

# Rock your LinkedIn Profile

## EMBRACE



**Jon Carter**

Regional Client Executive

Microsoft UK

Public Sector Healthcare

- 3+ years at Microsoft
- Joined Microsoft from the NHS
- 19-year career across various IT roles
- Started in IT aged 19 after a gap year



# The power of LinkedIn



774M+  
MEMBERS



30M+  
COMPANIES



20M+  
JOBS



35K+  
SKILLS



200 +  
COUNTRIES

# Session goals:

---

Learn how to use LinkedIn by:

- Creating your profile
- Building your brand
- Stay informed of opportunities
- Growing your network



Your profile,  
your story



Profile photo



Custom header image



Headline

**Bill Gates** · 3rd  
Co-chair, Bill & Melinda Gates Foundation

[Top Voice](#)

Seattle, Washington, United States · [Contact info](#)

35,052,841 followers

Followed by Chris M, Nicola Lanna, and 835 others

[Message](#)

[View in Sales Navigator](#)

[More](#)



Highlights

### Highlights



You both work at Microsoft

Bill started at Microsoft 47 years and 1 month before you did

Articles

### Featured

Post

For the first episode of my new podcast, I sat down with Seth...

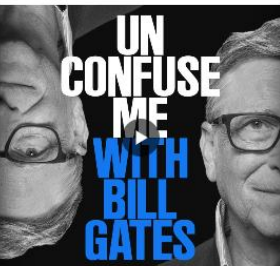


Episode 1: Seth Rogen & Lauren Miller Rogen  
[open.spotify.com](https://open.spotify.com)

[1,800](#) · [204 comments](#)

Post

Getting "unconfused" is one of the best ways to learn something ne...



[3,867](#) · [215 comments](#)

Post

Here's what I'm reading, watching, and listening to this summer...



Great books, songs, and shows for the summer  
Bill Gates on LinkedIn · 2 min read

[3,849](#) · [368 comments](#)

Content shared

### Activity

35,052,841 followers

[Posts](#)

[Comments](#)

[Videos](#)

[Images](#)

[Newsletter](#)

[Following](#)

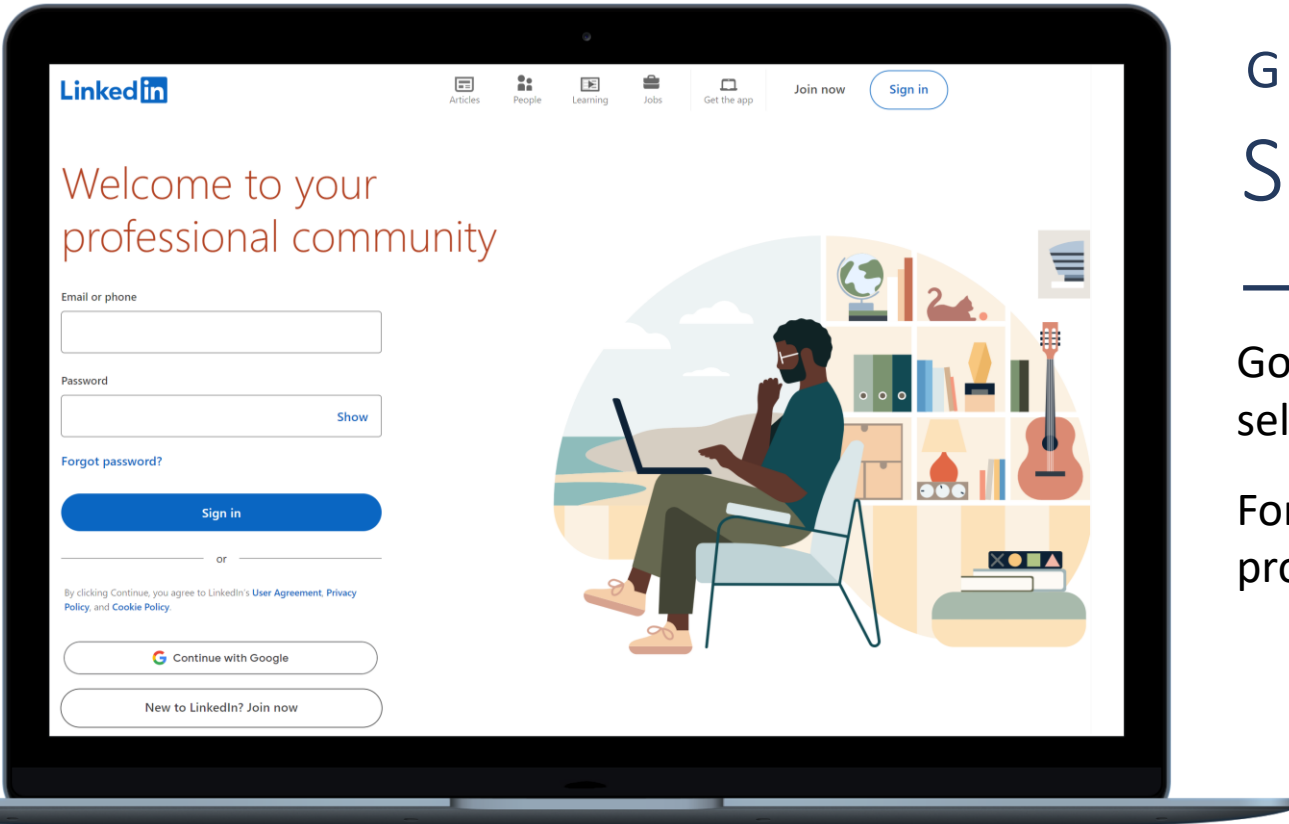
Bill Gates posted this · 18h

## GETTING STARTED

# Profile vs. CV

Unlike your CV, your LinkedIn profile speaks to all potential employers, not just one.

It goes into more detail with interactive elements like recommendations and endorsements.



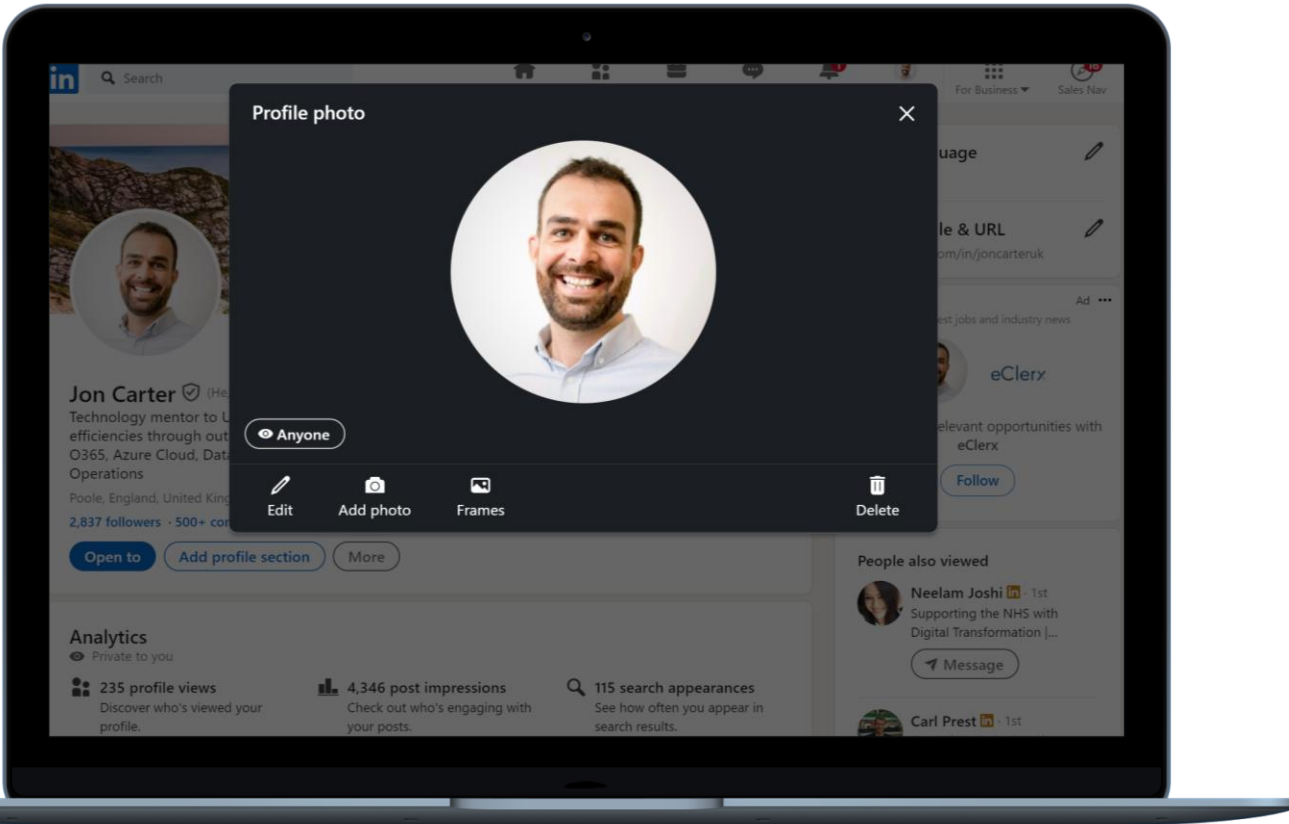
## GETTING STARTED

# Set up your account

Go to [www.linkedin.com](https://www.linkedin.com) and sign in or select Join now to create an account.

For a new account, complete the prompts, including:

- ✓ email
- ✓ Password (6+ characters)



## STEP 1

### Add a great photo

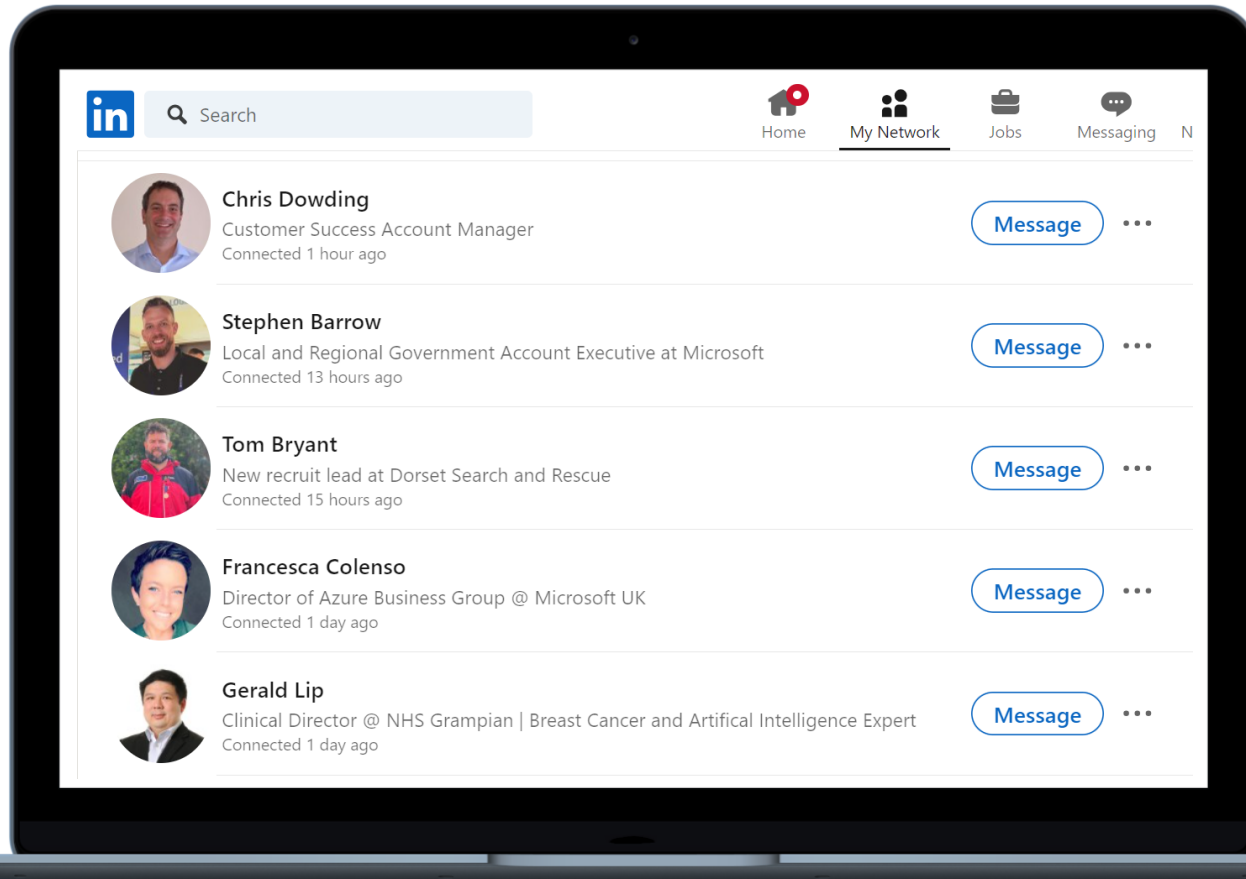
---

Members with a photo get up to:

9x more connection requests

21x more Profile views

It doesn't have to be perfect—  
it must be who you are.



## STEP 2

# Write a unique headline

---

This is an opportunity to show what you *are* – not just what you do.

Ask yourself: if this is the only thing someone sees, what does it convey about me? Does it represent me?



### STEP 3

## Draft a compelling summary

Your summary is your "elevator pitch." It explains your career so that any listener can understand it in a short period of time.

Focus on career accomplishments and aspirations.

Use 40+ words.

## Experience



**Microsoft**

3 yrs 2 mos

- **Regional Client Executive - UK, South Coast (NHS)**

Jul 2024 - Present · 9 mos

Hybrid

💎 Cloud Computing, Infrastructure and +3 skills

- **Client Technology Strategist - UK South, 5 ICS's (NHS)**

Full-time

Feb 2022 - Jul 2024 · 2 yrs 6 mos

Reading, England, United Kingdom

💎 Cloud Computing, Infrastructure and +3 skills



**Dorset HealthCare University NHS Foundation Trust**

Full-time · 2 yrs 10 mos

## STEP 4

# Detail your work experience

Member with up-to-date positions receive up to:

5x more connection requests

8x more Profile views

10x more messages



### Lowland Rescue Search Technician

Dorset Search And Rescue

Aug 2023 - Present · 1 yr 8 mos

Health

Acting as an extension for Dorset Police, to be available and deployable in critical searches for missing persons / significant objects.



dorsar.jpg



### Fundraiser

Dorset Mind

Feb 2021 - Dec 2023 · 2 yrs 11 mos

Health

I have raised over £7,000 funds for Dorset Mind, and helped raise awareness with this promotional video:  
<https://www.justgiving.com/fundraising/rideformentalhealth>



DorsetMind cheque presentation

## STEP 5

# Add volunteering

---

Members who add volunteer experience and causes get up to **6x** more Profile views than those without.



*Jeramie Sutton, Healthcare Sales Lead – Microsoft*

*I am delighted and proud to hear the **unrivalled feedback**, from both the Public Sector business, our wider senior lead Jon, you are **nailing it!** Sept 2024*



*James Dryden, Head of Information – Southwestern Ambulance Service NHS Trust*

*Jon is the **embodiment of a true partner**, who **creates brilliant relationships** with his clients through meaningful and **hands-on experience are exemplary**, and he pays close attention to their styles and preferences to maximise effectiveness. **His sole focus is on what his clients need**, and he uses this to provide recommendations and suggestions that are always **do business with**. June 2024*



*Hema Purohit, (Director) EMEA CTO, Public Sector & Healthcare – Microsoft*

*Jon is a very **impressive, seasoned individual** who has **superb technical know how, organisational skills**, a **ability to communicate in all mediums** with colleagues and clients... One of the **that welcomes interaction and the ability to communicate in all mediums** with colleagues and clients... One of the **Jon is his humility**, his desire and appetite to **learn from others, listen** and become part of the process makes him a **quite frankly someone who makes life easier to work with. He is an asset to both employer and customer** and a **2024***



*Stephen Slough, Chief Digital Information Officer – Dorset Integrated Care System*

*I have worked with Jon for a number of years both in his time in the NHS at Dorset Healthcare and latterly as a Customer **is passionate about everything he does. He takes on every challenge as something he will overcome**, a **positive, personable and engaging** individual. We highly **value his NHS experience** playing into how he supports us. We are delivering some excellent work together. Look forward to more. February 2024*

## STEP 6

# Add skills & get endorsed

---

Members who add **5** or more skills receive up to **17x** more Profile views.

## Featured

Post

☀️ It was a privilege to recently share, and discuss the opportuni...

Embracing new technology  
within our profession



Jon Carter  
Regional Clinical Director, UK  
South - West  
Microsoft

M365 Tools + AI + Healthcare  
Administrators

👍👎❤️ 40 · 1 comment

Post

🚗 What a day! A lovely rural drive for school drop off in the...



👍👎❤️ 62 · 1 comment

Post

A absolutely en  
Dublin! Great to



👍👎❤️ 102 · 11

## STEP 7

# Create engaging content

Upload posts, photos, presentations, videos, and articles

Give a dynamic, visually appealing representation of your professional story.



## STEP 8

# Go and network Follow and Connect

---

- Engage in groups and discussions to connect with industry peers.
- Reach out to potential contacts with personalized messages.
- Share valuable content to increase visibility and new attract connections.
- Follow up with to nurture relationships.

# Thank you!

Let's connect...



[joncarter@microsoft.com](mailto:joncarter@microsoft.com)