



**Women Connect**

**ASUG**

## **Join ASUG Women Connect**

ASUG Women Connect fosters diversity and inclusivity, facilitates professional growth, empowers the development of leadership skills and effect allyship among SAP Professionals.

### **Next Webcast:**

**March 14, 2024  
12:00pm–1:00pm  
CDT**



# Building a Professional LinkedIn Brand

**Michael Callahan**

ASUG Creative Director

The ASUG logo is displayed in white text on a solid orange background. The letters are in a clean, sans-serif font, with the 'A' and 'S' being slightly larger than the 'U' and 'G'.

# What makes a great LinkedIn Profile?

The screenshot displays a LinkedIn profile for Karl Johnson. At the top, the navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications (with a 24 notification badge), Me, For Business, and Advertise. The profile header features a circular profile picture of Karl Johnson and a banner image of a snowy mountain landscape. Below the profile picture, the name 'Karl Johnson' is followed by a verified badge, a 'He/Him' pronoun indicator, and a '1st' degree badge. His current role is 'Global Product Marketing Manager, Productivity | Prospect Champion, Sales Advocate' at 'iManage', with a location of 'Chicago, Illinois, United States' and a 'Contact info' link. He has '500+ connections' and lists mutual connections including Meghan Gardner, Torrey Fazen, and 15 others. Action buttons for 'Message' and 'More' are visible. The 'Highlights' section shows a shared experience at 'Alipes Inc.' from January 2016 to December 2017, with a 'Message' button. The 'About' section describes him as a 'tenured product marketing leader in the B2B SaaS space' and includes a 'see more' link. The 'Activity' section shows 1,261 followers and tabs for 'Posts' and 'Comments'. It lists three recent reposts: one from 1 week ago about navigating information overload in the age of LLMs (6 reactions), another from 1 week ago about legal content (23 comments), and a third from 2 weeks ago.

**Karl Johnson** (He/Him) · 1st  
Global Product Marketing Manager, Productivity | Prospect Champion, Sales Advocate  
Chicago, Illinois, United States · [Contact info](#)  
500+ connections  
Meghan Gardner, Torrey Fazen, and 15 other mutual connections  
[Message](#) [More](#)

**Highlights**  
You both worked at Alipes Inc.  
You both worked at Alipes Inc. from January 2016 to December 2017  
[Message](#)

**About**  
As a tenured product marketing leader in the B2B SaaS space, I direct multi-channel product, portfolio, and partner marketing initiatives. My convictions hinge on uncovering answers to fundamental marketing questions like, "Who are we selling to, and why do they care?"  
...see more

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[Posts](#) [Comments](#)

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[mag.briefing.co.uk](#) · 4 min read  
6 reactions

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[mag.briefing.co.uk](#)  
23 comments

Karl Johnson reposted this · 2w

**Ad**  
Visit the company page for New Murabba!  
Michael, keep up with the latest insights from New Murabba  
[Follow](#)

**People also viewed**

- [Neil Araujo](#) · 2nd  
CEO at iManage  
[Connect](#)
- [Lavinia Bala Young](#) · 2nd  
B2B Demand Generation Marketer  
[Connect](#)
- [Laura Wenzel](#) · 2nd  
Global Product Marketing Director  
[Connect](#)
- [Stacey Bobby](#) · 2nd  
B2B Demand Generation | Marketing Strategy | Digital...  
[Connect](#)
- [Michael Powers](#) · 2nd  
Global Director of Product Marketing at iManage  
[Connect](#)

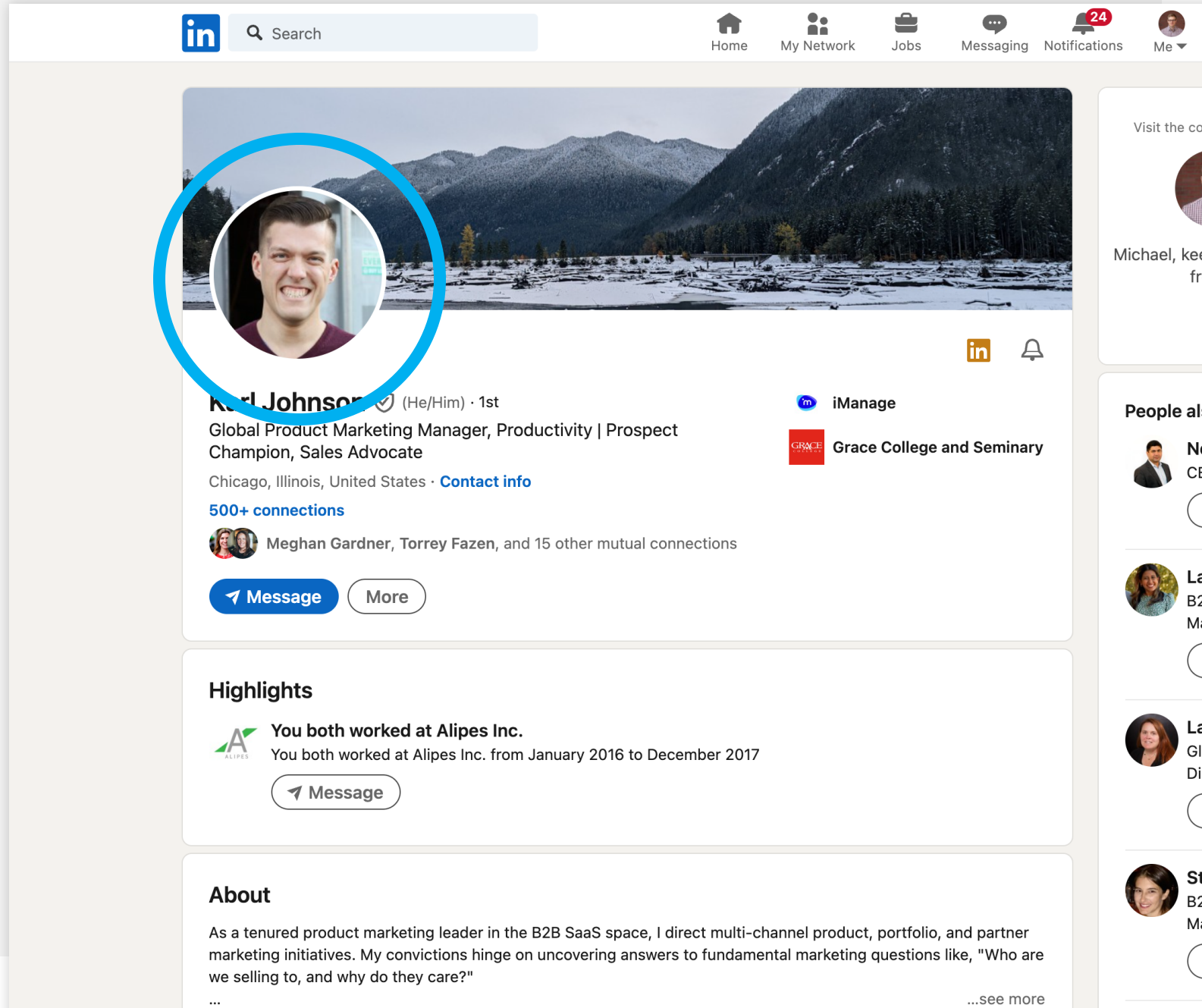
[Show all](#)

**People you may know**  
From Karl's company

- [Kaitlyn Olson](#)   
Early Career & Campus Recruiter at iManage  
[Connect](#)
- [Ray Scheppach](#)  
Chief Financial Officer at iManage  
[Connect](#)
- [Lavinia Bala Young](#)  
B2B Demand Generation

# Choose the right profile picture for LinkedIn.

- Your profile picture is your calling card
- Make sure your face takes up around 60% of the photo
- Wear what you would like to wear to work
- Smile with your eyes!



in Search Home My Network Jobs Messaging Notifications 24 Me

Visit the co

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People also

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...

...see more

# Add a background photo.

- Your background photo is the second visual element at the top of your profile page.
- Useful to add context and creativity
- Many use a photo from work, but not required
- More than anything, the right background photo helps your page stand out, engage attention and stay memorable.

in Search Home My Network Jobs Messaging Notifications 24 Me

Visit the co  
Michael, kee  
fro

People also  
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Ma

...see more

# Make your headline more than just a job title.

- There's no rule that says the description at the top of your profile page has to be just a job title.
- Use the headline field to say a bit more about how you see your role, why you do what you do, and what makes you tick.



**Karl Johnson** · 1st

Global Product Marketing Manager, Productivity | Prospect...  
Chicago, IL

Experience: iManage, Paylocity, and 7 more

17 mutual connections

Message

View full profile

**Karl Johnson** (He/Him) · 1st

Global Product Marketing Manager, Productivity | Prospect  
Champion, Sales Advocate

Chicago, Illinois, United States · [Contact info](#)

[500+ connections](#)



Meghan Gardner, Torrey Fazen, and 15 other mutual connections

Message

More

## Highlights



**You both worked at Alipes Inc.**

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# Turn your summary into your story.

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[...see more](#)

## Activity

1,261 followers

[Posts](#)

[Comments](#)

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**Navigating information overload in the age of LLMs**

mag.briefing.co.uk · 4 min read

  6

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# Be Active!

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### Briefing February 2024: Elite cover wrap

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2 comments

Karl Johnson reposted this · 2w



"We came to the conclusion that the iManage platform is much more modern, sophisticated, performant, stable and easy to use" says Shawn Curran, Director of Legal Technology at Travers Smith. Listen in. ...show more



1 repost

Show all posts →

## Experience



### Global Product Marketing Manager, Productivity


iManage · Full-time

Jun 2021 - Present · 2 yrs 10 mos




# List your relevant skills.

- It's one of the quickest of quick wins on LinkedIn – scroll through the list of skills and identify those that are relevant to you.
- Doing so helps to substantiate the description in your Headline and Summary, and provides a platform for others to endorse you.

 First Ascent Climbing & Fitness  
Sep 2021 - Present · 2 yrs 7 mos  
Health

Support gym staff by leading orientation for first-time visitors at the Avondale location. During these tours, teach visitors safety standards, how to use auto-belay devices, and proper bouldering technique ...see more

 **Event Staff**  
Over The Edge


Jun 2021 - Present · 2 yrs 10 mos  
Children


Support fundraiser events as belay staff and radio operator during urban rappel event. Have supported Chicago Youth Centers event, supporting over \$800k in fundraising to-date.


[Show all 3 volunteer experiences →](#)

## Skills

### Marketing Strategy

 Endorsed by Faith Loewy and 1 other mutual connection

 Endorsed by 5 colleagues at Paylocity

 23 endorsements

Endorse

### Copywriting

Calum Maclean has given an endorsement for this skill

 1 endorsement


Endorse

[Show all 27 skills →](#)

## Recommendations

[Recommend Karl](#)

**Received**   Given


 **Robert Christy** · 2nd

Human resources management entails overseeing various aspects of employee management, including payroll, benefits, recruiting, and employee relations.


January 19, 2014, Robert worked with Karl but on different teams

# Spread the endorsement love.

- Endorsements from other members substantiate your skills and increase your credibility.
- How do you get endorsed on LinkedIn? For starters, go through your network and identify connections who you feel genuinely deserve an endorsement from you – that’s often the trigger for people to return the favor.

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January 19, 2014, Robert worked with Karl but on different teams

# Request recommendations.

- Endorsements give people viewing your profile a quick, visual sense of what you're valued for.
- Recommendations take things a step further. They are personal testimonials written to illustrate the experience of working with you.

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Karl brings energy, determination and drive to Maple Leaf Farms Communications and his media relations produces strong result-oriented initiatives. He develops informative press releases, talking points, presentations and other communications materials used to promote MLF.

## Interests

Top Voices

Companies

Groups

Newsletters

Schools



**James Clear** 

Writer at JamesClear.com

146,080 followers

+ Follow



**Dan Ariely**  · 3rd

I do research in behavioral economics and try to describe it in plain language. These findings have enriched my life, and my hope is that they will do the same for you.

421,392 followers

+ Follow



**Ron Gilson** • 1st

CIO at CROPP | Organic Valley

49m • 🌐

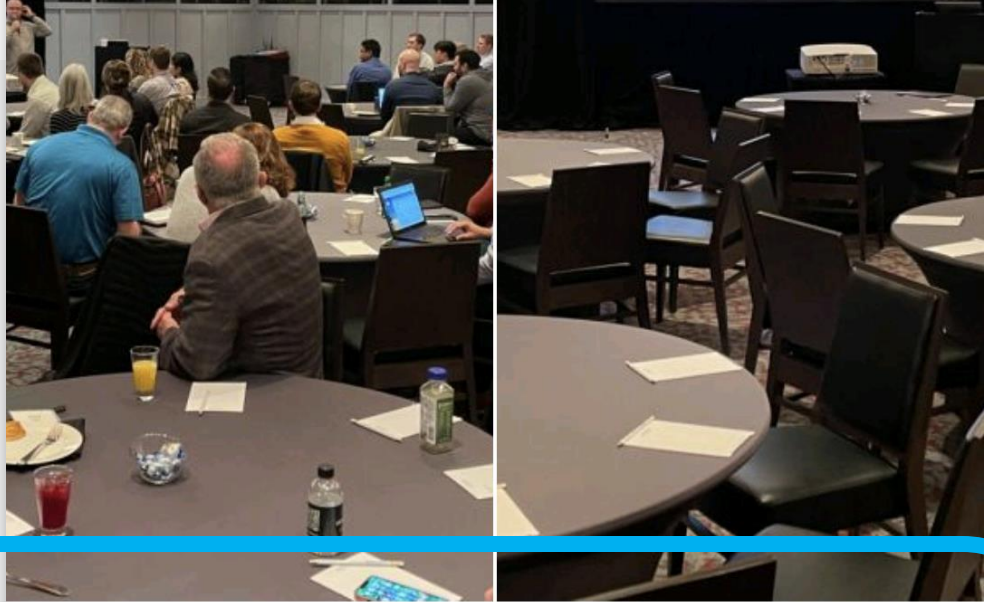
**Geoff Scott** kicking off the **#ASUGWisconsin** chapter meeting. Still time to run to the Kimpton Journeyman for today's chapter meeting.

**#asug #sap**



## Share relevant content from your LinkedIn feed.

- It's one thing to have a network of connections on LinkedIn – it's far better to have an active role in that network, appearing in your connections' LinkedIn feeds in a way that adds value for them.
- Keep a close eye on your LinkedIn feed and share content that you find genuinely interesting – and that aligns with your point of view.



You and 14 others

1 comment • 4 reposts



Like



Comment



Repost



Send



**Geoff Scott** (He/Him) • 1st

Let's talk about how I can help you get the most out of yo...

Great to spend time today with the Wisconsin SAP Customer Community.

## Join the conversation!

- LinkedIn is best when you engage and share!
- Comment on posts that are relevant and meaningful to you
- Like and share your favorite posts

## Analytics

👁 Private to you



**28 profile views**

Discover who's viewed your profile.



**77 post impressions**

Check out who's engaging with your posts.



**27 search appearances**

See how often you appear in search results.

Show all analytics →

# Looking for a new job? Leverage LinkedIn's Tools

## Resources

👁 Private to you



**Creator mode**  Off

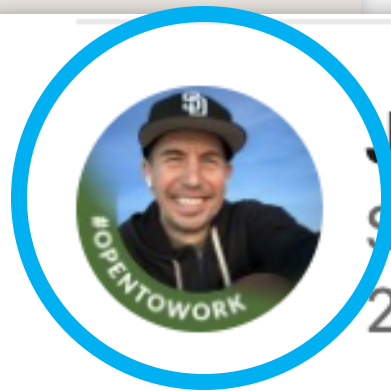
Get discovered, showcase content, and get access to creator tools



**My network**

See and manage your connections

Show all 5 resources →



**Jeff McAllister** • 2nd

Sr. Visual / UX & Brand Designer (Contract)

2d • Edited • 🌐

I'm excited to say, I'm at the tail-end of my



# Sooo.... What makes a great LinkedIn Profile?

The image shows a screenshot of a LinkedIn profile for Karl Johnson. The profile includes a header with a profile picture and a background image of a snowy mountain landscape. Below the header, the name 'Karl Johnson' is displayed with a verified badge and a '1st' connection level. The current company is 'iManage', and a former company is 'Grace College and Seminary'. The profile shows '500+ connections' and lists mutual connections. The 'Highlights' section notes that Karl and another user worked at Alipes Inc. from 2016 to 2017. The 'About' section describes Karl as a product marketing leader in the B2B SaaS space. The 'Activity' section shows recent posts and reposts, including one about navigating information overload in the age of LLMs and another about legal content. The right sidebar features an advertisement for New Murabba, a 'People also viewed' section with profiles of Neil Araujo, Lavinia Bala Young, Laura Wenzel, Stacey Bobby, and Michael Powers, and a 'People you may know' section with profiles of Kaitlyn Olson, Ray Scheppach, and Lavinia Bala Young.

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Chicago, Illinois, United States · [Contact info](#)  
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Stacey Bobby · 2nd  
B2B Demand Generation | Marketing Strategy | Digital...  
[Connect](#)  
Michael Powers · 2nd  
Global Director of Product Marketing at iManage  
[Connect](#)  
Show all

**People you may know**  
From Karl's company  
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[Connect](#)  
Ray Scheppach · Chief Financial Officer at iManage  
[Connect](#)  
Lavinia Bala Young · B2B Demand Generation

A great profile celebrates your **work interests & leads to meaningful connections.**

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B2B Demand Generation

# Thank you!

Connect with me!



ASUG