

YOUNG & BLACK CANADA

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WINNING LINKEDIN PROFILE

10 Power Nuggets to Make Your Profile Unforgettable

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"Your LinkedIn profile is your 24/7 personal brand ambassador."

— Daniel Akinjise

INTRODUCTION

LinkedIn has over **1 billion members** across 200+ countries. Recruiters, clients, and collaborators are searching for people like you *right now*. The question is — will your profile make them stop scrolling, or keep moving?

This guide distils the 10 most powerful, actionable steps to transform your LinkedIn profile from ordinary to outstanding. Each tip is paired with a real-world example drawn from Daniel Akinjise's own profile — an HR strategist, MBA holder, founder, and changemaker whose LinkedIn journey reflects everything these tips can achieve.

■ LinkedIn Fast Facts	
Profiles with photos get	21x more views
Strong headlines generate	3x more connection requests
Keyword-rich profiles appear in	5x more recruiter searches
Profiles with 5+ skills get	27x more messages

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Canada

THE 10 POWER NUGGETS

01 Write a Magnetic Headline — Not Just Your Job Title

Your headline is the first thing anyone sees on LinkedIn — in search results, connection requests, comments, and messages. You get **220 characters**. Use every one.

A weak headline names your title. A great headline communicates your *value, expertise, and identity*. Think of it as your personal billboard.

Formula: [Role/Identity] | [Key Specialisms] | [Differentiator or Mission] | [Credential]

● Daniel's Upgraded Headline

Shaping the Future of Work Across 5 Countries | HR Strategist · DEI Champion · Youth Advocate | Ontario Public Service | CHRL Candidate

02 Craft a Compelling About Section in First Person

Your About section is your story — not a biography written about you. Always write in **first person** (I, my, me). Third-person reads cold and distant.

Lead with a **hook** that stops the scroll. Follow with your value, your story, your impact, and close with a clear **call to action**.

Use short paragraphs and white space — LinkedIn is read on mobile. Dense walls of text get skipped.

● Daniel's Hook (Opening Line)

With 10+ years of HR experience across Nigeria, Spain, South Korea, the U.S., and Canada, I've built a career at the intersection of people, strategy, and technology.

03 Use a Professional, High-Quality Headshot

Profiles with photos receive up to **21x more profile views** and **9x more connection requests** than those without.

Your photo should be: recent, well-lit, with a clean background. Your face should fill at least **60% of the frame**. Dress as you would for a professional meeting in your industry.

Avoid: group shots, casual selfies, sunglasses, heavy filters, or old photos. This is your first handshake — make it count.

04 Leverage Your Banner Image as Prime Real Estate

The background banner (1584 × 396 px) is the most underused space on LinkedIn. Most people leave it blank or generic — don't.

Use it to reinforce your personal brand: add your tagline, your organization's mission, your speaking topic, or a visual that reflects your work and values.

Tools like **Canva** make it easy to design a professional banner in minutes.

● Daniel's Banner Idea

A bold banner featuring: 'HR Strategist | DEI Champion | Founder, Young & Black Canada' with youngandblack.ca and the YnB brand colours — black and gold.

05 Optimise for Keywords — LinkedIn is a Search Engine

Recruiters and clients use LinkedIn like Google. The algorithm surfaces profiles based on **keyword relevance**. If your keywords aren't there, you don't exist in results.

Identify 8–12 keywords for your field and weave them naturally into your headline, About section, experience descriptions, and skills.

HR Keywords to consider: Workforce Planning, Talent Management, DEI, HRIS, Organizational Design, Employee Engagement, Change Management, Resource Allocation.

06 Quantify Achievements — Numbers Make You Memorable

Recruiters skim profiles in seconds. Numbers *stop the eye*. Replace duty descriptions with impact statements.

Weak: 'Managed workforce planning projects.'

Strong: 'Led workforce planning for 300+ FTEs across 5 ministries, reducing vacancy rates by 18% over two fiscal years.'

Ask yourself for every bullet: *How many? How much? How fast? What was the result?*

● Daniel's Experience — Before vs After

BEFORE: 'Assisted in handling communication with staff and addressing concerns.' ■ *AFTER:* 'Managed stakeholder communications for a 200+ person ministry, resolving complex HR inquiries with a 95% same-week resolution rate.'

07 Collect Powerful Recommendations

Written recommendations are the most powerful social proof on LinkedIn — they show real people vouching for your character and work ethic.

Aim for at least **3–5 strong recommendations** from managers, peers, clients, or mentors. A great strategy: write one for someone first — they'll often reciprocate.

Coach recommenders to be *specific*: what project, what outcome, what quality made you stand out. Generic praise is forgettable; specific stories are compelling.

08 Use the Featured Section to Showcase Your Best Work

The Featured section sits near the top of your profile — prime visibility real estate. Most people ignore it. Use it to pin your most impressive work.

What to feature: published articles, top-performing posts, portfolio links, media coverage, speaking videos, your organization's website, or key certifications.

● Daniel's Featured Section Recommendations

① *Young & Black Canada website (youngandblack.ca)* ② *Published books or articles* ③ *Media coverage or speaking clips* ④ *LinkedIn post about CHEO advisory role*

09 Be Consistently Active — Visibility is Currency

Publishing, commenting, and sharing consistently keeps you visible in your network's feed. **LinkedIn's algorithm rewards regularity** — even 2–3 thoughtful posts per week can dramatically increase profile views and inbound connection requests.

Content ideas: share lessons from your HR career, opinions on the future of work, DEI insights, highlights from Young & Black Canada, or reflections on leadership.

Engagement hack: Thoughtful comments on others' posts often generate more visibility than your own posts — be generous with your expertise.

10 Customise Your LinkedIn URL & Complete Every Section

Change your default URL (a string of numbers) to something clean: [linkedin.com/in/danielakinjise](https://www.linkedin.com/in/danielakinjise). It's professional, shareable, and searchable.

LinkedIn's **All-Star profile status** (achieved by completing every section) makes your profile appear significantly higher in search results.

Checklist for All-Star status: Profile photo · Headline · Location · Industry · Current position with description · 2 past positions · Education · 5+ skills · 50+ connections.

● Daniel's Custom URL

linkedin.com/in/danielakinjise ✓ Clean, professional, and ready for business cards, CV headers, and email signatures.

YOUR LINKEDIN PROFILE AUDIT CHECKLIST

Use this checklist before your next job application, speaking engagement, or networking event. A complete, optimised profile works for you 24/7.

Profile Basics

- Professional headshot (face fills 60%+ of frame)
- Custom branded banner image (1584 × 396 px)
- Custom LinkedIn URL (linkedin.com/in/yourname)
- Location and industry set correctly

Headline & About

- Headline uses full 220 characters with keywords
- Headline communicates value, not just title
- About section written in first person
- About section opens with a compelling hook
- About section closes with a clear call to action

Experience & Skills

- Current role has detailed description with impact
- All experience bullets include quantified achievements
- At least 2 past positions listed with descriptions
- 5+ relevant skills listed (aim for 10–15)
- Skills endorsed by connections

Social Proof & Visibility

- 3–5 strong written recommendations
- Featured section has 2–4 pinned items
- Education section complete
- Certifications and licences listed (e.g. CHRL Candidate)
- Posting or engaging at least twice weekly

ABOUT THE PRESENTER

Daniel Akinjise is a forward-thinking HR strategist with over 10 years of experience spanning Nigeria, Spain, South Korea, the United States, and Canada. He currently serves as a **Resource Management Advisor with the Ontario Public Service**, driving strategic workforce planning and resource optimization across government ministries.

Holding an **MBA in AI and Automation** from Nexford University, Daniel sits at the cutting edge of the future of work. He is a **CHRL Candidate**, published author, and passionate advocate for diversity, equity, and inclusion.

As the **Founder of Young & Black Canada** (youngandblack.ca), he leads initiatives that advance mental wellness and career development for Black professionals. He also volunteers as an advisor on the **Family Advisory Council at CHEO's Knowledge Institute** for Child and Youth Mental Health.

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"Your profile is not just a resume — it is your reputation, your reach, and your runway."

— Daniel Akinjise