HAMILTON RECRUITING

CREW OTTAWA · NEW MEMBER EVENT

Be Found.

Be Remembered.

A take-home guide to a LinkedIn profile that works as hard as you do

Welcome to CREW Ottawa! You've just joined a community of people who build, lease, manage, finance and shape the places where Ottawa works and lives. That's worth showing off.

Your LinkedIn profile isn't just for job hunting. It's your professional handshake, working for you every day: it builds your reputation, keeps you connected to the people you meet at events like this one, brings opportunities and referrals your way, and helps you stay close to what's happening in our industry.

Know that the people you meet tonight will look you up tomorrow. Your LinkedIn profile is often the second impression, and it keeps working for you long after the handshake. The good news? A few thoughtful changes make a real difference, and none of them require you to become an influencer.

Take what fits, leave what doesn't, and make it sound like you.

How to use this guide

Part 1 · The Five Essentials. The foundation. Most people can finish these in an evening.

Part 2 · Advanced Moves. Ten strategies to help the right people find you and remember you. Pick two or three a month.

Part 3 · Your Toolkit. A headline builder, an About section blueprint, a profile scorecard and a 30-day plan.

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PART 1

The Five Essentials

Think of your profile like a building lobby or store front. People decide in a few seconds whether they want to go further. These five basics make sure the lobby is bright, clean and clearly signed.

01 A photo that looks like you on a great day, ideally in a business setting

Why it matters: Your photo is the first thing people see in search results, comments and connection requests. It's also how someone you met tonight confirms they've found the right person.

- **Make it recent.** If you'd walk into a meeting and someone wouldn't recognize you, it's time to change.
- **Fill the frame.** Head and shoulders, with your face taking up most of the circle. A plain, uncluttered background keeps the focus on you.
- **Warm beats stiff.** A genuine smile, natural light and eye contact with the camera. A good phone in portrait mode near a window works beautifully.
- **Size it right.** LinkedIn currently recommends 400 × 400 pixels for profile photos.

02 A headline that does more than repeat your title

Why it matters: Your headline follows you everywhere on LinkedIn: search results, comments, invitations. "Property Manager at ABC Company" tells people what your business card says. A great headline tells them why they should talk to you.

- **Use the formula.** What you do | your specialty or asset class the value you bring or who you help | your market.
- **Front-load the good stuff.** You have up to 220 characters, but phones may show only the first part, so lead with what matters most.
- **Use the words people search for.** "Industrial leasing," "multi-residential," "asset management," "Ottawa." If a recruiter or client would type it, include it.

Headline examples

Property Manager | Class A Office Portfolio | Tenant experience that keeps buildings full | Ottawa

Associate, Industrial Leasing | Helping Ottawa businesses find space to grow

Commercial Real Estate Lawyer | Leasing & Acquisitions | Helping landlords and tenants close with confidence

From hospitality operations to property management | Customer-first operator | Multi-residential

These are illustrations, not real people. Make yours specific to you.

03 An About section that sounds like a person, not a résumé

Why it matters: This is the only place on your profile where you get to talk in your own voice. Only the first few lines show before people tap "see more," so the opening has to earn the click.

- **Write in the first person.** "I help…" is warmer and more natural than "Jane is a results-driven professional"
- **Open with a hook.** What do you do, for whom, and why do you care? Save your history for later in the section.
- **Show proof.** Two or three accomplishments, ideally with numbers.
- **Let a little personality in.** A line about what you love about this industry, or what you do outside work, makes you memorable.
- **Close with an invitation.** Tell people how and why to reach out.

You have up to 2,600 characters, but 1,200 to 2,000 is plenty. See the blueprint in Part 3.

04 Experience that shows results, not just duties

Why it matters: Anyone can list responsibilities. What separates you is what happened because you were there. In our industry, results are wonderfully measurable.

- **Think in real estate numbers.** Square feet, number of buildings or units, portfolio value, occupancy, renewals, deal volume, budget, cost savings, project timelines.
- **Two to four bullet points per role** is enough. Lead each with an action word.
- **Count everything.** Co-op terms, volunteer roles and board seats belong here too, especially if you're early in your career or changing industries.

BEFORE	AFTER
Responsible for tenant relations and building operations for the property.	Manage a 420,000 sq ft, four-building office portfolio in Kanata. Renewed 9 of 11 expiring leases in 2025 and delivered a lobby and amenity refresh on schedule and under budget.

Illustrative example only.

05 The finishing touches that signal "I'm paying attention"

Why it matters: These take minutes, and their absence is noticeable. They show you're present and professional.

- **Claim a custom URL.** Change linkedin.com/in/jane-smith-4b7a29x to linkedin.com/in/janesmith
- **Add a background banner.** The default grey banner is wasted space. Try the Ottawa skyline, a building you manage or helped build, or a simple branded graphic. LinkedIn recommends 1584 × 396 pixels.
- **Set your location and industry.** Many searches filter by location, so make sure Ottawa (or your preferred market) shows up.
- **Check your contact info.** Add the email and website you actually want people to use.

Before you leave tonight

Pick one of the five essentials and do it before you go to sleep. Momentum is everything, and the people you met tonight may be looking you up tomorrow morning.

PART 2

Advanced Moves

Once the foundation is in place, these strategies help the right people find you, trust you and remember you. Don't try them all at once. Pick two or three this month and build from there.

06 Run the "Search Test" before you write a word

Why it matters: You can't be found for words that aren't on your profile. The fastest way to learn your industry's vocabulary is to study the people who already have the job you want.

- **Search LinkedIn** for the role you have or want, plus "Ottawa." Open the five strongest profiles.
- **Collect the words that keep appearing** in their headlines, skills and About sections: asset classes, software, designations, specialties.
- **Weave the relevant ones into your profile** naturally, in your headline, About section, experience and skills. Never copy anyone's wording.
- **Repeat every six months.** Industry language shifts, and so do your goals.

07 Turn your Featured section into a portfolio

Why it matters: The Featured section sits near the top of your profile and lets you show your work instead of describing it. Most people leave it empty, which makes it a great place to stand out.

- **Feature three or four things, not ten.** A building or project you're proud of, a deal announcement, an article you wrote or were quoted in, a presentation or a CREW Ottawa event post.
- **Add a custom title and description** to each item so people know why it matters.
- **Order them with intention.** Put the one you most want people to see first.
- **Respect confidentiality.** Check with your employer before sharing deal details or client names.

Good to know: to feature a LinkedIn post or article, you need to have published it on LinkedIn first. Links and uploaded files can be added any time.

08 Be strategic about skills and credentials

Why it matters: Skills help LinkedIn match you with searches, and they give people quick evidence of what you know. Credentials carry real weight in our industry.

- **Choose your top skills on purpose.** Make sure the skills shown first on your profile are the ones you most want to be known for.
- **Connect skills to experience.** When you add a skill, link it to the role where you used it. It tells a more believable story.
- **List designations properly.** Put credentials such as RPA, CPM, CCIM, LEED AP or AACI under Licenses & Certifications, including those in progress. Add them after your name too, if you use them professionally.
- **Count your courses.** Add continuing education, including BOMA, CREW Network and university programs.

09 Ask for recommendations the smart way

Why it matters: A recommendation is someone else vouching for you in writing. It's some of the most persuasive content on your profile, and it's easier to get than most people think.

- **Give first.** Write a thoughtful recommendation for someone you admire. Many people will offer to return the favour.
- **Ask specifically.** Remind the person of a project you worked on together, and suggest one quality you hope they'll mention.
- **Aim for variety:** a manager, a colleague, and a client or tenant if appropriate.

> **A request that works**
>
> *"Hi Michelle, I really enjoyed working with you on the Albion Road lease-up last year. I'm refreshing my LinkedIn profile and would be grateful for a short recommendation. If it's helpful, you could mention how we handled the tenant transitions. Of course, no pressure at all, and I'm happy to write one for you too."*

10 Make your CREW membership visible

Why it matters: You just joined a network of accomplished women and allies in commercial real estate. That's a credibility signal, and it gives fellow members an easy reason to connect.

- **Add CREW Ottawa** under Organizations or Volunteer Experience. If you join a committee, list your role.
- **Follow the organizations you care about** such as CREW Ottawa, BOMA Ottawa and the companies you admire. It keeps your feed relevant and shows your interests.
- **Share the experience.** A short post about what you learned at a CREW event is an easy, natural first post if you've never posted before.

11 Add trust signals with verification

Why it matters: Fake profiles and scams are on the rise (I've even seen people impersonate my own firm). A verification badge reassures people that you are who you say you are.

- **Identity verification** is free and optional. In Canada, LinkedIn currently offers it through its partner CLEAR using a government-issued ID.
- **Workplace verification** can confirm your employer, for example with a code sent to your work email (where your company allows it).
- **Find it** by tapping the verification option on your profile. Options vary by country and employer, so check what you see in the app.

12 The 48-hour follow-up

Why it matters: Tonight's conversations are fresh. In a week, they'll be a blur. Connecting quickly with a personal note turns a pleasant chat into a lasting relationship.

- **Connect within 48 hours** with everyone you'd like to stay in touch with.

- **Always add a note.** Mention where you met and something you talked about. Keep it short, around 200 characters, since free accounts have a tight limit.
- **Follow through.** If you promised an article, an introduction or a coffee, send it.

> **Try something like this**
>
> *"Hi Priya, so nice meeting you at the CREW Ottawa new member event. I loved hearing about your industrial leasing work. Let's stay in touch!"*

13 Be visible without posting every day

Why it matters: Your profile is the landing page, but your activity is what brings people to it. Thoughtful comments on other people's posts often get you noticed faster than posting yourself.

- **Try a 15-minute Friday.** Leave three thoughtful comments, send two personal connection requests and, about once a month, share one post of your own. This is my own rule of thumb, so adjust it to fit your life.
- **Comment with substance.** Add an insight, a question or a local angle, rather than just "Congrats!"
- **Celebrate others.** Congratulating a colleague on a promotion or a deal is generous and keeps you top of mind.

14 Searching quietly? Protect your privacy

Why it matters: If you're open to new opportunities but currently employed, you can signal interest without announcing it to your whole network.

- **Choose "Recruiters only" for Open to Work.** This shows your interest to people using LinkedIn's recruiting tools without adding the green #OpenToWork frame to your photo. LinkedIn says it can't guarantee recruiters at your own company won't see it.
- **Watch for the share toggle.** When you edit your profile, LinkedIn may offer to share the update with your network. Turn that off if you'd rather make changes quietly.
- **Refresh gradually.** A complete profile overhaul overnight can raise eyebrows, so spreading updates over a few weeks looks natural.

15 See your profile the way others see it

Why it matters: You edit your profile on a laptop, but most people will first see it on a phone, and some will see it while not logged in.

- **Check it on your phone.** Is your headline cut off at the right spot? Do the first lines of your About section make people want more?
- **View your public profile.** Use the public profile settings to see what people outside LinkedIn see in a search.
- **Ask a trusted friend** to look at it for ten seconds and tell you what you do. If they can't, revisit your headline.

PART 3

Your Toolkit

Headline Builder

Fill in each column, then combine your favourites into one line. Aim for something you'd be proud to have read aloud when you're introduced.

WHAT I DO	MY SPECIALTY	VALUE / WHO I HELP	MY MARKET
e.g. Property Manager	e.g. Multi-residential	e.g. Communities residents love	e.g. Ottawa & Gatineau

My new headline:

About Section Blueprint

Five short building blocks. Write a sentence or two for each, then read it aloud. If it doesn't sound like you, keep editing.

BLOCK	PROMPT
1. The Hook	What do you do, for whom, and why do you care? (These are the lines people see before "see more.")
2. Your Story	How did you get here? What drew you to commercial real estate?
3. The Proof	Two or three accomplishments, with numbers where you can.
4. The Human Touch	What you love about this work, what you're learning, or what you do outside the office.
5. The Invitation	How and why people should reach out: "I'm always happy to connect with…"

A sample About section (illustration only)

I make office buildings feel like places people want to be. As a property manager for a Class A portfolio in Ottawa's west end, I look after the details (budgets, contractors, compliance) so our tenants can focus on their business.

I came to commercial real estate from hospitality, and I still think like a host. Over the last three years, I've helped renew more than 90% of our expiring leases and led a lobby refresh that came in under budget.

Outside work, you'll find me on the Ottawa River trails or volunteering with CREW Ottawa. I'm always happy to connect with people who care about great buildings and the people in them.

Profile Scorecard

Tick off each item as you go. Twelve or more and you're in great shape.

THE ESSENTIALS

- ☐ Recent, professional, approachable profile photo
- ☐ Headline that goes beyond my job title
- ☐ About section written in my own voice, with a strong opening
- ☐ Experience entries that show results, not just duties
- ☐ Custom URL claimed and added to my email signature
- ☐ Background banner that reflects me or my work
- ☐ Location, industry and contact information up to date

THE ADVANCED MOVES

- ☐ Keywords from my "Search Test" added throughout
- ☐ Three or four Featured items with custom descriptions
- ☐ Top skills chosen on purpose and linked to my roles
- ☐ Designations and courses listed under Licenses & Certifications
- ☐ At least two recent recommendations
- ☐ CREW Ottawa listed under Organizations or Volunteer Experience
- ☐ Verification added
- ☐ Connected with tonight's new contacts, each with a personal note
- ☐ Checked my profile on my phone and as a public viewer

Your 30-Day Plan

WHEN	FOCUS
Week 1	Connect with tonight's contacts within 48 hours. Update your photo, headline and custom URL.
Week 2	Run the Search Test. Rewrite your About section using the blueprint.
Week 3	Strengthen your experience entries with results. Set up Featured and tidy up your skills and certifications.
Week 4	Request two recommendations (and write one!). Add CREW Ottawa. Start your 15-minute Fridays.

KEEP LEARNING

Trusted Resources

LinkedIn changes its features and limits often. When in doubt, LinkedIn's own Help Centre has the current answer.

FROM LINKEDIN

LinkedIn Help: Add content to your Featured section
Step-by-step instructions for desktop and mobile.

LinkedIn Help: Create or change your custom public profile URL
How to claim a clean, shareable profile link.

LinkedIn Help: Let recruiters know you're open to work
Visibility options for Open to Work, including recruiters only.

LinkedIn Help: Verifications on your LinkedIn profile
How identity and workplace verification work.

FROM UNIVERSITY CAREER CENTRES

Carleton University Career Services: LinkedIn Profile Checklist
A practical one-page checklist from right here in Ottawa.

Yale Office of Career Strategy: Improving Your LinkedIn Profile
A hands-on exercise for writing and peer-reviewing headlines and summaries.

ON JOB SEARCH PRIVACY

Coursera: How to Let Recruiters Know You're Open to Work on LinkedIn
A clear explanation of the trade-offs between the public frame and recruiters-only setting.

Let's keep the conversation going

Hamilton Recruiting specializes in commercial real estate and property management talent. Whether you're growing your career or growing your team, I'd love to hear from you. Please don't hesitate to connect and/or reach out with any questions.

Website hamiltonrecruiting.com
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Your profile is never "finished," and that's the beauty of it. It grows as you do. Welcome to CREW Ottawa, and I look forward to seeing where your career takes you.

Kristina