FREE CAREER GUIDE

Update your LinkedIn. Get found. Get hired.

A step-by-step guide to strengthen your profile's visibility, credibility, and recruiter engagement, for Digital Workshop Center students, graduates, and career changers.



DIGITAL WORKSHOP center

INSIDE THIS GUIDE

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HOW TO USE THIS GUIDE

Work through the nine steps in order. Each one takes a single section of your profile and shows what to change.

Print the checklist on page 13 and tick each item as you go.

Done is better than perfect. Update your profile this week, then refine it as your skills grow.

NEED A SECOND SET OF EYES?

DWC certificate program students get career coaching, including LinkedIn profile feedback. See how career coaching works.

WHY LINKEDIN MATTERS

Your LinkedIn profile is your digital first impression

Before scheduling interviews, most employers search for 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

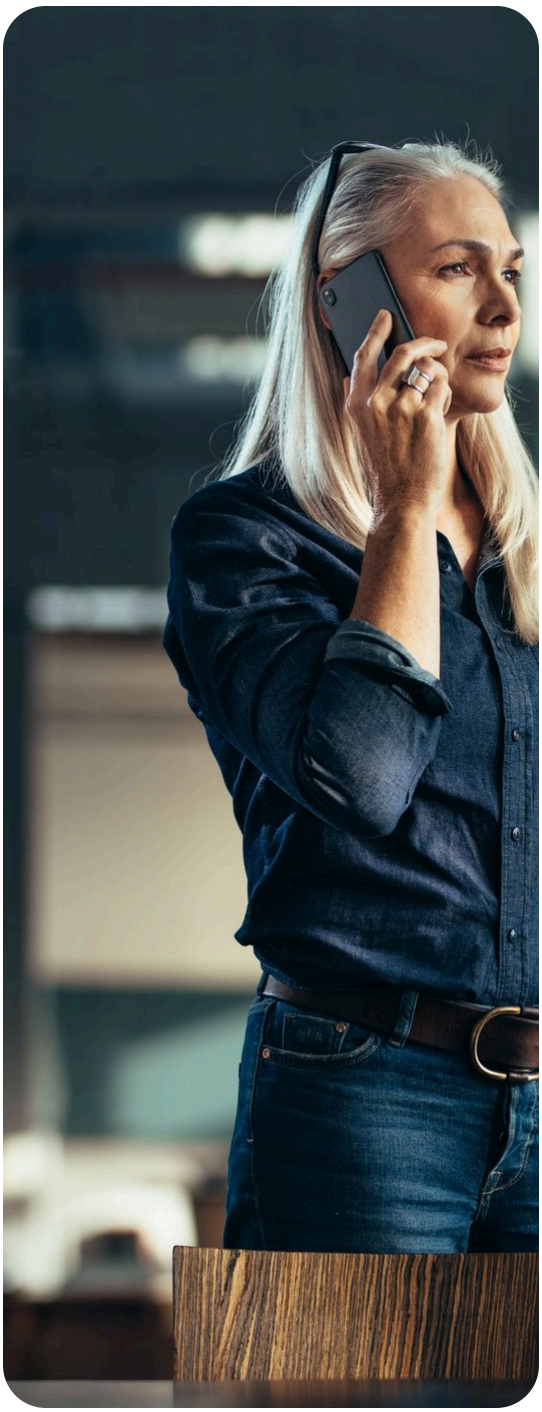
An optimized LinkedIn profile does more than list your background. It positions you in the job market.

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 helps increase

- ✓ 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.



01

STEP 01 OF 09

Update your headline

Your headline is prime real estate.

Your headline appears everywhere: in search results, connection requests, comments, and messages.

You have up to 220 characters to communicate your professional direction. Avoid leaving it as a previous, unrelated job title. Instead, use your headline to point toward where you are going.

Example headlines

> **Project Management Certificate Graduate | Agile, Risk Planning, and Stakeholder Communication**

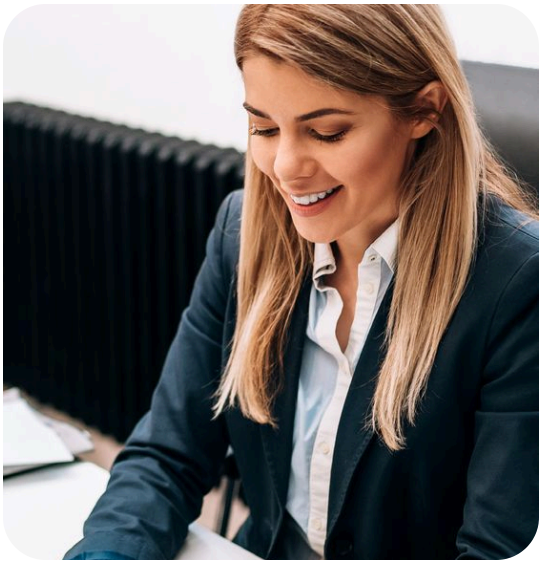
> **Data Analytics Certificate Graduate | Excel, Power BI, and Data Visualization**

> **Digital Marketing Professional | SEO, Campaign Strategy, and 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 an Entry-Level Project Management Role" or "Open to Data Analyst Opportunities."



NAME YOUR CREDENTIAL ACCURATELY

A DWC program earns a professional certificate issued by Digital Workshop Center, so "Certificate Graduate" says it clearly. Save "Certified" for an industry certification you have passed, such as a CompTIA exam.

REMEMBER

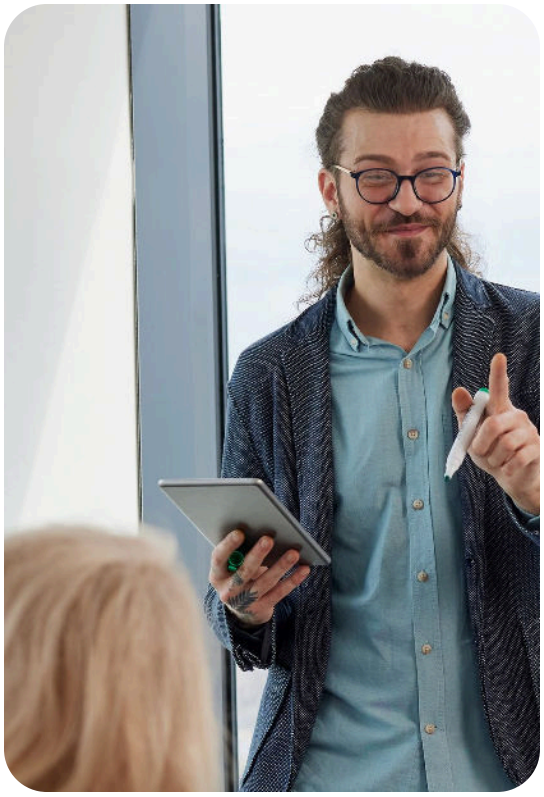
Recruiters search by keywords. Your headline should match the language employers use.

02

STEP 02 OF 09

Rewrite your About section

Tell your career story clearly and strategically.



MAKE THE FIRST LINES COUNT

Only the opening lines of your About section show before "see more." Lead with your strongest sentence.

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

Use 4 to 6 short paragraphs

Paragraph 1
Your professional identity

Paragraph 2
The certificate you earned and why

Paragraph 3
Technical skills and tools you learned

Paragraph 4
Types of problems you solve

Paragraph 5
Roles or industries you are targeting

Paragraph 6 (optional)
How to reach you, or what you are looking for next

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 OF 09

03 Add your certificate correctly

Licenses and certifications is where recruiters look for credentials.

Adding your certificate properly increases credibility and search visibility.

Steps

1. Go to your profile and select **Add profile section**.
2. Open **Recommended** and choose **Add licenses & certifications**.
3. Enter the full certificate name, exactly as it appears on your certificate.
4. In **Issuing organization**, type Digital Workshop Center and select the official page from the list, so the DWC logo appears. This improves recognition and professionalism.
5. Add the issue date: the month and year you completed the program.
6. Add a credential URL if you have one.
7. Add the skills you practiced in the program.
8. Select **Save**.

LinkedIn moves menus from time to time. If a label looks different, look for Licenses & certifications in the Add profile section menu.

EXAMPLE ENTRY

Name: Data Analytics Certificate

Issuing organization: Digital Workshop Center

Issue date: Month and year you completed

Skills: Excel, SQL, Power BI

INDUSTRY CERTIFICATIONS

If your program prepared you for an industry certification exam, such as CompTIA A+, Network+, or Security+, list that certification separately once you pass it, with the exam vendor as the issuer.

KEEP IT CURRENT

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

04

STEP 04 OF 09

Update your Experience section

Position your training as applied experience.

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

You may list it under

- ✓ Education
- ✓ Or Experience (recommended for career changers)

When adding it 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**



WHY IT WORKS

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

05

STEP 05 OF 09

Add skills strategically

Skills improve recruiter matching.

LinkedIn uses the skills on your profile to match you with recruiter searches. Add at least 10 to 15 relevant skills connected to your field.

Review job postings for your target roles and note the keywords that keep coming up. 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



FEATURE YOUR BEST SKILLS

LinkedIn lets you choose top skills to show at the bottom of your About section. Pick the ones that match your target role.

This increases clarity when someone scans your profile.

CONNECT THE DOTS

Add skills to your certificate, experience, and project entries too, so recruiters see where you used them.

06

STEP 06 OF 09

Show your work

Projects make your profile stronger.

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

Add projects by

- ✓ Adding them to the Projects section of your profile
- ✓ Uploading documents or images
- ✓ Linking to Behance, GitHub, or a personal website
- ✓ Adding project descriptions under Experience
- ✓ Placing your best piece in the Featured section

For each project, include

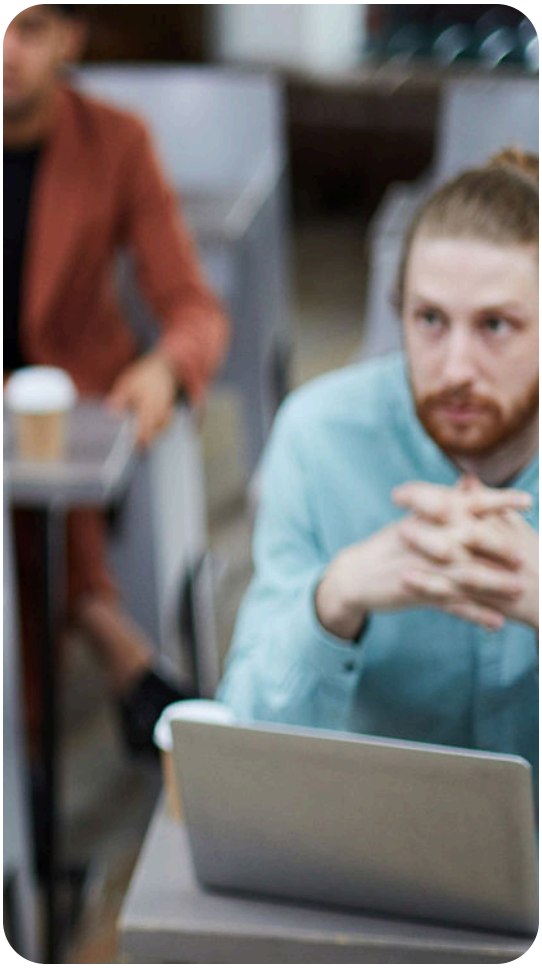
Objective
The problem or goal

Tools used
Software and methods

Process followed
How you worked through it

Result
A measurable outcome, if you have one

Even classroom simulations demonstrate practical ability when described clearly.



STAND OUT

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

07

STEP 07 OF 09

Post a graduation announcement

Share your achievement professionally.

Posting about your graduation increases engagement and shows LinkedIn your profile is active.

Your post should include

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

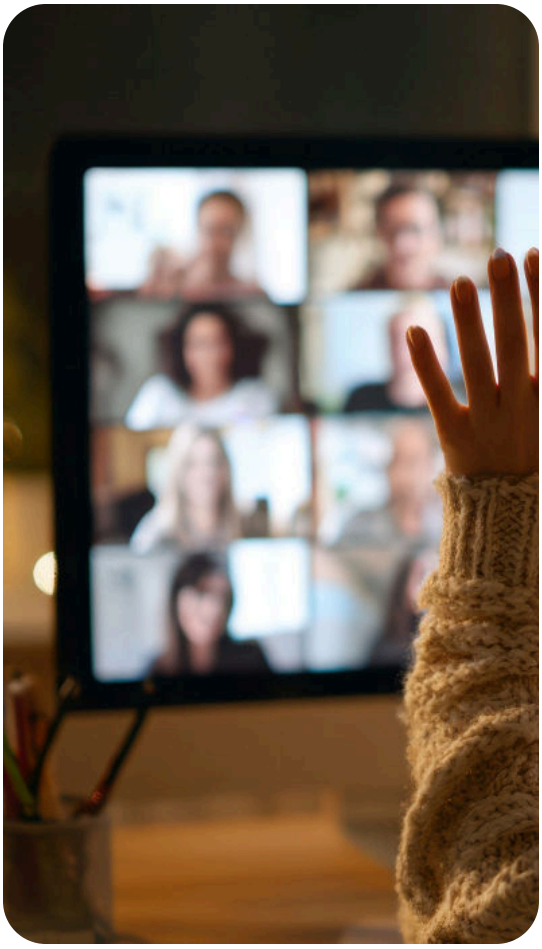
Tag Digital Workshop Center so your post connects to the broader alumni community.

SAMPLE POST

I just earned my [Program] Certificate from @Digital Workshop Center. In the program I built [project] and learned [two or three tools]. Thank you to my instructors and classmates for the support. Next, I am looking for [target role] opportunities. If you know of a team that needs [skill], I would love to connect.

This may lead to

- ✓ Congratulatory comments
- ✓ Increased profile views
- ✓ Networking opportunities
- ✓ Employer visibility



KEEP IT GOING

Professional visibility compounds over time. Comment on posts in your field and share what you are learning.

08

STEP 08 OF 09

Turn on Open to Work

Signal your direction to recruiters, strategically.

Use LinkedIn's Open to Work feature intentionally.

Choose

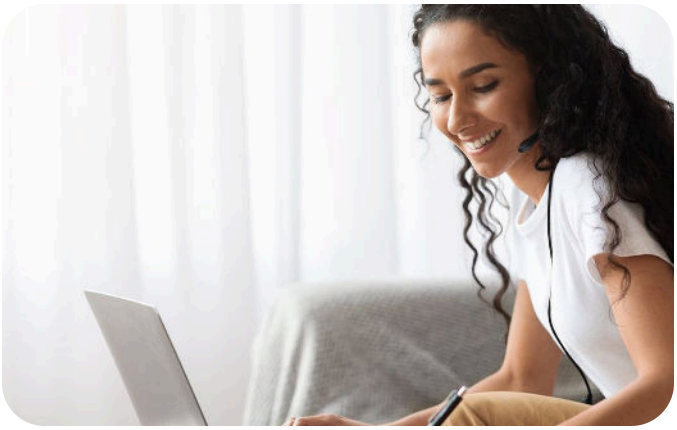
- ✓ Specific job titles
- ✓ Preferred locations
- ✓ Onsite, hybrid, or remote preferences
- ✓ Your start date and job types

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

Choose who sees it

- ✓ Recruiters only
- ✓ Or all LinkedIn members, which adds the #OpenToWork frame to your photo

Being precise about your direction demonstrates clarity and professionalism.



Examples of focused title sets

PROJECT MANAGEMENT

Project Coordinator, Junior Project Manager, Project Assistant

DATA ANALYTICS

Data Analyst, Reporting Analyst, Business Intelligence Analyst

DIGITAL MARKETING

Digital Marketing Specialist, Marketing Coordinator, SEO Specialist

09

STEP 09 OF 09

Keep building momentum

Career coaching helps you put it all to work.

Updating LinkedIn is one step in your broader career strategy. A career coach can help with:

- ✓ Profile feedback
- ✓ Resume review
- ✓ Interview preparation
- ✓ Job search planning
- ✓ Portfolio critique

CAREER COACHING IS INCLUDED

DWC certificate program students get up to 4 career coaching sessions a month during their program, then 1 session a month for up to 6 months after graduation.

Schedule your next session with your coach, or learn how career coaching works.

NOT A DWC STUDENT YET?

Live online certificate programs, taught by working professionals, with career coaching built in. Book a free info session.



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

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

PRINT AND CHECK OFF

LinkedIn profile update checklist

- [ ] Updated headline with certificate and key skills
- [ ] Rewrote About section to reflect new direction
- [ ] Added certificate under Licenses & certifications
- [ ] Updated Experience section with program projects
- [ ] Added 10 to 15 relevant skills
- [ ] Chose top skills for your About section
- [ ] Uploaded or linked portfolio projects
- [ ] Posted graduation announcement
- [ ] Tagged Digital Workshop Center
- [ ] Turned on Open to Work with targeted job titles
- [ ] Followed the Digital Workshop Center LinkedIn page
- [ ] Connected with at least 5 classmates

BONUS CAREER BOOST

- [ ] Booked a 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.

FOLLOW DWC

Digital Workshop Center on LinkedIn

YOU SHOULD KNOW

Alumni success

Our students' success is our success. Here is what graduates say about their experience at DWC.

AJ

"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."

Alisha J., DWC graduate

BM

"The classes helped me to talk about improving my skills in interviews and I got a job before I even finished the courses."

Brian M., Frontend Web Development graduate

AH

"The instructors were all supportive and seemed genuinely invested in our success. They also offer career coaching sessions which can be really helpful."

Andi H., DWC certificate student

GO

"Great experience! These programs are intensive. If you really want to learn and re-skill DWC is a great option."

Grace O., DWC certificate student

Read more alumni testimonials

Ready for your next step?

Talk with an admissions advisor about live online certificate programs, funding options, and the career coaching included with tuition.

Book a Free Info Session

Call 970-980-8091 | digitalworkshopcenter.com

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