



## YOUR HEADLINE

- 120 Characters Maximum (Use as close to 120 Characters as you can get)
- Choose Your Top Keywords. This is one of the most important keyword areas of your LinkedIn Profile
- Describe What You Do
- If you are an Entrepreneur, avoid using the words “President, Founder, Owner” etc.

Ex.

Product Manager | Brand Manager | Consumer Packaged Goods | Digital Marketing | Food and Beverage Category | Retail

Ex.

Life Science Executive | General Manager | Managing Director | VP | Country Manager | Europe |

Ex.

Regional Business Manager | Product Manager | Pharmaceutical Industry | Oncology | CNS | Mental Health