedIn is a living document, regularly review and update your profile. Whenever you gain new skills, certifications, or accomplishments, be sure to add them.</p>

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Final Thought

Your CV and LinkedIn profile are your most powerful tools for landing your next job. Take the time to update them carefully, making sure they reflect the skills and achievements that will help you stand out in today's competitive job market. Once both are polished, you'll be well-equipped to showcase your value and open doors to new opportunities.

Need more personalised advice on updating your CV and LinkedIn profile?

Discover how working with me can help you refine your CV and LinkedIn profile to stand out in today's job market. Together, we'll create a strategy to highlight your skills, showcase your achievements, and help you attract the right opportunities.

[Schedule a Free Career Clarity Call](#) to explore how we can optimise your professional brand and set you up for success in your job search.

[Learn More About My Coaching Services](#) to see how I can support you in rebuilding your career profile and positioning yourself for a rewarding role.

[Connect with Me on LinkedIn](#) to stay updated with expert tips, resources, and inspiring success stories from professionals who have successfully navigated career transitions.

Let's take the next step and make sure your CV and LinkedIn profile open doors to new opportunities!

www.setup4success.co.uk