LinkedIn Profile Optimization for CPG Professionals

A recruiter's checklist to help Consumer Packaged Goods talent get discovered and hired

1. Craft a Magnetic Headline

- Lead with role target + category expertise: "CPG eCommerce Director | Beauty & Personal Care | Amazon Growth."
- Add 1–2 high-value keywords recruiters search: "Trade Spend, DTC" or "Shopper Marketing".
- Avoid generic buzzwords, focus on functions, channels, and P&L scope.

2. Professional Photo & Banner

- Use a high-resolution, forward-facing headshot with neutral background; smile naturally.
- Banner image: choose industry context—hero shot of product shelf, retail aisle, or brand campaign.
- Maintain consistent color palette with personal branding for immediate visual credibility.

3. Write an "About" That Sells

- Open with one-sentence value prop: "I scale emerging CPG brands from $10M to $100M via omnichannel strategy."
- Follow a mini STAR story: Situation, Tactics, Outcomes with hard metrics.
- List signature wins, distribution gains, retail media ROI, cost-of-goods reductions.
- End with a call to action: "Open to VP Sales roles in Health & Wellness or advisory engagements."

4. Showcase Wins in Experience

- Reverse chronological order, each role starts with one-line scope (team, budget, channels).
- Bullet achievements, not duties: "Launched Kroger Precision Marketing pilot, drove 22 % lift in household penetration."
- Embed keywords naturally: "IRI Unify, NielsenIQ, TPM, TPMd."
- Add rich media (sell sheets, case study deck) for key launches.

5. Feature Media & Thought Leadership

- Use Featured section to pin posts, earned media, conference talks.
- Include short demo reels for innovation pitches or trade show highlights.

- Link to whitepapers on category trends you authored or co-authored.

6. Keyword Strategy & SEO
- Map key phrases from dream job descriptions into headline, About, and Experience.
- Use both abbreviations and full terms: "P&L" plus "Profit and Loss."
- Sprinkle retailer names (Walmart, Target, Costco) and systems (SAP, TradePulse) where accurate.

7. Skills, Endorsements & Recommendations
- Pin top three skills aligned to target role, e.g., "Category Management, Trade Marketing, eCommerce."
- Request endorsements from peers and managers after successful projects.
- Aim for 2–3 current recommendations showcasing leadership and results.

8. Settings & Visibility
- Toggle "Open to Work" but limit visibility to recruiters for discreet search.
- Enable Creator Mode if sharing thought leadership; unlock newsletter and live features.
- Customise public URL (linkedin.com/in/firstname-lastname-cpg) for easier sharing.

9. Engage & Post Consistently
- Comment weekly on category news—earn algorithm favor and recruiter eyeballs.
- Post original content: retail media insights, new product reviews, supply-chain learnings.
- Use 3–5 targeted hashtags (#CPG, #eCommerce, #ShopperMarketing) for discoverability.

10. Quick Checklist
- Headline hits role + category + keyword.
- Photo and banner = professional and brand-aligned.
- About section includes 2–3 quantified wins.
- Experience bullets start with action verbs and numbers.
- Featured section showcases media or decks.
- Top skills pinned, endorsements >50.
- Recommendations from last 2 roles included.
- Profile URL customised; open to recruiter messages.
- At least 2 posts or thoughtful comments per week.