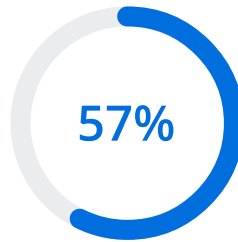# in LinkedIn Scan Report

Optimizing your LinkedIn profile to attract recruiters or supplement your resume in your job search!

57%

Scan Date: Jul 25, 2025

Content Strategist | Content Development | Storytelling | Driving Engagement Through Data-Backed Content | Google Proresumes.io

- Recruiter

❌ **25** Needs improvement | ✅ **44** Well done

see ❌ below for areas to improve. ⊙

⚠️ Report created with only 1 job description. We recommend at least 3 job descriptions.

Basic Information ⊙

Full name ⊙	✅ First and last name found in your contact information
Profile picture ⊙	✅ You have included a profile picture, that exponentially increases your profile views and messages received
Background picture ⊙	✅ We found a background picture.
Location ⊙	✅ Adding a specific location and country helps recruiters find you - more than 30% of recruiters will search by location.
Industry ⊙	✅ You specified your industry.
Open To Work ⊙	❌ Your 'Open to Work' status is either not enabled or visible only to recruiters. Enabling it for all LinkedIn members can significantly increase your visibility and lead to more job opportunities.

High Impact ⊙

Headline ⊙   *"Content Strategist | Content Development | Storytelling | Driving Engagement Through Data-Backed Content | Google Proresumes.io"*

✅ Length of headline is good.

❌ We recommend including the exact title **Recruiter** in your headline. Recruiters frequently search by job titles and exact phrasing ranks higher in search results.

❌ We recommend including **field sales** in your headline. Recruiters search hard skills from the job positions they want to fill.

✅ Special characters were not overused in your profile headline.

Current Headline

"Content Strategist | Content Development | Storytelling | Driving Engagement Through Data-Backed Content | Google Proresumes.io"

✨ **Generate new headline**

Profile summary ⑦

""Great content isn't just about words—it's about strategy. I turn ideas into impactful stories that engage, convert, and build lasting brand loyalty." As a Content Strategist, I specialize in developing data-driven content strategies that captivate audiences, enhance brand visibility, and drive business growth. With a keen eye for storytelling and an analytical mindset, I bridge the gap between creativity and strategy to deliver content that resonates. "Driven by strategy, powered by relationships—I'm a Business Development Executive as well who turns opportunities into long-term growth" Expertise Includes: ✅ Content Strategy & Development ✅ SEO & Audience Research ✅ Brand Storytelling & Messaging ✅ Editorial Planning & Content Calendars ✅ Social Media & Digital Marketing ✅ Business Development I thrive at the intersection of creativity and analytics—understanding what content engages, converts, and builds long-term brand loyalty. Whether it's refining a company's voice, optimizing content for search engines, or creating compelling narratives, I ensure every piece serves a purpose. Passionate about leveraging insights to create high-performing content, I stay ahead of industry trends and continuously experiment with new formats, platforms, and storytelling techniques. Let's connect and craft impactful stories that make a difference!"

✅ Length of summary is good

❌ We recommend including the exact title **Recruiter** in your summary. Recruiters frequently search by job titles and exact phrasing ranks higher in search results.

❌ We recommend including **field sales, nutrition, talent acquisition** in your summary. Recruiters search hard skills from the job positions they want to fill.

❌ Consecutive and overuse of special characters are not recommended in your summary

❌ We have found some negative phrases or cliches in your summary.

Tip

View Negative Phrases (1)

❌ Provide at least two measurable results in the About section of your profile (Example: increased sales by 20%)   **Tip**

Current Summary

""Great content isn't just about words—it's about strategy. I turn ideas into impactful stories that engage, convert, and build lasting brand loyalty."

As a Content Strategist, I specialize in developing data-driven content strategies that captivate audiences, enhance brand visibility, and drive business growth. With a keen eye for storytelling and an analytical mindset, I bridge the gap between creativity and strategy to deliver content that resonates.

"Driven by strategy, powered by relationships—I'm a Business Development Executive as well who turns opportunities into long-term growth"

Expertise Includes:
✅ Content Strategy & Development
✅ SEO & Audience Research
✅ Brand Storytelling & Messaging
✅ Editorial Planning & Content Calendars
✅ Social Media & Digital Marketing
✅ Business Development

I thrive at the intersection of creativity and analytics—understanding what content engages, converts, and builds long-term brand loyalty. Whether it's refining a company's voice, optimizing content for search engines, or creating compelling narratives, I ensure every piece serves a purpose.

Passionate about leveraging insights to create high-performing content, I stay ahead of industry trends and continuously experiment with new formats, platforms, and storytelling techniques.

Let's connect and craft impactful stories that make a difference!"

✨ **Generate new summary**

Work Experience

History ⦵ ✅ Work experience contains at least 3 jobs.

Short term gigs ⦵ ❌ Short-term gigs should be labeled as "Contract", "Intern", or "Part-time" to avoid red flags.

Job title match ⦵ ❌ Recruiter didn't appear in any past or current job titles from your work experience.

Measurable results ⦵ ❌ No mentions of measurable results were found on your work experiences. Consider including at least two specific achievements or

areas of impact for every job you had (Example: increased sales by 20%)

Tip

Words to avoid ⓘ   ✅ The tone of your resume is generally positive and no common cliches and buzzwords were found. Good job!   Tip

Work experience	Date ⓘ	Job title ⓘ	Company name ⓘ	Responsibilities ⓘ
MUZTech	✅	✅	✅	✅
Freelance	❌	✅	✅	❌
ProResumes.io	✅	✅	✅	❌
hcconsultant	✅	✅	✅	❌
cvws / spyre.co	✅	✅	✅	❌
Confidential	✅	✅	✅	❌
Tenonnet	✅	✅	✅	❌
Tenonnet	✅	✅	✅	❌
Tenonnet	✅	✅	✅	❌

Key Skills ⓘ
Based on job description

Skill	LinkedIn profile	Job description
field sales	❌	2
nutrition	❌	2
data-driven	1	1
healthcare	❌	1
talent acquisition	❌	1

Education ⓘ

Education ⓘ   ✅ Education found.

Degree match ⓘ   ✅ No preferred degrees were specified in job descriptions

Education institution	Dates	School	Degree
University of the Punjab	✅	✅	✅

Tips & Tricks ⑦

Vanity URL ⑦	❌ Your LinkedIn public URL should include your first and last name.
# of connections ⑦	✅ Great job! You have over 400 connections on LinkedIn - this greatly increases your search rank from recruiters looking for candidates on