

LinkedIn Profile Checklist

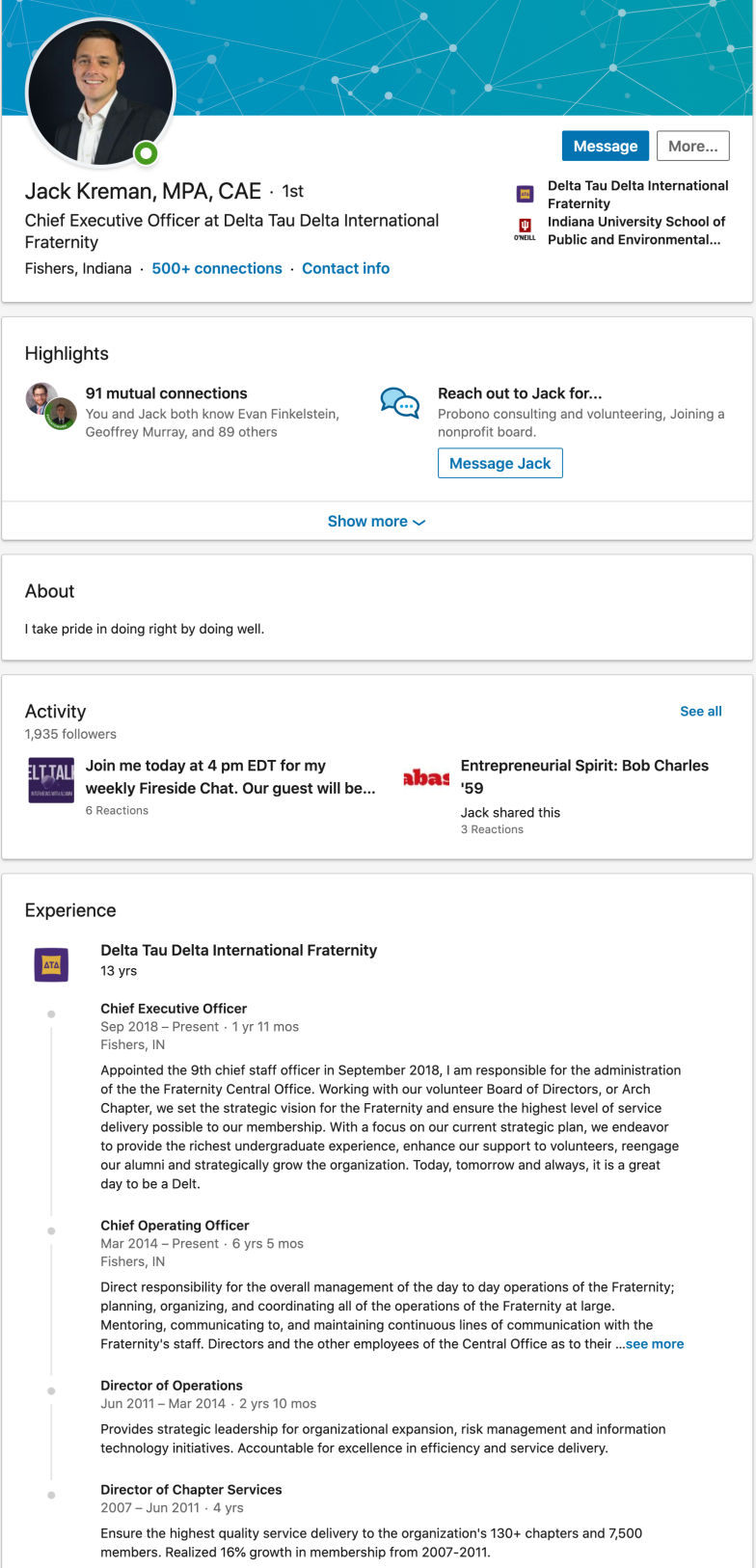
PHOTO: It does not have to be fancy. Use your phone's camera in front of a plain background. Wear a nice shirt and don't forget to smile.

HEADLINE: Tell people what you're excited about now and the cool things you want to do in the future.

ABOUT: Describe what makes you tick. Passion is the heart of some of the best summaries. Opening up about what you love to do adds context to your career. Think about what excites you most professionally—what drives you besides your paycheck? This is an especially good angle if you're younger and don't have much work experience.

Choose stories and words that show who you are as a person, not just a professional. Great summaries hint at traits such as gratitude, humility and humor. Authenticity is key, so be honest with yourself.

EXPERIENCE: In a nutshell, the Experience section of your LinkedIn profile is your online resume. When formatting your LinkedIn profile, it is important to include employment (current and past). While you might not include every job in your past on a traditional resume, it is appropriate to include your entire work history on LinkedIn. LinkedIn gives you 2000 characters to describe your responsibilities, achievements and tasks in this section. Use them. This is a section that counts for LinkedIn's internal search engine, so use your keywords.



Jack Kreman, MPA, CAE · 1st
Chief Executive Officer at Delta Tau Delta International Fraternity
Fishers, Indiana · [500+ connections](#) · [Contact info](#)

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[Delta Tau Delta International Fraternity](#)
[Indiana University School of Public and Environmental...](#)

Highlights

91 mutual connections
You and Jack both know Evan Finkelstein, Geoffrey Murray, and 89 others

Reach out to Jack for...
Probono consulting and volunteering, Joining a nonprofit board.
[Message Jack](#)

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About
I take pride in doing right by doing well.

Activity
1,935 followers [See all](#)

Join me today at 4 pm EDT for my weekly Fireside Chat. Our guest will be...
6 Reactions

Entrepreneurial Spirit: Bob Charles '59
Jack shared this
3 Reactions

Experience

Delta Tau Delta International Fraternity
13 yrs

- Chief Executive Officer**
Sep 2018 – Present · 1 yr 11 mos
Fishers, IN
Appointed the 9th chief staff officer in September 2018, I am responsible for the administration of the Fraternity Central Office. Working with our volunteer Board of Directors, or Arch Chapter, we set the strategic vision for the Fraternity and ensure the highest level of service delivery possible to our membership. With a focus on our current strategic plan, we endeavor to provide the richest undergraduate experience, enhance our support to volunteers, reengage our alumni and strategically grow the organization. Today, tomorrow and always, it is a great day to be a Delt.
- Chief Operating Officer**
Mar 2014 – Present · 6 yrs 5 mos
Fishers, IN
Direct responsibility for the overall management of the day to day operations of the Fraternity; planning, organizing, and coordinating all of the operations of the Fraternity at large. Mentoring, communicating to, and maintaining continuous lines of communication with the Fraternity's staff. Directors and the other employees of the Central Office as to their [...see more](#)
- Director of Operations**
Jun 2011 – Mar 2014 · 2 yrs 10 mos
Provides strategic leadership for organizational expansion, risk management and information technology initiatives. Accountable for excellence in efficiency and service delivery.
- Director of Chapter Services**
2007 – Jun 2011 · 4 yrs
Ensure the highest quality service delivery to the organization's 130+ chapters and 7,500 members. Realized 16% growth in membership from 2007–2011.

EDUCATION: Starting with college, list all the educational experiences you have had including internships and summer programs. Your Education section says a lot about you, especially to potential employers so be sure to use keywords that might help your profile stand out to them.

LICENSES & CERTIFICATIONS: This is awesome for those who need some sort of certification to get hired, as recruiters might search under certifications. So whether its C++ or CPR, add any certification you may have. Be sure to keep these up to date as these often expire.

VOLUNTEERING: You are more than just a corporate creature, and your LinkedIn profile should reflect that. There are causes you care about and support after work hours. Showing your philanthropic and humanitarian interests proves you are a well-rounded individual.

SKILLS AND ENDORSEMENTS: According to LinkedIn, people who list at least five skills receive up to 17x more profile views. There is also evidence that the more you have, the higher you'll rank in the search results. Having relevant skills listed on your profile is a signal to others that you're proficient at your work, which will make you more attractive to potential employers.

RECOMMENDATIONS: Ask managers, professors or classmates who you have worked with closely to write a recommendation. This gives extra credibility to your strengths and skills.

Education



Indiana University School of Public and Environmental Affairs

Master of Science, Public Administration - Nonprofit Management
2008 – 2011

Earned a perfect 4.0 grade point average pursuing an MPA degree in Nonprofit Management at the prestigious Indiana University School of Public and Environmental Affairs (SPEA). Academic work culminated in a capstone project in which I managed a team of classmates as we consulted with the FIRST program to investigate penetration of their programs into the IPS system.



University of Nebraska at Kearney

Bachelor of Science, Liberal Arts
1999 – 2004

Activities and Societies: Delta Tau Delta Fraternity, UNK Men's Golf Team, UNK Chorale, Mortar Board Honorary Society, UNK Student Government, UNK Resident Assistant, Volunteer for the ARC of Buffalo County, UNK Nebraskats, UNK Collegium

Pursued a diversified education while maintaining positions of leadership on campus. Balanced campus commitments, with academic requirements and full time employment.

Licenses & Certifications



Certified Association Executive

American Society of Association Executives
Issued Jan 2016 · No Expiration Date
Credential ID 8892
[See credential](#)



CompTIA Security+

Ivy Tech Community College
Issued Jun 2014 · No Expiration Date
Credential ID MFE7XRDJWL BQ245P

Volunteer Experience



Alumni Association

University of Nebraska at Kearney
Apr 2013 – Present · 7 yrs 4 mos
Education

Provide strategic leadership to set the course of the University of Nebraska at Kearney Alumni Association by serving as the secretary of the executive committee.

Skills & Endorsements



Leadership · 58



Endorsed by Charlie Wagster and 2 others
who are highly skilled at this



Endorsed by Cody J. Dewrell and 5 other
mutual connections



Risk Management · 43



Endorsed by Chris Wisbrock and 4 other
mutual connections



Endorsed by 16 of Jack's colleagues at Delta
Tau Delta International Fraternity



Leadership Development · 30



Endorsed by Carl Brantley, who is highly
skilled at this



Endorsed by Cody J. Dewrell and 2 other
mutual connections

[Show more](#)

Recommendations

[Ask for a recommendation](#)

[Recommend Jack](#)

[Received \(2\)](#)

[Given \(12\)](#)



Alex Bahler

Product professional ready
for next opportunity
May 18, 2011, Alex reported
directly to Jack

I had the pleasure of working with Jack at Delta Tau Delta. He trained me as a chapter consultant and continued to provide support while I reported from the road. Jack is an intelligent individual and an objective team leader who is always willing to listen. In my career as a student, intern and beyond, I... [See more](#)



Garth Eberhart, MBA

COO-Chief Operating
Officer at The International
Center
September 14, 2010, Garth
managed Jack directly

Jack's initiative, work ethic and willingness to go above and beyond make him an exemplary employee. He truly aligns himself with the needed strategies and tactics to make the organization successful. In doing so, he conducts himself admirably and above reproach. He is artful in his writ... [See more](#)