

# MELBOURNE CAREER EXPO

## FREE ENTRY

Online Registration Essential  
[www.CareerExpo.com.au](http://www.CareerExpo.com.au)

## Maximising your LinkedIn Profile

Sue Ellson GK BBus MPC PCDA ASA MPC WV MEdPlus

12:30pm Saturday 26 July 2025

**Melbourne Career Expo**

Melbourne Convention and Exhibition Centre  
1 Convention Centre Place, South Wharf, Victoria 3006



[sueellson.com](http://sueellson.com)

# Fast Facts – more at [sueellson.com](https://sueellson.com)

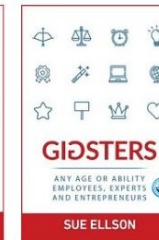
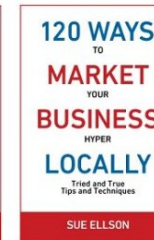
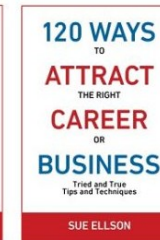
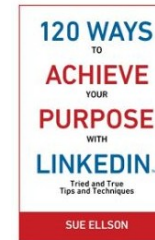
Sue Ellson is a Member of



Sue Ellson is the Founder of



Sue Ellson is the Author of



Books Available at <https://www.researchgate.net/profile/Sue-Ellson>

<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>

# This session

1. Background
2. LinkedIn Profile Tips
3. Additional Resources
4. Questions and Answers

Getting Interviews = Your application is aligned

Getting interviews but not getting a job = Not a fit, ignore reason, continue looking and/or revise strategy



**@sueellson**



### Email QR Code

Email:

sueellson@sueellson.com

Subject:

Melbourne Career Expo Attendee

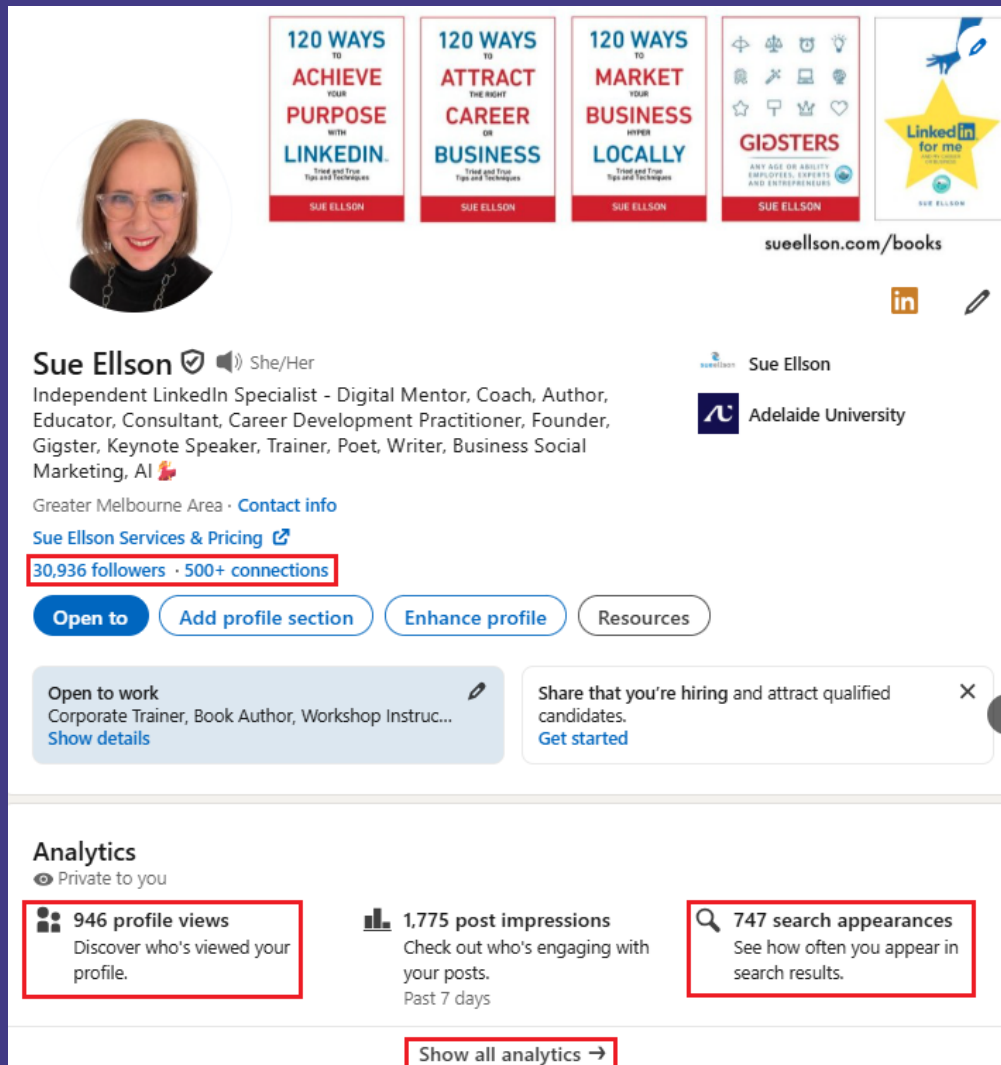
Message:

I would like the slides and recording link please

**[sueellson@sueellson.com](mailto:sueellson@sueellson.com) or 0402 243 271**

**<https://sueellson.com/melbourne-career-expo-workshops-and-presentations>**

# Why Maximise your LinkedIn Profile?



**Sue Ellson** She/Her  
Independent LinkedIn Specialist - Digital Mentor, Coach, Author, Educator, Consultant, Career Development Practitioner, Founder, Gigster, Keynote Speaker, Trainer, Poet, Writer, Business Social Marketing, AI

Greater Melbourne Area · [Contact info](#)  
[Sue Ellson Services & Pricing](#)

**30,936 followers · 500+ connections**

[Open to](#) [Add profile section](#) [Enhance profile](#) [Resources](#)

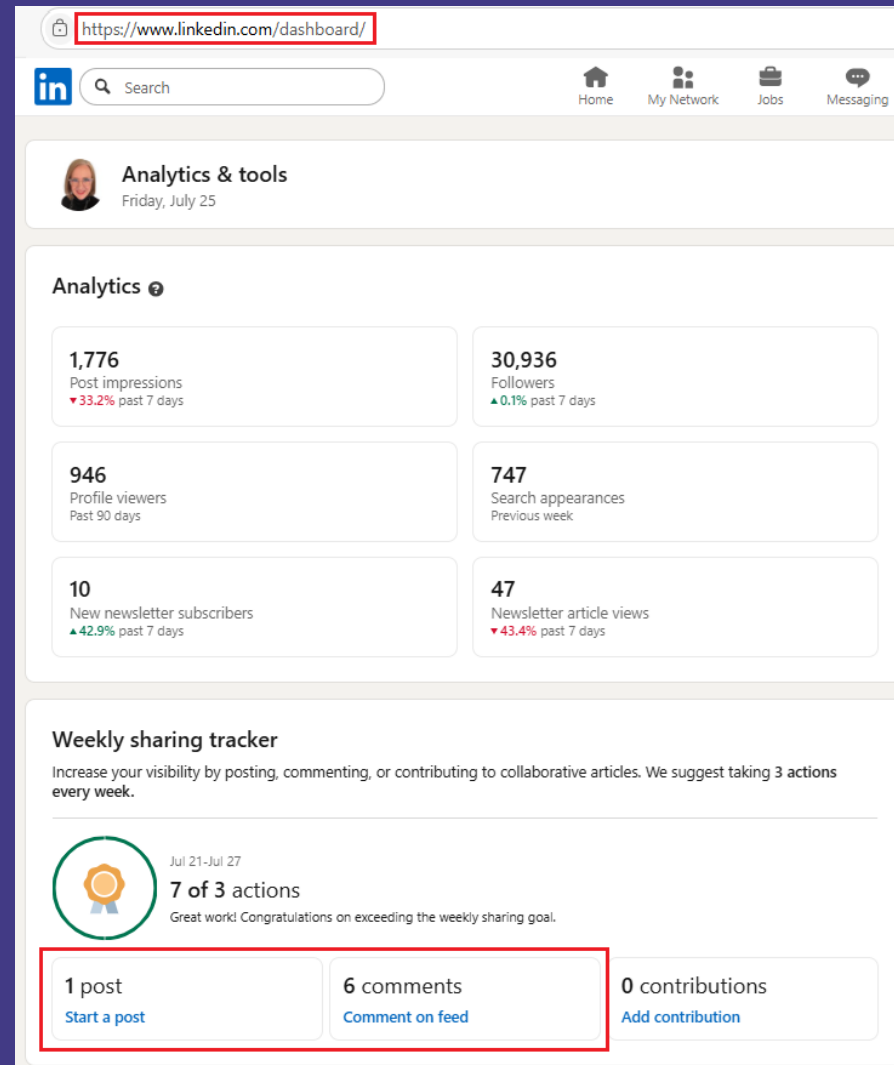
**Open to work**  
Corporate Trainer, Book Author, Workshop Instruc...  
[Show details](#)

**Share that you're hiring and attract qualified candidates.**  
[Get started](#)

**Analytics**  
Private to you

- 946 profile views**  
Discover who's viewed your profile.
- 1,775 post impressions**  
Check out who's engaging with your posts.  
Past 7 days
- 747 search appearances**  
See how often you appear in search results.

[Show all analytics →](#)



<https://www.linkedin.com/dashboard/>

**Analytics & tools**  
Friday, July 25

**Analytics**

- 1,776** Post impressions  
▼33.2% past 7 days
- 30,936** Followers  
▲0.1% past 7 days
- 946** Profile viewers  
Past 90 days
- 747** Search appearances  
Previous week
- 10** New newsletter subscribers  
▲42.9% past 7 days
- 47** Newsletter article views  
▼43.4% past 7 days

**Weekly sharing tracker**  
Increase your visibility by posting, commenting, or contributing to collaborative articles. We suggest taking 3 actions every week.

Jul 21-Jul 27  
**7 of 3 actions**  
Great work! Congratulations on exceeding the weekly sharing goal.

- 1 post**  
[Start a post](#)
- 6 comments**  
[Comment on feed](#)
- 0 contributions**  
[Add contribution](#)

## Statistics To Achieve

Connections > 500

Views / 90 days > 100

Searches / 7 days > 50

Skills Votes top 2 > 20

Recommendations Both Given & Received > 6

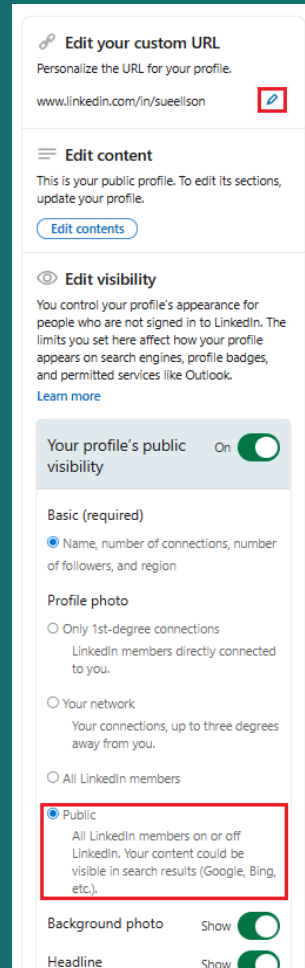
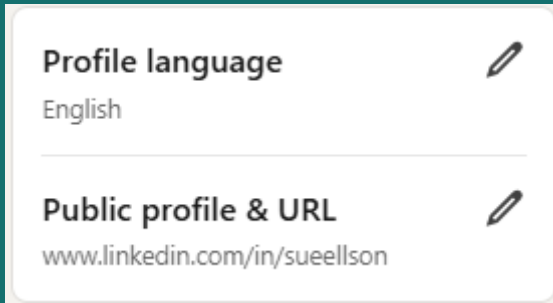


# Maximising Your LinkedIn Profile

1. LinkedIn Profile URL
2. Photo and Headline
3. Job Titles
4. Experience – Achievements, Tasks, Description
5. Media
6. Not Currently Working
7. Education
8. Skills
9. About
10. Other Sections



# 1. LinkedIn Profile URL



- Change to just your name if available
- Other options  
sueellson8, sue-j-ellson, ms-sue-ellson,  
sue-ellson-bbus, not birthday related
- Optimises Your Name in LinkedIn,  
Online Search and Generative AI Results
- Add to email signature
- Add to cover letters, resumes and  
application documents
- Showcases Digital Competency

<https://www.linkedin.com/public-profile/settings>



## 2. Photo and Headline

- High Neck Garment, Smiling
- Convey Energy and Enthusiasm
- Not Age or Appearance
- Headline Most Important Search Field
- Memorable Label (known word but not in regular use)
- Keywords (not repeated) in priority order based on Searcher's Needs
- Commas, not Pipes | (more characters and easier to read)
- Capital Letters each word
- Goal is to increase appearances in search results within LinkedIn, Online Search and Generative AI



**Sue Ellson**   She/Her


Independent LinkedIn Specialist - Digital Mentor, Coach, Author, Educator, Consultant, Career Development Practitioner, Founder, Gigster, Keynote Speaker, Trainer, Poet, Writer, Business Social Media Marketing, AI





## 3. Job Titles

- Present Job Title
- Past Job Titles
- Add Primary Keywords

 **Marketing Consultant - Social Media, LinkedIn, Events, Webinar Management, Website Development**

Spectrum Analysis Australia Pty Ltd  
May 2018 - Present · 7 yrs 3 mos  
Surrey Hills, Victoria, Australia · Hybrid

### Look for Keywords

- Job Descriptions
- Job Advertisements
- MyFuture.edu.au
- Other LinkedIn Profiles
- Website Source Code Meta Descriptions



# 4. Experience

- **Achievements**
  - past tense
  - anything done particularly well
  - anything above / beyond role
- **Tasks**
  - present tense
  - priority order
  - short
  - spaced
  - mobile friendly
- **Description**
  - brief summary of organisation
- **Skills**
- **Media**

**Marketing Consultant - Social Media, LinkedIn, Events, Webinar Management, Website Development**  
 Spectrum Analysis Australia Pty Ltd  
 May 2018 - Present · 7 yrs 3 mos  
 Surrey Hills, Victoria, Australia · Hybrid

**Achievements**

- > amalgamated content from multiple website versions since 1999 and rebuilt and redesigned entire website in WordPress which lead to an increase in traffic, search engine results and direct leads
- > implemented new online webinars and event promotions
- > created Facebook and Twitter presence
- > filmed and published multiple new videos on YouTube
- > amalgamated multiple YouTube channels created with different email addresses

**Tasks**

- > provide strategy and tactics for marketing, business development and sales
- > provide strategy, updates and results for social media including LinkedIn, Facebook, Twitter and Google Business
- > complete all website updates including copy writing, copy editing, improvements etc
- > produce and distribute Spectrum Analysis newsletter and Strategy News for Schools newsletter
- > report on online results
- > troubleshoot any online issues
- > prepare content for messaging sequences for new prospects, particularly Independent Schools
- > provide employee training and attend employee functions
- > represent Spectrum Analysis at various events, conferences and exhibitions
- > other general administration and assistance as required

Spectrum Analysis Australia  
 Established in 1996, Spectrum Analysis Australia Pty Ltd provides a range of quantitative geodemographic modelling, facts, data and analysis services for franchisers, retailers, corporates, independent schools etc.

marketing@spectrumanalysis.com.au  
<https://spectrumanalysis.com.au>  
 +61 9830 0077

**Skills:** LinkedIn · Website Development · Social Media · Social Media Marketing · Marketing Strategy

**Spectrum Analysis - Data Pack**  
 A description of the data packs available at Spectrum Analysis.  
<https://spectrumanalysis.com.au>[https://www.youtube.com/watch?v=a\\_JB1XIAIA](https://www.youtube.com/watch?v=a_JB1XIAIA)

**Spectrum Analysis - Strategic Network Planning**  
 A description of the Strategic Network Planning consulting available at Spectrum Analysis. <https://spectrumanalysis.com.au> <https://www.youtube.com/watch?...>

**Spectrum Analysis - Territory Planning**  
 A description of the Territory Planning consulting available at Spectrum Analysis.  
[www.spectrumanalysis.com.au](https://spectrumanalysis.com.au) <https://www.youtube.com/watch?v=PGhXcjuMuU>

Show all 4 media →




## 5. Media


- Digital Competency
- Link, Title, Description and Thumbnail
- Landscape Image

### Media

Add media like images, documents, sites or presentations. Learn more about [media file types supported](#)

[+ Add media](#)

 **Add a link**  
Use for videos, articles, and websites

 **Add media**  
Upload pictures, presentations, or documents

...y career or business Book by Sue Ellson  
...th book, 'LinkedIn for me and my career or business.'

...bility Employees, Experts and Entrepreneurs Book by Sue Ellson  
...books/gigsters-any-age-or-ability-employees-experts-and-entrepreneurs  
...bility Employees, Experts and Entrepreneurs..... ...see

The following file formats are supported:

- Adobe PDF (.pdf)
- Microsoft PowerPoint (.ppt/.pptx)
- Microsoft Word (.doc/.docx)
- .jpg/.jpeg
- .png
- .gif – this doesn't support animation, however the first frame will be extracted



# 6. Not Currently Working

### Add experience

Notify network

Turn on to notify your network of key profile changes (such as new job) and work anniversaries. Updates can take up to 2 hours. Learn more about [sharing profile changes](#).

Off

\* Indicates required

Title\*

Career Research - Senior Project Manager Construction, Commercial Property, Infrastructure Builds

Employment type

Please select

Learn more about [employment types](#).

Company name\*

Various

Did you mean to choose?

Various

Company • Investment Management

No

Yes

Location

Greater Melbourne Area

Description

I am currently undertaking Career Research and am interested in roles in:

- > Senior Project Management
- > Construction
- > Commercial Property
- > Infrastructure Builds

I am also

- > completing some online micro credentials and short courses
- > updating my professional and personal skills
- > attending outplacement appointments
- > completing outplacement related workshops
- > attending industry networking events
- > networking online and asking for referrals
- > completing industry research
- > meeting with possible mentors and referral sources
- > doing some part time work on a casual basis
- > providing professional consulting services
- > continuing my voluntary work in the local community
- > supporting my family and friends

I welcome contact and connections here on LinkedIn  
+61 402 243 271 sueellson@sueellson.com

Rewrite with AI

PREMIUM

Unlock AI assistance with 20 words


804/2,000

Review and edit the AI draft before saving so it reflects you. [Learn more](#)



# 7. Education

- Also Courses
- Also Licenses & Certifications
- Free LinkedIn Learning Courses using your Local Library Card
- Subjects completed = part of Alumni



**Adelaide University**  
Bachelor of Business, Administrative Management  
Feb 1993 - Aug 2000  
Grade: Top 15% of Undergraduate Students, Above Credit Average

Activities and societies: Administrative Management Student and Staff Course Committee Committee Member - 1999, Pro Vice Chancellor's Merit List - April 1999, Member Golden Key National Honour Society - May 1998, Dean's Merit List - March 1998 Previously known as the University of South Australia

Subjects

- > Accounting 1 & 2
- > Administrative Management 1 Management Principles
- > Administrative Management 2 Human Resource Management
- > Administrative Research Project
- > Administrative Systems Management
- > Business Communication 1 & 2
- > Business Communication and Negotiation
- > Business Ethics
- > Business Information Systems
- > Buyer and Consumer Behaviour
- > Communication and the Media
- > Contemporary Accounting Information Systems
- > Data Management for Administrators
- > Economic Foundations
- > Focus on Children 0 -3 (Broadening Education Subject)
- > Information Systems for Management
- > Introduction to Law
- > Introduction to Marketing Management
- > Managing Change in Organisations
- > Office Information Systems 1 & 2
- > Quantitative Methods for Business


Topics

- > Governance
- > Risk
- > Compliance

Completed remotely by correspondence (paper & fax) via the University of South Australia (UniSA) established 1856 that will become part of the new Adelaide University in 2026.

<https://adelaideuni.edu.au>

♥ Business Strategy and Human Resources (HR)

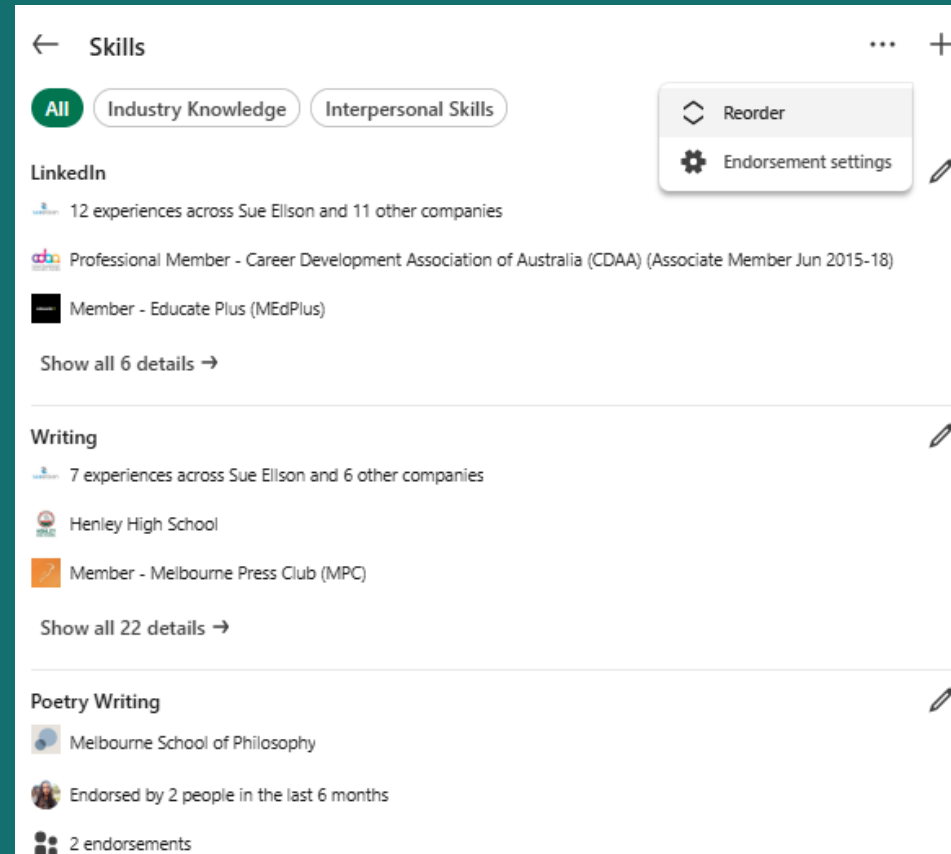


**Adelaide University**  
Driven by curiosity, Adelaide University delivers world-class education, research and innovations to transform our world – and yours. It's a place where people and communities



## 8. Skills

- Skills Section
- About Section (five only)
- Each Experience
- Each License and Certification
- Each Education
- Each Project
- Ideally select existing Skills from list as you type



## 9. About

- First Lines Important (Contact info?)
- First Person, No Person, Third Person
- Narrative versus Bullet Points
- Scan Friendly (white space)
- Mobile Friendly
- Primary and Secondary Keywords
- Space either side of a /
- Lower case letters easier to read
- Avoid punctuation
- Use most of characters allowed
- Incorporate personality
- Business – how you can help
- Can include a call to action
- Keep it current

### Section Options

- Professional Skills
- Technical Skills
- Personal Skills
- Industry Experience
- International Experience
- Interests

### Sequence Options

- Future, Present, Past
- Past, Present, Future
- Present, Past, Future



# 9. About

<https://www.linkedin.com/in/sueellson>   <https://www.linkedin.com/in/carmenvitnell>

## About

Sue Ellson GK BBus MPC PCDAASASA WVMedPlus sueellson@sueellson.com +61 402 243 271  
<https://sueellson.com/about> <https://sueellson.com/clients> Personalised Professional Services at  
<https://sueellson.com/services-and-pricing> Moving you from Digital Literacy to Digital Competency!

- > consulting – LinkedIn for your purpose as an Independent LinkedIn Specialist
- > profile writing - to help you update your LinkedIn Profile or personal website
- > careers - helping you choose and find the best options
- > business - hyper local marketing, social media, website design (WordPress)
- > networking - online and offline, digital branding and events
- > presenting – training, guest speaking, facilitating, podcasting
- > publishing – books, articles, blogs, copy, newsletters

Founder and Director

- > <https://newcomersnetwork.com> 2001 - now
- > <https://camberwellnetwork.com> 2012 - 2022
- > <https://120wayspublishing.com> 2014 - now

Free information at <https://sueellson.com>

- > Podcasts
- > Presentations
- > Publications

Self managed at <https://120wayspublishing.com>

- > 5 Digital Books
- > 4 Paperback Books
- > LinkedIn for me Online Course <https://sueellson.com/courses>

I work best with people who are smart and savvy and know that with my professional assistance, they will be able to be supported, learn new skills, take action and achieve results.

Biography

Sue Ellson BBus GK MPC PCDAASASA WVMedPlus was born in Adelaide and moved to Melbourne in 1994. She joined LinkedIn on 21 December 2003 and is one of the first 80,000 people in the world on the platform. She has been consulting on the topic of LinkedIn since 2008 and launched her first three 80,000 word books on LinkedIn, Careers and Business and Hyper Local Marketing in 2016 and her fourth, Gigsters, in 2019 and her fifth LinkedIn for me in 2023.

She has a background in banking, training, recruitment, HR, marketing, employment, websites and social media and her first website, NewcomersNetwork.com went online in 2001. She created CamberwellNetwork.com in 2012 until 2022 and 120WaysPublishing.com in 2014.

She is an Independent LinkedIn Specialist and Career Development Practitioner providing consulting and training on the topics of LinkedIn, social media and marketing to individual clients and organisations worldwide. She also teaches and provides business consulting services to various clients internationally and volunteers on a regular basis.

Sue attends between one and four events every week to keep herself up to date with the latest trends and enjoys 5 Rhythms dancing too!

Top skills

LinkedIn Training • LinkedIn • Writing • Consulting • Marketing

## About

Carmen Vitnell | [info@sourceforme.com.au](mailto:info@sourceforme.com.au) | +61 434 198 691

Founder of Source For Me - your one stop print management shop based in Melbourne - offering all things print, promotional, clothing, display, graphic design and branded merchandise.

Professional Skills

- > operations, office, account and administrative management
- > print quote and project management
- > brand marketing
- > client relationship management
- > business development
- > accounts payable and receivable
- > payroll
- > human resources
- > recruitment
- > onboarding
- > performance review coordination
- > exit interviews
- > executive support
- > training
- > staff supervision and management
- > negotiation and conflict resolution
- > WordPress website design
- > market research

Technical Skills

- > WordPress, FileMaker Pro CRM
- > Xero, SAP, Adobe Acrobat, Canva
- > MS Word, Excel, PowerPoint, Outlook
- > Mac and PC
- > retail POS
- > touch typing
- > RP Office

Personal Skills

- > reliable, trustworthy, responsive
- > efficient, accurate, proactive
- > problem solver, negotiator, manager

Industry Experience

- > print, display, merchandising, branding and promotions
- > retail, grocery, department store, boutique clothing
- > veterinary, clinic, hospital, animal rescue
- > long term business finance
- > fashion and photography modeling, music, musical productions

Professional Summary

I started working part time at the age of 15 at Target in Camberwell and remained there for seven years. I completed a Degree in Animal and Veterinary Bioscience at La Trobe University, Bundoora, Melbourne in December 2016 and after attending a summer camp in USA in August 2017, started working in the Veterinary industry until September 2018 when I moved into a finance related role before returning to retail at Aldi as a Store Management Trainee and moved to the printing industry with Gorilla Print in March 2019 where I have moved through several roles and am now the Business Development Manager but still have a strong Operations Management Role. I also enjoy being a fashion or photography model or an extra for film and television.

Top skills

Marketing • Operations Management • Office Administration • Business Development • Account Management





# 10. Other Sections

**Add to profile** ✕

**Core** ^

Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know

Add education

---

Add position

---

Add services

---

Add career break

---

Add skills

---

**Recommended** ^

Completing these sections will increase your credibility and give you access to more opportunities

Add featured

---

Add licenses & certifications

---

Add projects

---

Add courses

---

Add recommendations

---

**Additional** ^

Add even more personality to your profile. These sections will help you grow your network and build more relationships.

Add volunteer experience

---

Add publications

---

Add patents

---

Add honors & awards

---

Add test scores

---

Add languages

---

Add organizations

---

Add causes

---

- Core
- Recommended
- Additional
- Database – GIGO
- More Words, More Search Results
- Must be scan friendly



# Professional Support

- CDAA Member
- Pay by the Hour
- Job Skills different to Job Search Skills
- Secure a more aligned and better paying role faster and reuse job search skills in the future



# Maximising Your LinkedIn Profile

1. LinkedIn Profile URL
2. Photo and Headline
3. Job Titles
4. Experience – Achievements, Tasks, Description
5. Media
6. Not Currently Working
7. Education
8. Skills
9. About
10. Other Sections



# Additional Resources

*Skills to get a job not the same as the skills to do a job*

- Free careers quiz and job descriptions <https://myfuture.edu.au/get-started>
- Finding a job guide <https://www.vic.gov.au/finding-job>
- Career Development Association of Australia  
<https://cdaa.org.au/CDAASite/Web/About-Career-Development/Why-Seek-Career-Support.aspx>
- Employee Assistance Programs, Outplacement Services, Selected Recruiters, Education Providers, Local Community or Council Programs
- Beware of advice from well-meaning friends, family and colleagues
- <https://sueellson.com/webinars-and-recordings>



# Melbourne Career Expo 2023, 2024 & 2025

## 2025

Maximising Your LinkedIn Profile 12:30pm CDAA Workshop Area

LinkedIn for Over 40's 2:30pm CDAA Workshop Area

## 2024

Top 10 LinkedIn Career Tools 10:30 am CDAA Workshop Area

Top 10 Return to Work Strategies 12:30pm CDAA Workshop Area

How to ask for a promotion or a pay rise 2:00pm Main Stage

## 2023

Top Ten Tools for Job Seekers 10:30am CDAA Workshop Area

Over 50 and Fabulous 1:30pm CDAA Workshop Area

Using AI for finding work 2:30pm Main Stage

<https://sueellson.com/melbourne-career-expo-workshops-and-presentations>



# What has been most helpful to you today?

## ✓ Write a Review on

Google <https://g.page/sue-ellson-author/review> (158 Google Reviews) or  
Facebook <https://www.facebook.com/sueellson2/reviews> (13 Reviews)  
Online <https://sueellson.com/reviews> (lots!)

## ✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>

## ✓ Questions and Answers



Google Review



Facebook Review



Online Review



Follow Socials / Contact



**@sueellson**



### Email QR Code

Email:

sueellson@sueellson.com

Subject:

Melbourne Career Expo Attendee

Message:

I would like the slides and recording link please

**[sueellson@sueellson.com](mailto:sueellson@sueellson.com) or 0402 243 271**  
**[linkedin.com/in/sueellson](https://www.linkedin.com/in/sueellson)**