

How to Leverage LinkedIn

Step 1 of 3: Optimise your LinkedIn Profile

Start by developing a strong and clear profile that aligns with your career direction and supports all of your endeavours.

Use visual elements to bring your message to life.

Share your message.

Colour outside the lines with your headline.

Check settings & features to utilise what's available

Track & measure

Showcase. Focus your reader's attention.

Stay active. Discover. Engage.

Tell your story. Include a call to action. Humanise your profile.

Consider your reader's perspective. Focus on achievements.

Showcase continued learning. Avoid jargon.

What else do you do?

Provide context.

Powerful social proof!

What else is there? Patents. Articles. Keynotes. Connect the dots.

Clean up your LinkedIn profile URL

DOWNLOAD YOUR COMPLIMENTARY COPY TODAY

HELPING YOU BUILD MORE INFLUENCE THROUGH YOUR PROFILE, NETWORK & BODY OF WORK

Rowena Morais 🔊
Helping you showcase your profile, network & body of work | Host, Building Influence Show | Author | 2x TEDx speaker | International Freelance Editor Ghostwriter & LinkedIn Profile Writer | Marketing & Communications

Talks about #bodyofwork, #communication, #digitalprofile, #buildinginfluence, and #digitalnetworking

Canberra, Australian Capital Territory, Australia · [Contact info](#)

[Get my book for free](#)

14,530 followers · 500+ connections

[Open to](#) [Add profile section](#) [More](#)

Open to work
Editor, Content Writer, Content Specialist, Digital ...

Providing services
Content Marketing, Content Strategy, Ghostwritin...
[Show details](#)

Analytics
Private to you

315 profile views
Discover who's viewed your profile.

1,467 post impressions
Check out who's engaging with your posts.
Past 7 days

232 search appearances
See how often you appear in search results.

Activity
14,530 followers

[Posts](#) [Comments](#) [Images](#) [Articles](#)

About

How to speak your truth with power and confidence: <https://youtu.be/x6LELZXo0YA>

Mull over this idea - there are tangible things you can do to build more influence for yourself. Help readers discover you through 1) a strong and clear digital profile, 2) a purpose-driven network you build around yourself; and 3) a r ...see more

Experience

Legal Writer - Practical Guidance
LexisNexis Pacific - Part-time
Sep 2021 - Present · 1 yr 10 mos
Canberra, Australian Capital Territory, Australia

As a legal writer, I work as part of a team to provide practical guidance to assist organisations about their legal obligations.

Education

Legal Profession Qualifying Board Malaysia
Certificate in Legal Practice (CLP)
1997

Qualification for the Malaysian Bar.

Australian Institute of Management
Certificate IV in Training and Assessment, Workforce Development and Training
Jul 2022 - 2023

Currently undertaking this one year programme.

Licenses & certifications

The Fundamentals of Digital Marketing
Google: Digital Garage
Issued Jan 2022
Credential ID CXE Z3W WFA

[Show credential](#)

Publications

Build a Body of Work - A Case Study on How to Build More Influence
self-published · Oct 11, 2019

[Show publication](#)

Volunteering

Mentor, CWB Mentor Program
Canberra Women in Business
Jul 2022 - Present · 1 yr
Economic Empowerment

Canberra Women in Business is a not for profit incorporated association that supports women in business in the

Recommendations [Show all pending](#)

Received **Given**

Emily Goh · 1st
Marketing and Communications | Social Media Marketing | Media Planning
March 7, 2023, Emily was Rowena's client

I worked with Rowena on a series of ghostwriting articles for the company. She was wonderful to work with. Rowena took the time to understand what were our organisational challenges and provided insightful feedback that we could implement. She definitely went the extra mile and produced quality articles for the organisation.

Usema ishtiaq Baig · 1st
Full stack Wordpress Developer at Mercans - HRM and Payroll
November 17, 2022, Rowena was senior to Usema but didn't manage Usema directly

Rowena is a highly dedicated professional and a mentor at the same time. She has got some impressive expertise in her domain and a can-do attitude. Rowena knows how to handle her work smartly and meet deadlines. I wish you the best of luck in your future endeavors.

Organizations

International Association of Business Communicators
Member · Aug 2022 - Present

Associated with Digital Confluence

<https://www.linkedin.com/in/rowenamorais/>

Step 2 of 3: Grow a purposeful network
Step 3 of 3: Build a credible, robust body of work

Developed by

