



Advanced Personal Branding & Positioning Using LinkedIn With Dr Hannah Roberts (she/her)

“As early as possible in your career, create your own personal brand because your success depends upon your ability to influence.” – Dr Hannah Roberts

1 Personalised URL

Use your name plus 1-3 keywords to personalize your LinkedIn URL.

Example

Old URL: <https://www.linkedin.com/in/hannah-roberts-ph-d-12806365/>

New URL: <https://www.linkedin.com/in/hannahrobertscoaching/>

2 About Section

This is about both you AND what you can do for your ideal person.

7-Part Scaffolding

1. Questions: 2-3 questions that are directed at your ideal person and/or the problem you solve
2. Introduction: 1 sentence to introduce yourself summing up what you do or how you relate to the problem they have
3. Ultimate Benefit: 3-6 sentences outlining your vision and the impact you want to create in the world and how it relates to your ideal person
4. Problem: 2-3 sentences describing the problem/obstacle your ideal person faces in more detail
5. How: write 2-3 sentences describing how you can help
6. Why you: write 3-4 paragraphs that tell your ideal person why you in terms of your credentials and personality
7. Call to action: 1-2 sentences asking them if they want x, y, z what should they do next. Keep them on the LinkedIn platform.

Review the examples, write your first iteration, get feedback and update your profile.

Examples





Lúcia Moreira Teixeira, PhD

At time of writing was a postdoc looking to move beyond academia

Headline

Helping heads of immunology in Pharma & biotech companies develop innovative therapies by leading discovery research | Immunotherapy | Inflammation | Infectious Diseases | Autoimmunity | Immuno-oncology | R&D | ONO

About Section

Are you a Head of Immunology creating transformative solutions to unmet medical needs?

Are you looking for an energetic team leader that is innovative and adaptive at responding to market needs?

Hi, I'm Lucia, an expert in experimental immunology driven by a personal passion for science and the ambition to develop innovative medicines that change lives.

You are seeking to expand your scientific team to support pioneer research and translate immune insights into effective therapies.

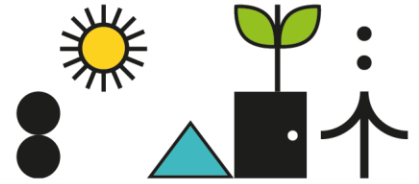
You want an experienced scientist who thrives in an agile and collaborative environment to play a key role in leading cutting-edge science.

You need an interdisciplinary individual to bridge the gap between innate and adaptive immunity, with high degree of reliability in projects and people's development.

That's where I come in.

As a tenacious scientist with 8+ years of postdoctoral experience in experimental immunology, I have successfully led multiple research projects with significant scientific accomplishments and successful collaborations documented by 8 first-author and 11 collaborative publications in top-tier scientific journals. Being a meticulous planner and organiser, I enjoy managing simultaneous projects and cross-functional collaborations.





I have in-depth knowledge of human and mouse immunology at the molecular, cellular and systems level; and expertise in both innate and adaptive immune cells (including macrophages, NKT and T cells). Being so detail-oriented and analytical, I thrive at designing programmes of work, teaching team members lab methodology and exploring new data to come up with transformative solutions to scientific questions.

My international work experience across 5 organizations and 3 countries has greatly enhanced my collaborative mindset, adaptability and interpersonal skills. I gained excellent written and verbal communication skills, with proven ability to efficiently present scientific data, concepts and ideas, securing 2 competitive fellowships, 4 travel awards, and 15 conference abstracts.

I enjoy getting involved in manual work and training new people. I have deep practical expertise in pre-clinical models of inflammatory diseases and extensive hands-on experience handling primary cells, cell-based functional assays and immune assays. I trained and mentored 13 students and young scientists, helping with experimental design, troubleshooting, data analysis, and scientific guidance; and managed a team of 2 scientists.

I am exploring new opportunities in Europe. To arrange an informal chat, drop me a message on LinkedIn today.



Dr Rachel Dunmore, MRSC (She/Her)

*At time of writing was a project manager wanting to move beyond academia to an organisation more aligned to her vision

Headline

Helping senior HR leaders make informed organisational decisions by optimising project management with data analysis research techniques | Atmospheric Chemistry PhD | PRINCE2 Project Manager | Spreadsheet Wizard

Talks about #airquality, #dataanalysis, #hybridworking, #riskmanagement, and #projectmanagement

About Section

Are you overwhelmed and struggling to understand your data?

Do you routinely underperform on your project KPIs?

Hi, I'm Rachel, I combine research and data analysis techniques with project management to create robust and actionable plans for strategic organisational change policies.

We live in such a fast-paced world that sometimes change policies are not effectively researched prior to deciding on the appropriate direction of travel. I believe that the efficiency of most change processes could be improved by collecting and analysing data, to better inform how those projects are designed and managed right from the offset. If these techniques were applied to environmental application areas such as improving air quality, we could fulfil my ambition to be net-zero by 2050.

Have your projects fallen flat and not achieved the expected benefits?

Do you have so many spreadsheets filled with data that you don't know where to start?

Are you unsure how data can be used from project conception and throughout to



better formulate your business case, strategy and predict the expected outcomes?

That's what you need me for. I optimise project management by using data analysis research techniques developed from over 10 years working as an academic researcher.

I have a background in postdoctoral academic research analysing both quantitative and qualitative data, as well as being a PRINCE2 Practitioner who has worked as a project manager in an organisational, people-focused setting for 2 years.

I am both direct and personable in my leadership style and routinely add the most value when I can route out inefficiencies and provide a detailed strategy for success.

My special area of interest is improving air quality; I would be delighted to embark on environmental projects, but my versatile skills can be applied to help you with any projects you are passionate about.

To take your project success through the roof and put all that data to excellent use, drop me a message on LinkedIn today to discuss potential collaboration options.



Elena (Wickham) Venditti, BSc (Hons) (She/Her)

*At time of writing had just been promoted to Team Leader at Abcam and wanted more visibility and impact

Headline

Supplying researchers in life sciences with quality antibody conjugate reagents by leading new product development & bespoke manufacture to ISO9001 | Innovation | Project Management | R&D
Talks about #health, #research, #discovery, and #conjugates

About Section

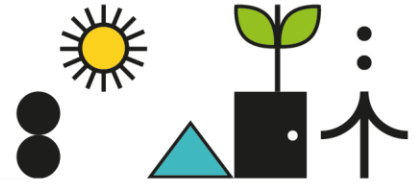
Are you a life scientist looking for your next breakthrough discovery?
Do you need primary antibody conjugates for your research?
Would you love a reagent that has the necessary sensitivity, specificity and consistency, as a tool for detection?

Hi, I'm Elena. I lead a team of R&D scientists to manufacture novel antibody conjugates to supply life scientists, like you, with the highest quality reagents, ultimately supporting you to achieve your mission, faster.

Advances in biotech have never been more exciting than they are today. With increasing tools and applications to support drug discovery, diagnostics and academic research, I believe we are set to take on global health challenges; the best healthcare, through prevention, diagnosis and treatments for everyone around the world.

As a researcher, having quality, validated, functional reagents can be a challenge. Highly specialised targets and conjugate labelling needs for your application can make this type of reagent hard to source, and even harder to have in your lab fast enough for your research to progress. And once your methods have been developed and validated using a specific reagent, you need the assurance that further supply will be consistent and reproducible, to generate robust and reliable data from your experiments.

I believe that when it comes to your research, every moment counts. That's why my



mission is to supply you with quality primary conjugates based on your research needs, through our ever-increasing catalogue options or via our bespoke services.

I am uniquely positioned as a scientist with a specialist background in biotech start-ups, contract research for PK/PD and Immunogenicity studies, and manufacturing. I support technical discussions to understand your research needs and to supply you with the best service in antibody conjugate manufacture. I am passionate about making advances in health, through collaborations and partnerships.

Ready to discuss your antibody conjugate needs?
Drop me a message on LinkedIn today.



Catherine Holden (She/Her)

*At time of writing had just been promoted to Platform Lead in Automation Chemistry at Syngenta and wanted to bring visibility and impact to her vision for diversity and inclusion in technical leadership.

Headline

Collaborating with crop protection chemists to discover the next generation of active ingredients through automation of all aspects of chemical synthesis.
Talks about #chemistry, #highthroughput, #photocatalysis, and #diversityandinclusion

About Section

Do you believe that by working collaboratively we can develop more innovative and suitable solutions?

Are you interested in how synthetic organic chemistry can benefit global challenges such as food security?

Hello, I'm Catherine. I support a team of talented automation chemists to develop solutions to problems of chemical synthesis in the agrochemical sector.

Some of the world's greatest challenges could be solved through the chemical sciences. I believe that a diverse set of people working collaboratively can develop the best solutions to these complex problems.

Experiments and data allow us to interrogate these problems. However, gathering experimental data to help solve problems in chemical synthesis has conventionally required an able-bodied person to spend significant amounts of time completing repetitive processes at a fume cupboard.

Employing automation enables us to increase the quantity and quality of data collected as well as enabling EDI access. With high enough quality data we can potentially automate lower level decision-making freeing up energy and time for



counterfactual thinking. A diverse workforce reaps the benefit through increased innovation mindset.

My background is a PhD in methodology development for chemical synthesis, followed by postdoctoral training in photocatalysis for synthesis supported by a Marie Curie Individual Fellowship. Having always been interested in the applications of chemical synthesis and related technologies, I then accepted a Team Leader position at Syngenta to begin a career in an industrial setting. My interest in chemical technologies continued and I also learned how AI tools can help support design. However, quantity and quality of data can be a roadblock. This increased my interest in THE and automation and I recently accepted a role leading the chemistry automation platform.

The quantity and variety of problems we try to address with automation is always increasing, requiring us to innovate to identify new solutions. Therefore, it can be very beneficial to partner with others to expand the tools and techniques available.

If you are interested in collaboration, please drop me a message on LinkedIn today.



Hannah Roberts, Ph.D (She/Her)

*At time of writing is Managing Director of Intentional Careers and uses LinkedIn to gain more clients, visibility and impact.

Headline

Coaching stem Women to figure out 'what's next?' and make it happen | ICF PCC Certified Coach | Top 10 UK Podcast women in STEM Career & confidence > 30K downloads |

Talks about #womeninstem #careercoaching #worklifebalance #womensleadership #personaldevelopment

About Section

Struggling to manage it all?
Feeling lost when it comes to, 'what's next?'

Hi I'm Hannah, I coach women with a STEMM background to find self-confidence and design a career that feels purposeful while balancing the things and people that mean most to you.

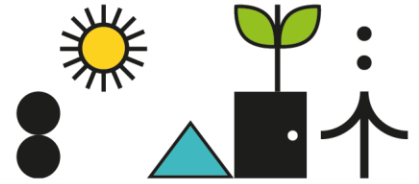
Today we live in a unique point in history where we are tackling some of the biggest questions facing the planet, some of which need scalable #STEMM solutions. I believe we need more women and diversity in leadership across all sectors to ensure that those solutions are fit for all members of society.

Have you ever felt like your career unfolded in front of you, the next opportunity presenting itself to you?

Perhaps you got stuck in the capability trap – 'just because you can do something doesn't necessarily mean that you should'?

Maybe you feel like you had so much potential but somehow you didn't quite fulfil it and now you are trying to figure out your next steps with a lack of self-confidence?





You may not feel like you have the capability or capacity to lead but I see your potential and you are truly remarkable.

That's where I come in. The Career Design Mastermind™ programme uses the Career Pivots Compass® 6-part methodology to move you through and secure each stage of career design, helping you reach and leverage your 'transition point'. It consists of an online course, fortnightly group coaching and in app high accountability system.

I am uniquely positioned as a scientist, mum of 3 with a background in both corporate and academia, becoming managing director of a spin-out before pivoting into coaching. I have clients spanning 6 continents and I'm a certified One of Many Women's Leadership Coach and Trainer with the Professional certified coach credential from the International Coaching Federation.

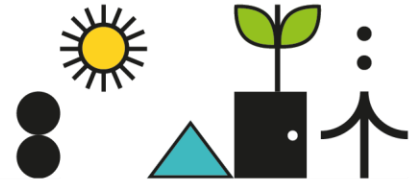
I don't believe that you can make good career decisions when you are overwhelmed, resentful or feeling not good enough. That's why I advocate making the situation as good as it can be while simultaneously overcoming the thoughts, beliefs and behaviours keeping you small and defining and taking micro actions towards what you do want each and every week.

Having worked with thousands of clients and leadership networks, I know exactly how to help you design a "career for fulfilment" (geared for personal satisfaction and balance) and a "mindset for making a difference" (through leadership).

Elevate your career. Get started for free
<https://hannahnikeroberts.com/services/free-resources/>

Read to deal with it once and for all?

Drop me a message on LinkedIn today.



3 Featured Section: add Media

Media makes your profile stand out. It creates a showreel of highlights through PDFs or links. Think about your strategy then add 3-5 pieces of media that will strengthen your profile e.g. 2-page CV, Calendly link, 1 minute-video, latest paper/result, link to article/post, certificate.

4 Experience Section: Impact Statements

Transferable Skill + Context + Result = Impact Statement

Examples

Skill: I have the ability to think on my feet

Context + Quantifiable Result: which I demonstrated by facilitating **9** online lunch and learn webinar-workshops for **300+** staff in GSK's Global Women's Leadership Initiative (WLI) **by responding to on the go live audience questions and providing coaching demos.**

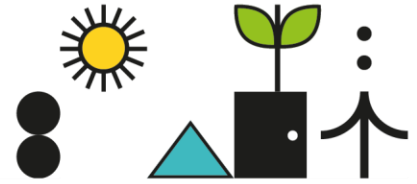
Skill: I have a natural talent for motivating and inspiring people into action

Context + Quantifiable Result: As a result of facilitating 'A Guide to Virtual Networking' to over **1000+** people, **100%** of participants report **making changes to their LinkedIn profile that have positively improved their social selling index (SSI) score.**

More Examples

Effective communicator demonstrated by coordinating 20+ cross-functional and international subject matter experts to collaborate on pass rate improvement goals for primary conjugates pipeline, raising the first-time pass rate by over 25% within 6 months to meet strategic goals, and saving >£1M.





Efficient and reliable when under pressure, demonstrated by managing high demand and fast turnaround on bespoke manufacture, resulting in successful orders from 21 customers and revenue of £2.5M since 2021, with a complaint rate of >1%.

Highly analytical, applying the use of data to decision making, demonstrated by troubleshooting batch failures, increasing manufacturing controls and resulting in pass rate improvements to >90%.

I have the ability to work to extremely strict timescales and in exacting detail which I demonstrated by coordinating the transport of over £500,000 of scientific equipment from over 10 institutes in the UK to Beijing, China and Delhi, India where Customs and logistical documents had to be completed to meet freight shipping deadlines to allow for research on projects with budgets totaling over £5 million to be carried out. As part of this process, I developed new standard forms and interconnected documents to improve efficiency and reduce errors when shipping of equipment across multiple institutes which is now used exclusively by our external logistics provider.

I am skilled in resource management which I demonstrated by developing a new gas chromatography instrument and improving the existing research methodologies to reduce analysis time by 50% and consumable usage by 30%.

I am highly skilled in project and programme management which I have demonstrated by managing up to 5 projects concurrently at any one time where I was called upon to organise resources, chair meetings, accurately record and monitor progress/risk/actions/lessons/change etc, effectively communicate with internal/external/experts/lay colleagues and produce white papers upon project completion for senior University leaders including the Chief Operating Officer, Deans and Vice-Chancellor.

Designed, implemented and managed 15 individual and collaborative interdisciplinary research projects over 8 years, across 5 countries resulting in 12 papers, 3 first author.

Delivered state-of-the-art and evidence-based content through various workshops, training and courses to over 300+ people. 80% of participants stated they felt better able to tackle problems going forward.



1. Review your transferrable skills and personality profile results
2. Read the impact statement examples
3. Create one impact statement for each work or education experience and add them as highlighted skills to your LinkedIn profile, CV and second paragraph of cover letters.

5 All Star Profiles: Other Sections

Add and complete the following sections where relevant.

Education
Licenses and certificates
Volunteering
Recommendations
Publications
Awards
Languages
Training

Give 5-10 recommendations and collect recommendations as you move through your career.

6 Consistency

Don't forget your elegant strategies in under 15 minutes. Pick a frequency of action and be consistent.

1. Connect with 10 relevant people
2. Engage on 5 posts
3. Post 1 piece of content

7 Evidence

1. Track evidence that your actions and yielding results.
2. Inbound enquiries



3. Enquiries from recruiters that are relevant
4. Increased notifications
5. Improved analytics (see dashboard)
6. Increase in number of followers/connections

8 Connect

Follow Prosper on LinkedIn <https://www.linkedin.com/company/prosperproject>

Join the Prosper cohorts LinkedIn group <https://www.linkedin.com/groups/14029877/>

Thank you. Get in touch:

Dr Hannah Roberts

hannah@hannahnikeroberts.com

Website: <https://hannahnikeroberts.com/>

LinkedIn: <https://www.linkedin.com/in/hannahrobertscoaching/>

Facebook Page: @drhannahroberts

Facebook Group: @breakthroughunleashed

Instagram: <https://www.instagram.com/drhannahroberts/>

Twitter: <https://twitter.com/HannahNikeR>

Listen to my Top 10 UK Podcast 'Women in STEM Career & Confidence'

 iTunes:

<https://podcasts.apple.com/gb/podcast/women-in-stem-career-confidence/id1563574394>

 Spotify:

<https://open.spotify.com/show/5YDSgcBVq72iqy0YyWONVv?si=rHH58vJBQmOSqcJiPKq7-g>

Free Guides & Events

<https://linktr.ee/drhannahroberts>

