

Here are **key strategic steps** a professional new to LinkedIn should take to **network effectively**, **enhance brand visibility**, and attract **customer service or administrative job opportunities**.

1. Optimize LinkedIn Profile (Make It Recruiter-Friendly)

Recruiters use LinkedIn like a search engine. Your profile should “sell” your professional strengths clearly. These are examples:

Key Enhancements:

- **Professional photo:** Smile, neutral background, business casual.
 - **Headline** (under your name):
→ Use keywords like (example only):
"Customer Service Specialist | Administrative Support | MS Office Expert | Problem Solver | Open to Work"
 - **About section** (Summary):
Tell a short story—who you are, what you bring to the table, and what kind of roles you are seeking. Example:

“Detail-oriented Customer Service Representative with 10+ years of experience handling customer needs, problem-solving, and administrative support in fast-paced environments. Known for patience, organization, and professionalism. Seeking new opportunities where I can help streamline operations and ensure client satisfaction.”
 - **Experience:** Focus on outcomes and keywords. Use bullet points (examples):
 - Answered 50+ calls/day with 95% customer satisfaction rating.
 - Managed calendars, emails, and client records for 3 senior team members.
 - **Skills:** Add at least 10 skills such as:
 - Customer Service
 - Data Entry
 - Microsoft Office
 - CRM Software
 - Time Management
 - Conflict Resolution
 - Communication
 - **Location + Open to Work Tag:** Set location to "Hamilton, ON" or relevant city. Use LinkedIn’s green #OpenToWork banner (optional) and select "Open to recruiters" in job preferences.
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2. Strategically Build Network (Start Small but Purposeful)

Action Plan:

- **Connect with:**
 - Past coworkers/managers
 - People working in companies she wants to join
 - Recruiters in Hamilton/Stoney Creek
 - HR professionals
 - Career coaches and resume writers

Message example when connecting:

"Hi [Name], I'm exploring new admin/customer service roles in Hamilton and came across your profile. I'd like to connect and learn from your insights. Thank you!"

- **Join relevant LinkedIn groups:**
 - "Hamilton Job Seekers"
 - "Customer Service Professionals"
 - "Administrative Assistants of Canada"
 - "Jobs in Ontario, Canada"
 - **Follow local staffing agencies & companies:**
 - Express Employment Hamilton
 - ABL Employment
 - Randstad Canada
 - Robert Half
 - City of Hamilton
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3. Post and Engage Consistently (Visibility Is Key)

Weekly Engagement Goals:

- **Like & comment** on 5–10 posts by recruiters or professionals in her industry.
- **Create 1 short post/week**, such as:
 - Sharing a win or career reflection
 - Asking a question to invite engagement (e.g., "What's one tip for succeeding in a customer service interview?")
 - Sharing a job-hunting update

Example Post:

"After 10 years in customer service and admin support, I'm now actively exploring new opportunities in Hamilton or remote. I love helping others, staying organized, and keeping teams running smoothly. Any connections or leads are appreciated! 🙏"



4. Use LinkedIn Jobs Wisely

- Set **Job Alerts** for “Customer Service Representative,” “Administrative Assistant,” “Office Coordinator” in Hamilton/Stoney Creek.
- Use "**Easy Apply**" when available, but always tailor the resume + message.
- Send a **message to the job poster** when possible.



5. Message Recruiters Professionally

When she sees a recruiter, here's a sample message:

“Hi [Recruiter’s Name], I’m exploring administrative/customer service roles in Hamilton. I have 10 years of combined experience in office coordination and client service, and I’d love to learn if there are any current openings you'd recommend. I’d be happy to send my resume. Thanks for connecting!”



6. Add a Featured Section (Optional, but Powerful)

- Upload resume or a short intro video
- Add a post that shares job goals
- Showcase any certificates or achievements (e.g., Microsoft Office Certification)