Update Your LinkedIn. Get Found. Get Hired.

A step-by-step guide for Digital Workshop Center graduates to strengthen visibility, credibility, and recruiter engagement.

DIGITAL WORKSHOP center

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Why LinkedIn Matters

Your LinkedIn Profile Is Your Digital First Impression

Before scheduling interviews, most employers search candidates online. LinkedIn is often the first result, and it acts as a living extension of your resume.

Recruiters use LinkedIn to:
• Search for candidates by skills
• Review work history
• Evaluate communication style
• Confirm credentials
• Assess professional engagement

An optimized LinkedIn profile does more than list your background. It positions you in the job market.

For graduates who have recently earned a certificate, updating LinkedIn quickly signals momentum. It tells employers you are active, current, and intentional about your career growth.

When your profile reflects your new skills, it increases:
• Recruiter search visibility
• Profile views
• Interview invitations
• Professional connections

Think of LinkedIn as a searchable portfolio and networking platform combined. The stronger and clearer your profile, the easier it is for opportunity to find you.

Step 01// Update Your Headline

Your Headline Is Prime Real Estate

Your LinkedIn headline appears everywhere: In search results, In connection requests, In comments, In messages

You have approximately 220 characters to clearly communicate your professional direction. Avoid leaving it as your previous unrelated job title.

Instead, use your headline to pivot toward where you are going.

Examples:

Certified Project Manager | Agile, Risk Planning & Stakeholder Communication

Data Analytics Certificate Graduate | Excel, Power BI &
Data Visualization

Digital Marketing Professional | SEO, Campaign
Strategy & Analytics

Strong headlines:
• Include keywords from job postings
• Reflect your new credential
• Indicate your focus area
• Avoid vague language

If you are seeking employment, it is appropriate to include phrases such as "Seeking Entry-Level Project Management Role" or "Open to Data Analyst Opportunities."

Recruiters search by keywords. Your headline should match the language employers use.

"more than 50% of current U.S. jobs are skills based and more than 30 million U.S. jobs pay an average of $55,000 a year that do not require a bachelor's degree."

- Georgetown University Center on Education and the Workforce

Step 02 // Why Skills-Based?

Tell Your Career Story Clearly and Strategically

The About section gives you space to connect the dots between your past experience and your new credential.

Use 4–6 short paragraphs that cover:

Paragraph 1: Your professional identity
Paragraph 2: The certificate you earned and why
Paragraph 3: Technical skills and tools learned
Paragraph 4: Types of problems you solve
Paragraph 5: Roles or industries you are targeting

Avoid generic phrases. Instead of saying "hard-working and motivated," describe specific strengths such as:

• Improving workflow efficiency
• Building data dashboards
• Coordinating cross-functional teams
• Designing brand-consistent
   marketing materials

Employers are scanning quickly. Keep paragraphs concise, readable, and focused on value.

This section should answer one question clearly:

What can you contribute?

Step 03 // Add your Certificate Correctly

Adding your certificate properly increases credibility and search visibility.

Steps:

1. Click "Add Profile Section"

2. Select "Licenses & Certifications"

3. Enter the full certificate name

4. Add Digital Workshop Center as the issuing organization

5. Include the issue date

6. Add a credential URL if available

7. Make sure you select the official Digital Workshop Center LinkedIn page so the organization logo appears. This improves recognition and professionalism.

8. If your program prepared you for an industry certification (CompTIA, PMP, etc.), you may list both separately.

9. Keeping certifications organized and current signals professionalism and attention to detail.

Step 04 // Update Your Experience Section

Position Your Training as Applied Experience

If you are transitioning careers, your certificate program may represent your most relevant recent experience.

You may list it under:
• Education
• Or Experience (recommended for career changers)

When adding under Experience:

Title: Certificate Program – [Program Name]
Organization: Digital Workshop Center

In the description, include:

• Software platforms used
• Real-world projects completed
• Methodologies practiced
• Outcomes or measurable results

For example:

Developed a multi-phase project plan using Agile methodology
Built interactive dashboards using Power BI
Designed brand assets using Adobe Illustrator and Photoshop

Concrete examples demonstrate capability. Employers want evidence of skill application.

Step 05// Add Skills Strategically

Skills Improve Recruiter Matching

LinkedIn's algorithm uses skills to match you with recruiter searches.

Add at least 10–15 relevant skills connected to your field.

Review job postings for target roles and identify recurring keywords. If they align with your training, add them.

Examples:

Project Management: Agile, Scrum, Risk Assessment, Budget Tracking, Stakeholder Communication

Data Analytics:Excel, SQL, Data Visualization, Dashboard Reporting, Power BI

Digital Marketing:SEO, Google Analytics, Campaign Strategy, Email Marketing, Social Media Strategy

After adding skills, reorder them and pin your top three most relevant.

This increases clarity when someone scans your profile.

Step 06 // Show Your Work

Projects Make Your Profile Stronger

A certificate tells employers what you learned. Projects show what you can do.

Add projects by:
• Uploading documents or images
• Linking to Behance
• Linking to GitHub
• Linking to a personal website
• Adding project descriptions under Experience

For each project, include:

• Objective
• Tools used
• Process followed
• Result or measurable outcome

Even classroom simulations demonstrate practical ability when described clearly.

Strong project descriptions can differentiate you from other entry-level applicants.

Step 07 // Create a Graduation Announcement

Share Your Achievement Professionally

Posting about your graduation increases engagement and signals activity to the LinkedIn algorithm.

Your post should include:

• The name of your certificate
• Skills gained
• Gratitude for instructors
• Your career direction

Tag Digital Workshop Center so your post connects to the broader alumni community.

This may lead to:
• Congratulatory comments
• Increased profile views
• Networking opportunities
• Employer visibility

Professional visibility compounds over time.

Step 08// Optimize Your Opportunity

Turn On "Open to Work" Strategically

Use LinkedIn's "Open to Work" feature intentionally.

Choose: Specific job titles, Preferred locations, Remote or hybrid preferences

Avoid listing too many unrelated titles. Focus improves recruiter matching.

You may choose visibility to: Recruiters only, Or publicly visible

Being precise about your direction demonstrates clarity and professionalism.

Examples:

Project Management: Agile, Scrum, Risk Assessment, Budget Tracking, Stakeholder Communication

Data Analytics: Excel, SQL, Data Visualization, Dashboard Reporting, Power BI

Digital Marketing: SEO, Google Analytics, Campaign Strategy, Email Marketing, Social Media Strategy

After adding skills, reorder them and pin your top three most relevant. This increases clarity when someone scans your profile.
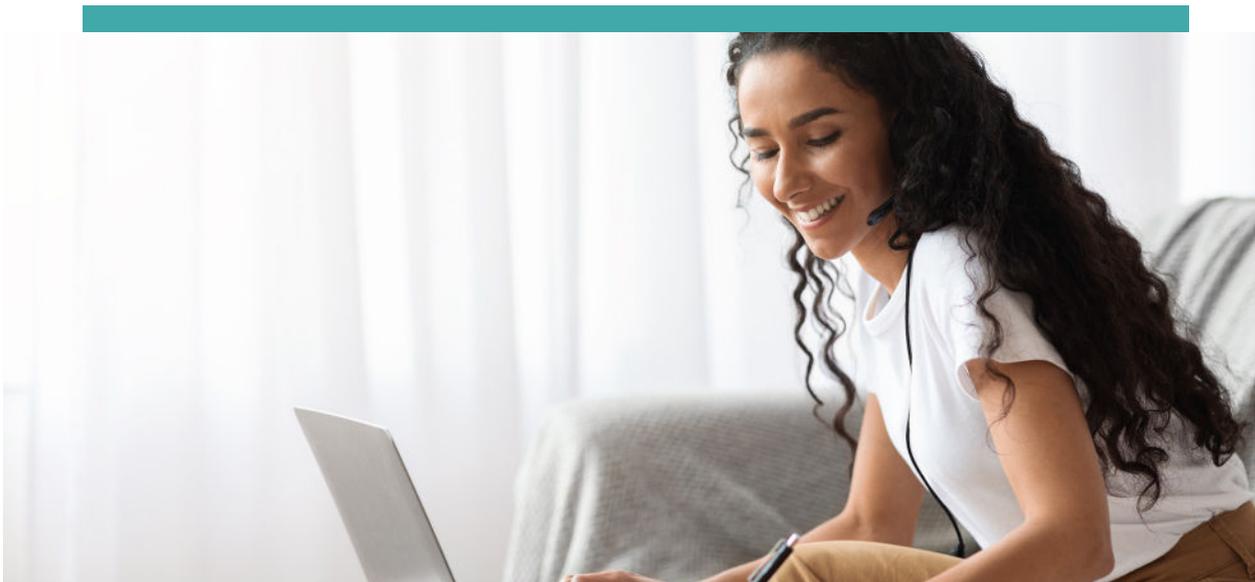
Step 09 // Continue Building Momentum

Career Coaching Is Included

Updating LinkedIn is one step in your broader career strategy.

If you would like:
• Profile feedback
• Resume review
• Interview preparation
• Job search planning
• Portfolio critique

Schedule your included alumni coaching session.

Your certificate is a foundation. Strategic visibility turns it into opportunity.

Digital Workshop Center is committed to supporting your career beyond graduation.

LinkedIn Profile Update Checklist

- ☐ Updated headline with certificate + key skills
- ☐ Rewrote About section to reflect new direction
- ☐ Added certificate under Licenses & Certifications
- ☐ Updated Experience section with program projects
- ☐ Added 10–15 relevant skills
- ☐ Pinned top 3 skills
- ☐ Uploaded or linked portfolio projects
- ☐ Posted graduation announcement
- ☐ Tagged Digital Workshop Center
- ☐ Turned on "Open to Work" with targeted job titles
- ☐ Followed Digital Workshop Center LinkedIn page
- ☐ Connected with at least 5 classmates

Bonus Career Boost

- ☐ Booked alumni career coaching session
- ☐ Reviewed resume after updating LinkedIn
- ☐ Applied to at least 3 targeted roles

Reminder:
Done is better than perfect.
Update it this week.

// You Should Know - Alumni Success

Our student's success is our success.

Check out what students are saying about their experience at DWC:

"I was, to be honest, a little skeptical with the online classes, but it ended up working out really well because I was able to still get one-on-one attention in class and still learn. So it was like still being physically in class. Don't let the online platform scare you away because you're still going to get that personalized attention and still learn just as much. " - Brenda N.

"I just finished my program and feel safe to recommend any course they offer because each instructor I had was at the top of their field and very very professional. The assignments involved real-world working projects that could be used in your portfolio and the informaiton provided was exactly what was needed to learn or enhance your skills. DWC is highly recommended." - Matt F.

*"I'm so grateful for the timely support of my Digital Workshop classes when I needed them most. I was employed before I even finished my last capstone project and what I learned at DWC directly applied to my new position. Highly recommended for anyone who needs to level up their skills fast!"
- Alisha J.*

"Great experience! These programs are intensive. If you really want to learn and re-skill DWC is a great option. I wouldn't have learned the fundamentals if not for this certificate course." - Grace O.

Click to read more alumni testimonials