



# LinkedIn summary

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## 1. Introduction (who are you?)

Start with a catchy opening phrase that summarises your expertise or unique value. Also briefly name your current position, industry or passion.

**Example:** "As a data-driven marketer, I help companies with strategies that deliver measurable growth. I am a software developer with a passion for building scalable and user-friendly applications that make an impact."

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## 2. Experience and expertise (what do you do?)

Describe your core skills and experience. Focus on the value you bring to your field.

**Example:** "With more than 5 years of experience in renewable energy, I have successfully led projects that have increased efficiency and reduced costs. I have a proven track record in project management and ensure timely delivery of complex technical solutions."

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## 3. Unique traits and value (what makes you different?)

What sets you apart from others in your field? If necessary, add personal values or a work philosophy.

**Example:** "I thrive in dynamic environments where innovation and collaboration are central. My focus on sustainability inspires me to develop solutions that benefit both businesses and the planet."

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## 4. Results and performance (what have you achieved?)

Give concrete examples of performance in this section of the summary. Also use numbers or results to show your impact.

**Example:** "I led a team of 10 people to achieve a 20% revenue increase by implementing data-driven marketing strategies. In addition, I developed a cloud-based tool that reduced processing time by 30% for more than 200 users."

## 5. Call-to-action (what are you looking for?)

Conclude with an invitation, such as contact, collaborate, or follow your profile.

**Example:** "I'm always open to connections with like-minded professionals and exploring opportunities for collaboration." Or "Feel free to contact me if you want to discuss innovative solutions in digital transformation."

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### An example of LinkedIn summary

#### Specialist in marketing & growth

"As a marketing strategist with a passion for data and storytelling, I help companies achieve results. Over the past 7 years, I have worked with both startups and Fortune 500 companies to achieve measurable growth through SEO, content marketing and paid media campaigns.

I am known for my ability to convert complex data into useable insights, allowing teams to make informed decisions. One of my proudest achievements is leading a cross-functional team that achieved a 35% increase in organic traffic within a year.

When I'm not busy optimising marketing funnels, I like to mentor young professionals and keep up to date with the latest trends in digital marketing. Let's connect if you are looking for fresh perspectives and impactful strategies!"

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### Extra tips for writing your LinkedIn summary

- Be authentic: let your personality shine through
- Use active language: avoid passive sentences. So instead of "There are many projects completed by me." write this way "I have successfully completed many projects."
- Focus on your audience: think about what your audience wants to know and how you can help them
- Keep it short and sweet: a summary of 3-5 paragraphs is ideal.

