
Optimizing Your LinkedIn Profile as a Fitness Professional

For Opportunity



Stacey Dunn-Emke, MS, RDN

ExerciseJobs + NutritionJobs + DietitianSalaries

LinkedIn

For opportunity



Nutrition Jobs
JOBS AND DIETETIC CAREER COACHING

Stacey Dunn-Emke, MS RDN  

Dietitian Career Champion and Coach with a Job Board | Speaker |
Resume and LinkedIn Support | NutritionJobs + DietitianSalaries

San Francisco, California, United States · [Contact info](#)

[Visit my website](#) 

[13,369 followers](#) · [500+ connections](#)

 **NutritionJobs.com**

 **University of California,
Davis**

LinkedIn Profile

Build for opportunity

LinkedIn Best Practices

- **Keyword Strategy**
- **Connections**
- **Engagement**
- **Featured Media**
- **Search**

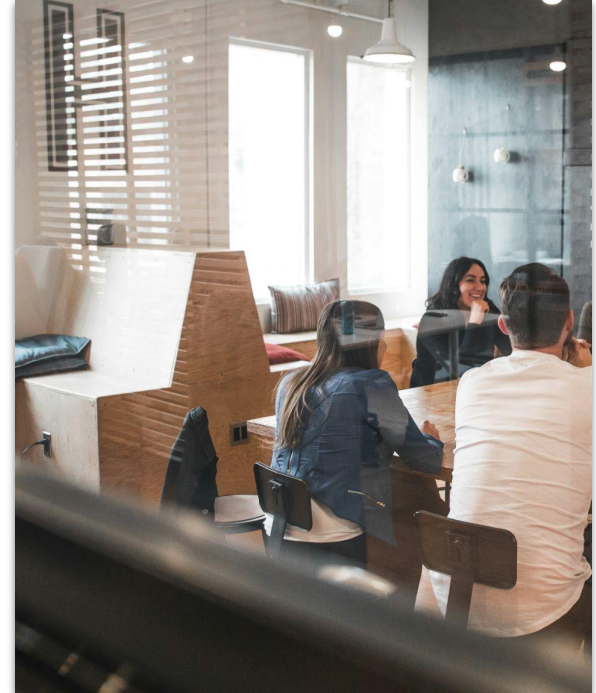


Photo by Redd Francisco on Unsplash

Why LinkedIn

not just for job searching



Photo by Product School on Unsplash

Why LinkedIn

not just for job searching



Vision

Create economic opportunity for every member of the global workforce.

Mission

The mission of LinkedIn is simple: connect the world's professionals to make them more productive and successful.

Why LinkedIn

Show up



LinkedIn

For opportunity



Nutrition Jobs

JOBS AND DIETETIC CAREER COACHING

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NutritionJobs.com



University of California,
Davis

< Inbox ^ v

Upcoming FNCE Opportunity in Nashville

Good morning, Stacey,

I came across your profile on LinkedIn and thought that you may be a good fit to moderate a session I am planning for this upcoming FNCE in Nashville in October.

[REDACTED]

moderator for this session. Let me know and we can set up a quick call to discuss further.

--
Beth [REDACTED] MS RDN LDN,

Opportunity

- Build out your *profile and brand*
- Build out your *business*

LinkedIn Profile

Build for opportunity



Photo by Redd Francisco on Unsplash

LinkedIn Profile

Build for opportunity

Set Your Intention

- Vision



Photo by i yunmai on Unsplash

LinkedIn Profile

Build for opportunity

Set Your Intention

- Vision
- Outcome



Photo by i yunmai on Unsplash

LinkedIn Profile

Build for opportunity

Set Your Intention

- Vision
- Outcome
- Keyword strategy



Photo by i yunmai on Unsplash

Keyword Strategy

General Fitness Keywords

- Personal Trainer
- Certified Personal Trainer (CPT)
- Group Fitness Instructor
- Strength Coach
- Fitness Coach
- Fitness Professional
- Wellness Coach
- Fitness Specialist
- Exercise Physiologist
- Health Coach

LinkedIn Profile

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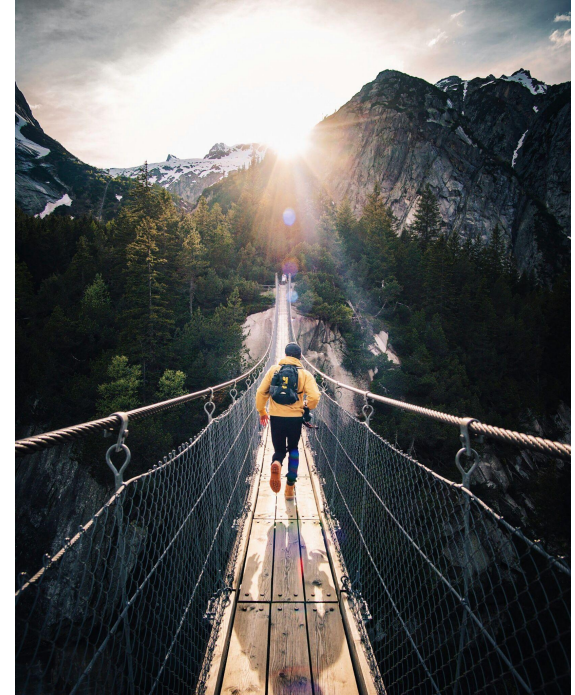


Photo by Fabio Comparelli on Unsplash

Keyword Strategy

Specialty & Niche Keywords

- Corrective Exercise Specialist
- Functional Training
- HIIT Trainer
- Strength and Conditioning
- Pre/Postnatal Fitness
- Sports Performance Coach
- Senior Fitness Specialist
- Youth Fitness
- Adaptive Fitness
- Menopause Strength Trainer

Photo by Fabio Comparelli on Unsplash

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Keyword Strategy

Certifications & Credentials

- NASM Certified
- ACE Certified
- ACSM Certified
- NSCA Certified
- ISSA Certified
- CPR/AED Certified

Photo by Fabio Comparelli on Unsplash

Keyword Strategy

Technical Keywords

- Fitness Programming
- Client Assessments
- Exercise Prescription
- Body Composition Analysis
- Behavior Change Coaching
- Injury Prevention
- Mobility & Flexibility Training
- Functional Movement Screen (FMS)

Photo by Fabio Comparelli on Unsplash

Keyword Strategy

Business-Oriented Keywords

- Online Fitness Coach
- Virtual Personal Trainer
- Remote Wellness Programs
- Digital Fitness Programming
- Fitness Content Creator
- Fitness Marketing
- Fitness Entrepreneur

Photo by Fabio Comparelli on Unsplash

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Keyword Strategy

Entrepreneur & Thought Leadership Keywords

- Fitness Entrepreneur
- Wellness Business Owner
- Fitness Studio Owner
- Independent Contractor – Fitness
- Fitness Consultant
- Online Fitness Business Coach
- Health & Wellness Speaker
- Fitness Industry Mentor
- Corporate Wellness Specialist
- Workplace Wellness Consultant
- Fitness Program Developer
- Fitness Brand Strategist
- Fitness Influencer
- Fitness Content Creator
- Course Creator – Fitness Education
- Fitness Book Author
- Podcast Host – Health & Fitness
- Workshop Facilitator – Wellness
- Keynote Speaker – Fitness Industry
- Fitness Retreat Leader
- Fitness App Creator
- Fitness Product Developer
- Health Startup Founder
- Business Coach for Fitness Pros
- Public Speaker – Wellness & Motivation



Photo by Austin Distel on Unsplash

LinkedIn Profile

Build for opportunity

All-star Profile Status

1. Profile Photo
2. Location
3. Industry
4. Education
5. Position
6. Skills
7. Summary

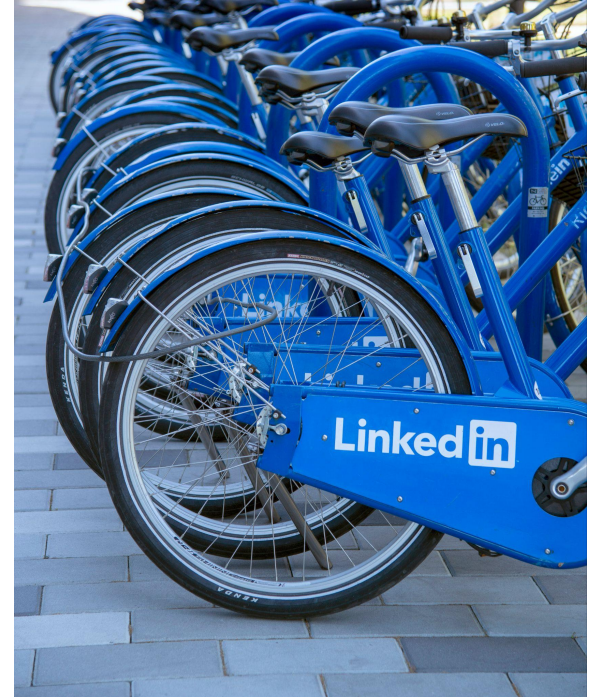


Photo by Greg Bulla on Unsplash

LinkedIn Profile

Build for opportunity

All-star Profile Status

1. Profile Photo
2. Location
3. Industry
4. Education
5. Position
6. Skills
7. Summary



LinkedIn Profile

Build for opportunity

All-star Profile Status

1. **Profile Photo**
2. **Location**
3. **Industry**
4. **Education**
5. **Position (Experience)**
6. **Skills**
7. **Summary (About)**
8. **Headline**
9. **Featured**
10. **Connections**
11. **Recommendations**

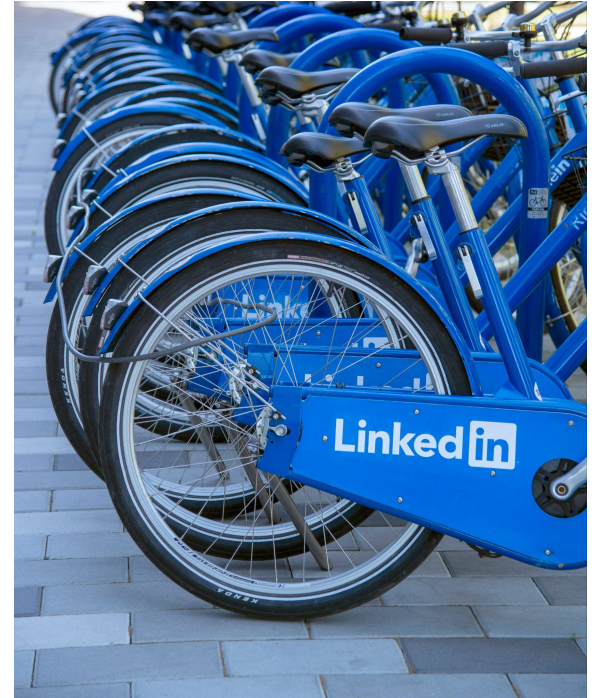
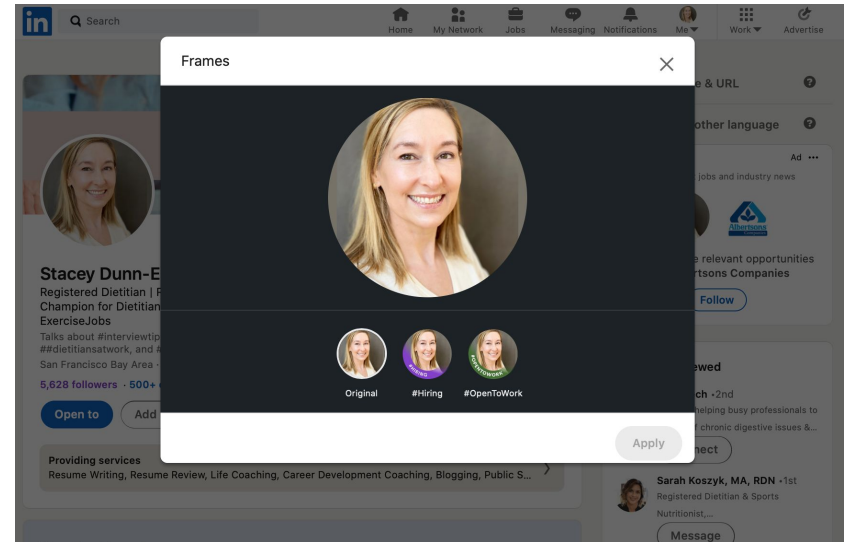


Photo by Greg Bulla on Unsplash

Profile Photo

LinkedIn Profile

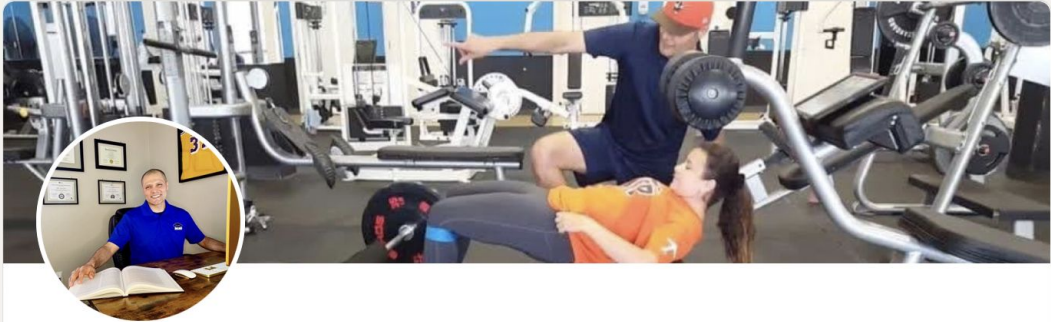
Build for opportunity



LinkedIn Profile

Build for opportunity

Profile Banner



Julio C. Lopez, MS, CSCS · 2nd
Personal trainer specializing in helping busy women reach their fitness goals and making them last. - Master's Degree in Nutrition
🍏 - Navy Veteran ⚓

El Paso, Texas, United States · [Contact info](#)
www.365physique.com
431 followers · 199 connections

 **365 Physique — Fitness and Physique Training**
 **Lamar University**

Profile Banner

LinkedIn Profile

Build for opportunity



The banner features a black background with a yellow vertical stripe on the left. On the left is a circular profile picture of Xavier Robinson, a man with a beard and tattoos, wearing a black t-shirt with the 'RF' logo. To the right of the photo is the 'RF' logo in white. Further right, the text 'TRANSFORM YOUR FITNESS ROUTINE' is written in bold yellow capital letters, with 'REFORMED-FITNESS.COM' in smaller white capital letters below it.

Xavier Robinson · 1st

Founder and Exercise Physiologist at Reformed Fitness | Helping Business Leaders shed 10 lbs of fat and actually keep it off with just two 30 minute workouts per week.

Minneapolis, Minnesota, United States · [Contact info](#)

[500+ connections](#)

 Reformed Fitness

 University of Minnesota

 Dwayne Wimmer, Lauren Manaker MS, RDN, LD, CLEC, and 36 other mutual connections

Credentials

LinkedIn Profile

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Rocco Perez · 2nd
Athletic Trainer | MS, ATC, CSCS, CES

James Logan High School · University of Idaho
San Jose, California, United States

341 connections



Wendy Larkin, Monique Nadeau, and 1
other mutual connection



Michael
Petrow MS, CPT, CMT, NMR ✓
· 2nd

CEO at Integrate NeuroSomatic Solutions |
Empowering Optimal Performance

Integrate Neuro-Somatic Solutions ·
Globe University
Mill Valley, California, United States

500+ connections



Mark Grossman, Chris Smith C.E.C., and
18 other mutual connections

LinkedIn Profile

Build for opportunity

Education

Education



Lamar University

Master of Science - MS, Nutrition Sciences

2021 - 2022



UC Santa Barbara

Bachelor's degree, Political Science and Government, English minor

2006 - 2009

Activities and societies: UCSB Rowing

Licenses & certifications



Certified Personal Trainer

National Strength and Conditioning Association (NSCA)



Certified Strength and Conditioning Specialist

National Strength and Conditioning Association (NSCA)

Education

LinkedIn Profile

Build for opportunity

Add education

School *

Ex: Boston University

Degree

Ex: Bachelor's

Field of study

Ex: Business

Start Year

Year

End Year (or expected)

Year

Grade

Activities and societies

Ex: Alpha Phi Omega, Marching Band, Volleyball

Description

Share with network

On

If enabled, your network may be informed of job changes, education changes, and work anniversaries. This may take up to 48 hours. [Learn what's shared](#)

Save

Education

LinkedIn Profile

Build for opportunity

Activities and societies

Ex: Alpha Phi Omega, Marching Band, Volleyball

0/500

Description

0/1,000

Skills

We recommend adding your top 5 used in this experience. They'll also appear in your Skills section.

+ Add skill

Media

Add media like images, documents, sites or presentations. Learn more about [media file types supported](#)

+ Add media

Position (Experience)

LinkedIn Profile

Build for opportunity



NutritionJobs.com

25 yrs 7 mos

Founder and Owner

Self-employed

Jan 2000 - Present · 25 yrs 7 mos

San Francisco

Online career portal for registered dietitians and nutrition professionals

Public Speaking, Job Search Strategies and +13 skills



In-Personal and Virtual Speaker

2015 - Present · 10 yrs 7 mos

Consulting and speaking on the topics of dietetic careers, job interviewing, non-traditional jobs to make more money as a dietitian, side hustles as a dietitian, optimizing and strategizing LinkedIn profiles and resumes to attract collaborations and opportunity.

Public Speaking and Communication



Podcast Guest

2019 - Present · 6 yrs 7 mos

Would your podcast audience like to learn how to boost confidence in the job search process, feel empowered in salary negotiation, job interview with success, build a modern value-based resume, and craft a lead-generating LinkedIn profile to make more money as a health professional? Connect with me to schedule.

Public Speaking and Communication



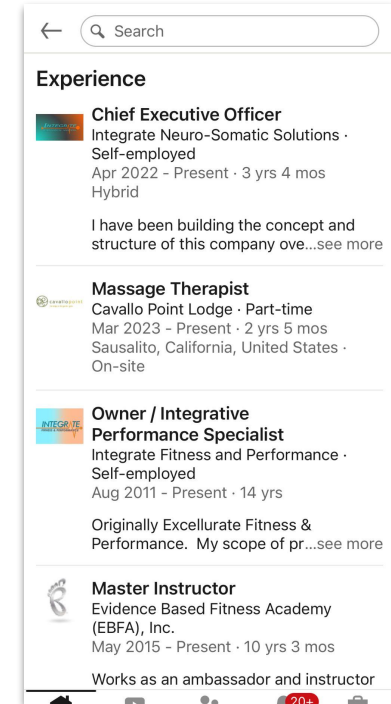
Best Nutrition Podcasts by Dietitians

LinkedIn Profile

Build for opportunity

Position (Experience)

- Keywords in Job Title



LinkedIn Profile

Build for opportunity

Position (Experience)

- Keywords in Job Title
- Short Summary of Your Role



Director of Product & Strategy - Wellbeing & Biometric Solutions

Health Advocate · Full-time

May 2013 - Jul 2023 · 10 yrs 3 mos

Plymouth Meeting, Pennsylvania, United States · Remote

- Oversaw product portfolios, and defined and executed the vision and strategy for wellness and biometric solutions, impacting 600K+ members across 200+ employer groups.
- Managed a high-performing team of 4 Product and Program Managers, implementing training on product road mapping, requirement documentation, program planning, goal setting, and content development.
- Led the entire lifecycle of conceptualizing, designing, developing, and launching a new HIPAA and WCAG 2.0 compliant digital health platform within 16 months, collaborating with multiple internal and external teams, and achieving a 20% increase in website engagement within the initial 3 months of launch.

💎 Budget Management, Communication and +27 skills

LinkedIn Profile

Build for opportunity

Position (Experience)

- Keywords in job title
- Short summary of your role
- Work success bullet points



Clinical Exercise Physiologist

Cleveland Clinic Florida

Oct 2005 - Aug 2018 · 12 yrs 11 mos

STRESS TESTING

Administered over 30,000 exercise performance tests including ETT, stress echoes, and nuclear stress tests for diagnostic purposes and known heart disease patients; VO2 max/submax and Lactate Threshold to athletes, students, pre-heart transplant patients and public at sea level.

Measured blood pressure, heart rate, and RPE during exercise trials

Pulmonary Function Testing

Body Composition Testing: BIA, Skin Calipers

Resting Metabolic Rate Testing

Prepping/administering/reading ECG's

Teaching undergraduate college students the basics of exercise physiology in a laboratory environment

Conducting research, inputting data, statistical analysis, presenting research

CARDIAC REHAB

Designed and implemented new cardiac rehab program for secondary prevention and safe return to previous activities.

💡 Communication, Medical Research and +7 skills

LinkedIn Profile

Build for opportunity

Position (Experience)

- Keywords in job title
- Short summary of your role
- Work success bullet points
- Highlight entrepreneurial or specialized projects
- Link to work examples



Rachael Link MS, RD
Health and Nutrition Writer

Experience



Nutrition Writer

Healthline Media

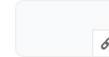
Mar 2017 – Present · 4 yrs 5 mos



Senior Staff Writer

Ancient Nutrition

Aug 2017 – Apr 2020 · 2 yrs 9 mos



Dr. Axe

Senior Staff Writer

Dr. Axe

Aug 2017 – Apr 2020 · 2 yrs 9 mos

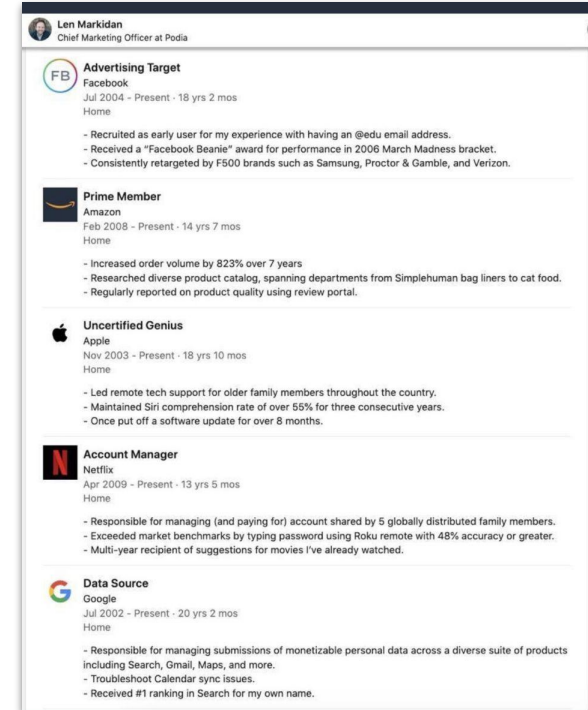


Position (Experience)

- Keywords in job title
- Short summary of your role
- Work success bullet points
- Highlight entrepreneurial or specialized projects
- Link to work examples
- Include (tailored) past jobs
- Add Skills

LinkedIn Profile

Build for opportunity



Headline

LinkedIn Profile

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Nutrition Jobs
JOBS AND DIETETIC CAREER COACHING

Stacey Dunn-Emke, MS RDN  

Dietitian Career Champion and Coach with a Job Board |
Speaker | Resume and LinkedIn Support | NutritionJobs.com +
DietitianSalaries.com + ExerciseJobs.com

San Francisco, California, United States · [Contact info](#)

[Find a Dietitian Job](#) 

13,431 followers · 500+ connections

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

 NutritionJobs.com

 University of California,
Davis

LinkedIn Profile

Build for opportunity

Headline

- Keyword title or function
- Your service or offer
- Signature achievement



A screenshot of a LinkedIn profile card for Robyn Whitehead. The card features a circular profile picture of a woman with long brown hair, smiling. A green circular overlay with the text "#OPENTOWORK" is positioned over the bottom left of the profile picture. Below the picture, the name "Robyn Whitehead, Psy.D. ACSM EP, CWCS" is displayed in bold black text, followed by "· 1st". Underneath the name is a detailed job description: "Sport and Exercise Psychologist, Certified Women's Coaching Specialist, Certified Exercise Physiologist, Program Coordinator - Exercise Science, Assistant Professor at Stephen F. Austin State University". Below the job description is the location "Nacogdoches, Texas, United States" and a blue link for "Contact info". Further down, it says "500+ connections" in blue. At the bottom, there is a small circular icon showing two people, followed by the text "June Hershman, Lawrence Levy, DO, MPH, and 94 other mutual con".

Robyn Whitehead, Psy.D. ACSM EP, CWCS · 1st

Sport and Exercise Psychologist, Certified Women's Coaching Specialist, Certified Exercise Physiologist, Program Coordinator - Exercise Science, Assistant Professor at Stephen F. Austin State University

Nacogdoches, Texas, United States · [Contact info](#)

[500+ connections](#)

 June Hershman, Lawrence Levy, DO, MPH, and 94 other mutual con

LinkedIn Profile

Build for opportunity

Headline examples

Certified Personal Trainer | Strength & Conditioning Coach | Helping Busy Professionals Get Lean & Strong with Evidence-Based Training

Fitness Educator | Author of “Science of Strength” | Course Creator | Helping Trainers Master Biomechanics

Outdoor Fitness Guide | Movement Coach | Founder of WildFit Retreats | Helping Clients Reconnect with Nature & Strength

Online Fitness Coach for Men 40+ | Virtual Training Programs | Founder of FitStrong Online Coaching

Clinical Exercise Physiologist | Chronic Disease Exercise Specialist | Bridging Healthcare & Fitness

Fitness Content Creator | NASM CPT | YouTube Host | Empowering Women to Build Confidence Through Home Workouts

Sports Performance Coach | Youth Athlete Development | Injury Prevention & Speed Training Specialist

Yoga Educator | Mindfulness Coach | Retreat Facilitator | Helping High-Achievers Recharge Through Mind-Body Practices

Skills and Endorsements

- Skills section

LinkedIn Profile

Build for opportunity

Show all 7 licenses & certifications →

Skills

Fitness Training

 Endorsed by **Jim DiGregorio** BSEP, ACSM
EIM Level 2 ACSM Certified Exer...see more

 Endorsed by **Scott Aaron** and 19 other
mutual connections

 99+ endorsements

Personal Training

 Endorsed by **Daniel Stein** and 57 others
who are highly skilled at this

 Endorsed by **Scott Aaron** and 13 other
mutual connections

 99+ endorsements

Show all 28 skills →

Skills and Endorsements

- Skills section

LinkedIn Profile

Build for opportunity

Reorder Skills & Endorsements (20)

Reorder your skills within a category or choose up to 3 skills to feature in your top skills.

Top Skills

 Nutrition

 Clinical Nutrition

 Nutritional Counseling

Industry Knowledge

 Fitness

 Health Education

 Nutrition Education

 Wellness

 Entrepreneurship

Skills and Endorsements

- Skills section
- Experience section

LinkedIn Profile

Build for opportunity

Experience



NutritionJobs.com

25 yrs 7 mos

Founder and Owner

Self-employed

Jan 2000 - Present · 25 yrs 7 mos

San Francisco

Online career portal for registered dietitians and nutrition professionals

🔒 Public Speaking, Job Search Strategies and +13 skills



In-Personal and Virtual Speaker

2015 - Present · 10 yrs 7 mos

Consulting and speaking on the topics of dietetic careers, job interviewing, non-traditional jobs to make more money as a dietitian, side hustles as a dietitian, optimizing and strategizing LinkedIn ...see more

🔒 Public Speaking and Communication



Podcast Guest

2019 - Present · 6 yrs 7 mos

Would your podcast audience like to learn how to boost confidence in the job search process, feel empowered in salary negotiation, job interview with success, build a modern value-based ...see more

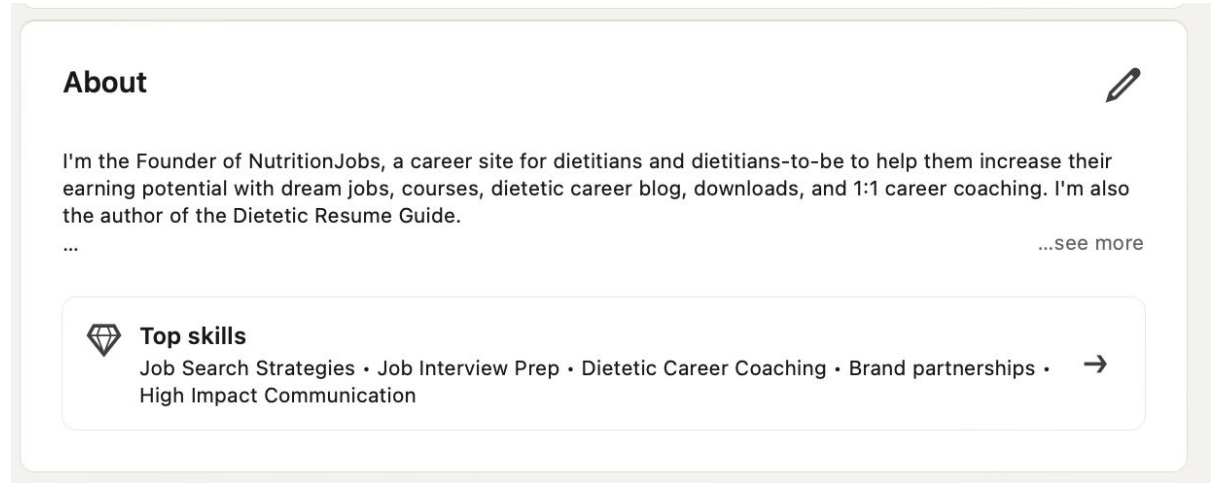
🔒 Public Speaking and Communication

LinkedIn Profile

Build for opportunity

Skills and Endorsements

- Skills section
- Experience section
- About section

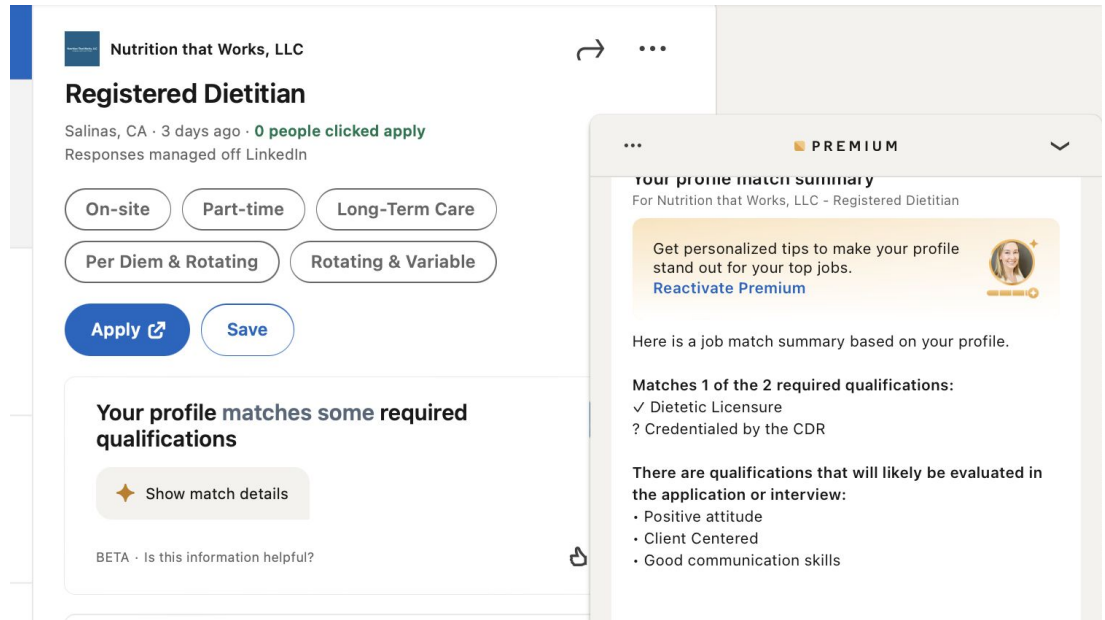


LinkedIn Profile

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Skills and Endorsements

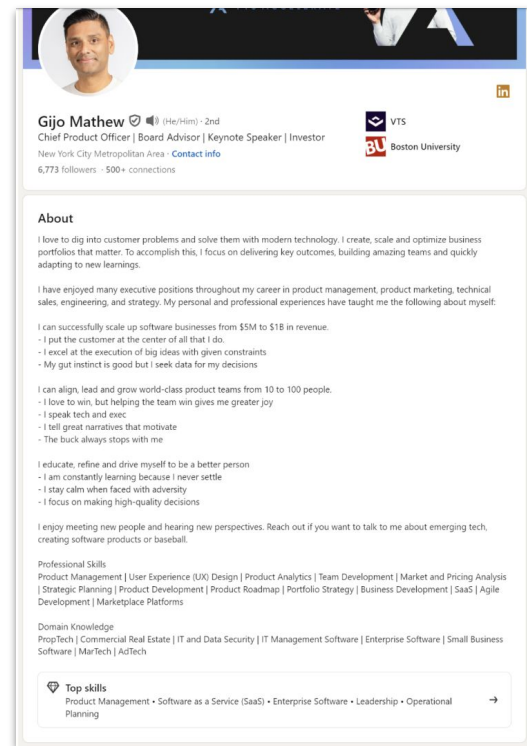
- Skills section
- Experience section
- About section
- Skills match



Summary + About

LinkedIn Profile

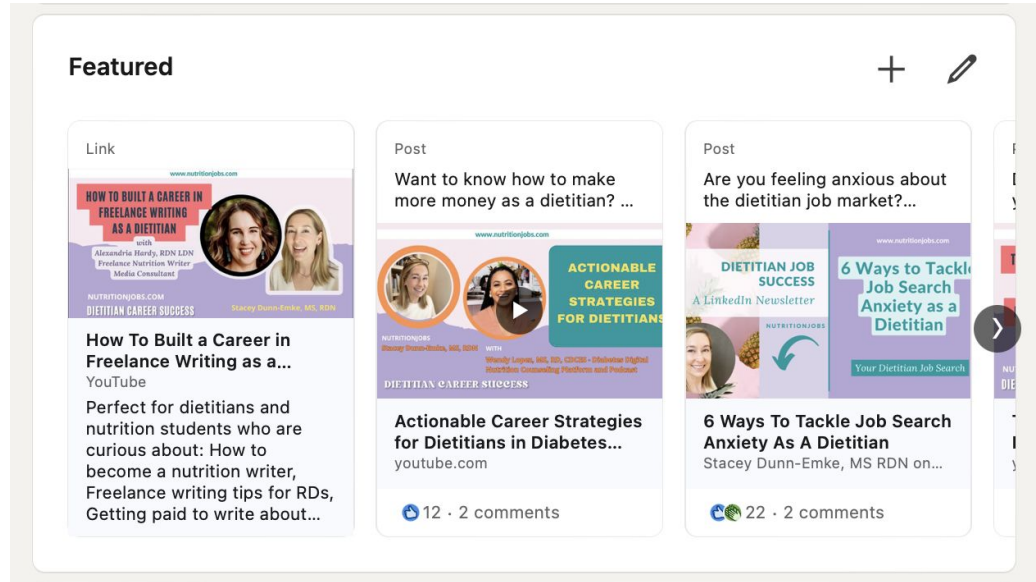
Build for opportunity



Featured Section

LinkedIn Profile

Build for opportunity



LinkedIn Profile

Build for opportunity

Featured Section

The image shows a LinkedIn profile for Stacey Dunn-Emke, MS, RDN. The 'Add to profile' menu is open, and the 'Add featured' option is circled in red. A red arrow points from the 'Add featured' option to the 'Add profile section' button at the bottom of the profile. The background shows the 'Featured' section with two posts:

- Post 1:** "Want to know how to make more money as a dietitian? ..." by Stacey Dunn-Emke, MS, RDN. The post features a video thumbnail titled "ACTIONABLE CAREER STRATEGIES FOR DIETITIANS" and a link to a YouTube video.
- Post 2:** "Are you feeling anxious about the dietitian job market? ..." by Stacey Dunn-Emke, MS, RDN. The post features a video thumbnail titled "6 Ways to Tackle Job Search Anxiety as a Dietitian" and a link to a LinkedIn newsletter.

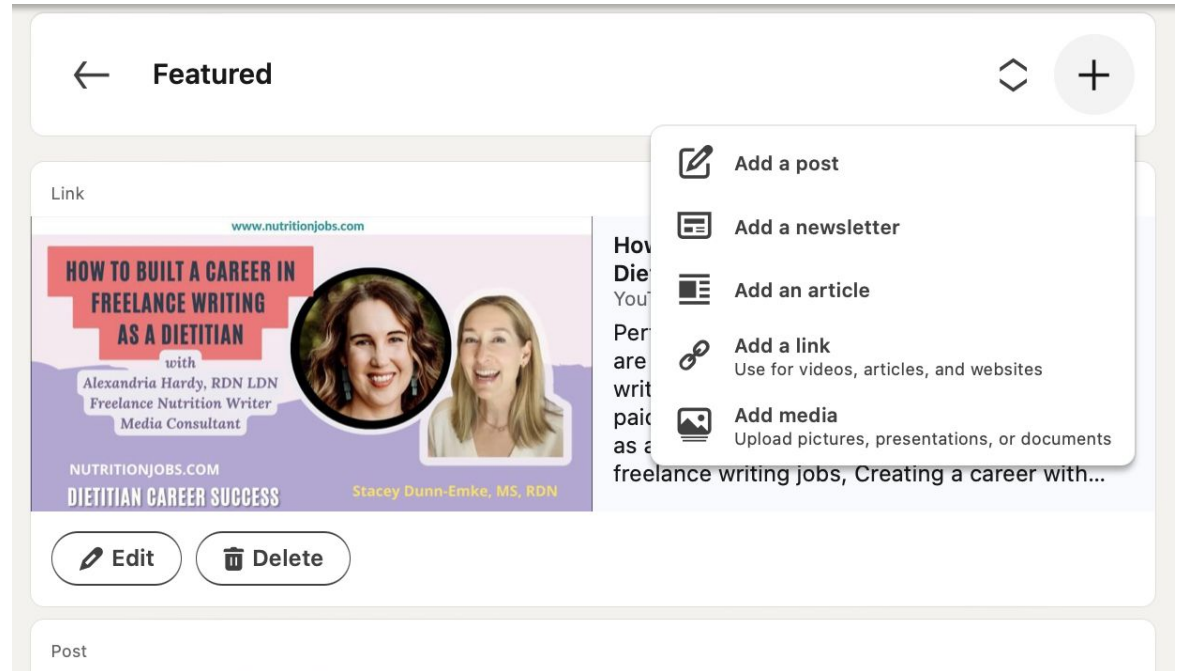
The 'Add to profile' menu includes the following options:

- Core
- Recommended
- Complete these sections will increase your credibility and give you access to more opportunities
- Add featured**
- Add licenses & certifications
- Add projects
- Add courses
- Add recommendations
- Additional

LinkedIn Profile

Build for opportunity

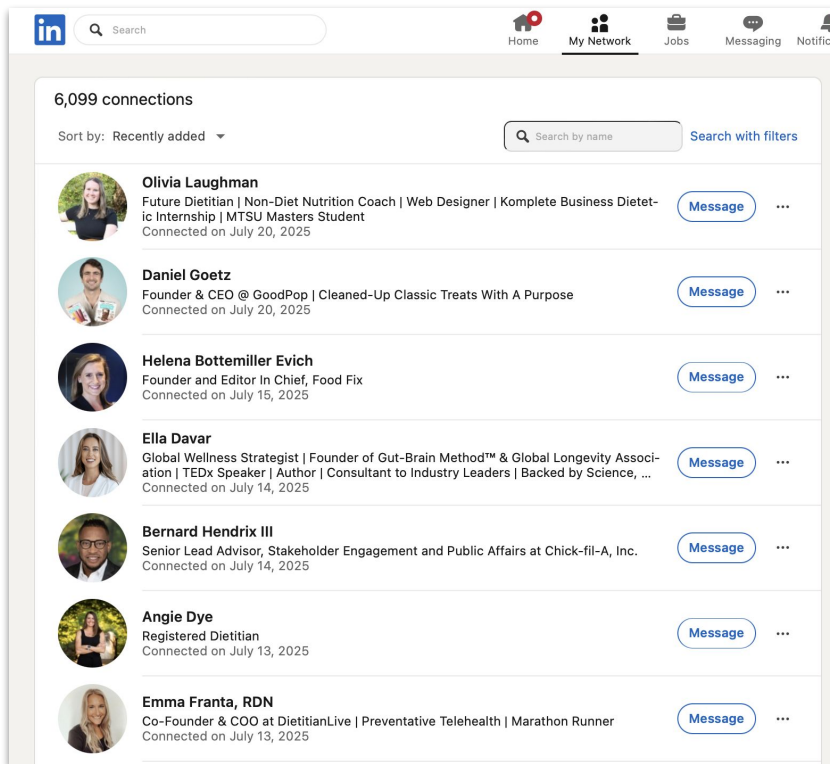
Featured Section



Connections

LinkedIn Profile

Build for opportunity

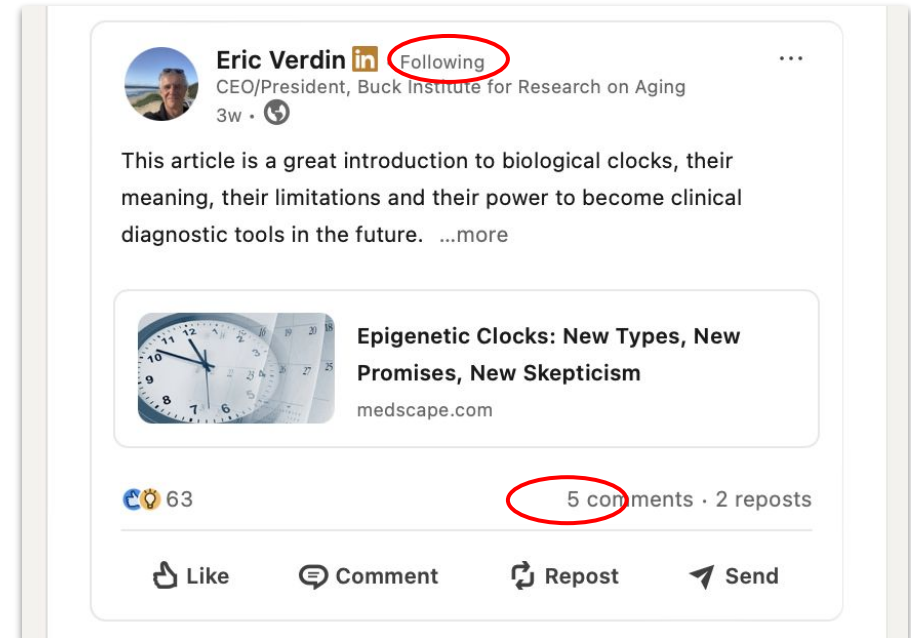


LinkedIn Profile

Build for opportunity

Connections

- **Connect**
- **Follow**
- **Message**



Recommendations

LinkedIn Profile

Build for opportunity

Recommendations

Received Given



Frances Chacon · 2nd

Life and Wellness Coach at My
Coach Frances

December 5, 2018, Dr. Grove managed
Frances directly

Frances is uncommon. Not only is she
compassionate, but she works hard,
learns well, and applies her skill and
knowledge with vigor and endurance. As
someone I worked with for years serving
wounded, ill, and injured soldiers, I can
say I observed her work and the way she
personalized her approach to ...see more



Alicia Pino, PMP · 3rd

Portfolio & Project Management
Specialist | MBA Candidate

March 3, 2015, Dr. Grove was senior to
Alicia but didn't manage Alicia directly

Alicia was an extremely valuable asset to
LifeQuest Transitions. There she helped
to develop and manage marketing and
public relations strategies to support our
non-profit work. As a fast growing
startup at the time, she had to work with
constantly changing environmental

LinkedIn Profile

Build for opportunity

Re-visiting Your Intention

- Vision
- Outcome
- Keyword strategy

🌟 **Headline**

🌟 **About**

🌟 **Experience**



Photo by i yunmai on Unsplash

Opportunity

- Build out your *profile and brand*
- Build out your *business*

LinkedIn Profile

Build for opportunity

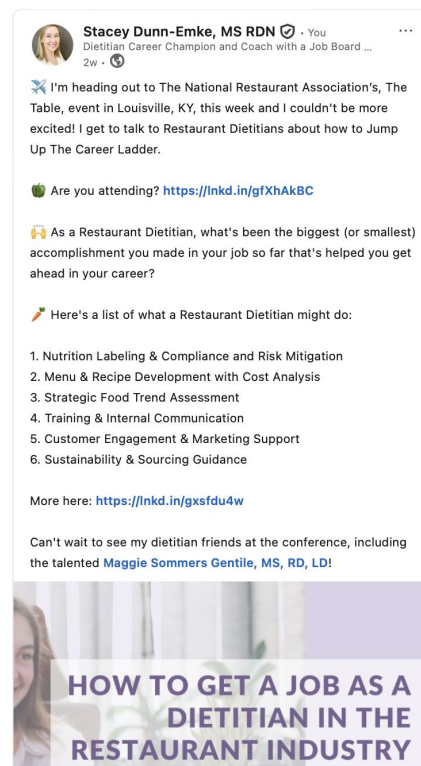


Photo by Redd Francisco on Unsplash

Build Your Business

- **Posts**

Your Value *Lean In*



Build Your Business

- Posts
- Polls

By Stacey Dunn-Emke, MS RDN • 11/14/2024 Pinned ...

NutritionJobs **NutritionJobs**
161,221 followers
1d •

Lots of dietitians dream of working in private practice. What about you?
What's holding you back? ...more

What are your concerns about starting a nutrition private practice as a dietitian?

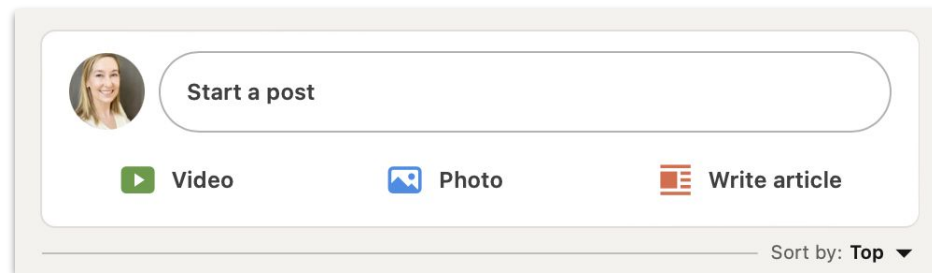
You can see how people vote. [Learn more](#)

Getting referrals	38%
Running the biz, marketing	51%
Seeing patients 1:1	11%

98 votes • 6d left • [Undo](#)

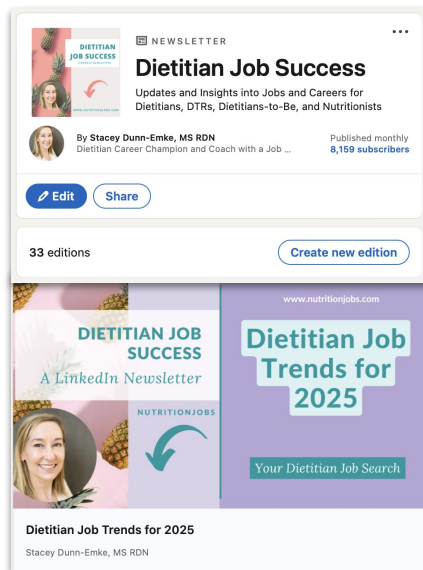
Build Your Business

- **Posts**
- **Polls**
- **Articles**

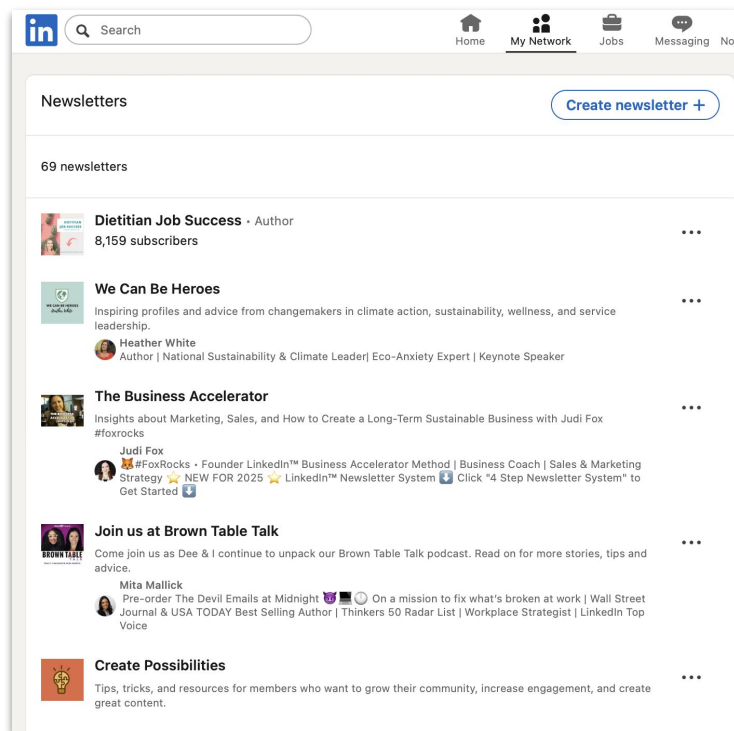


Build Your Business

- Posts
- Polls
- Articles
- Newsletter

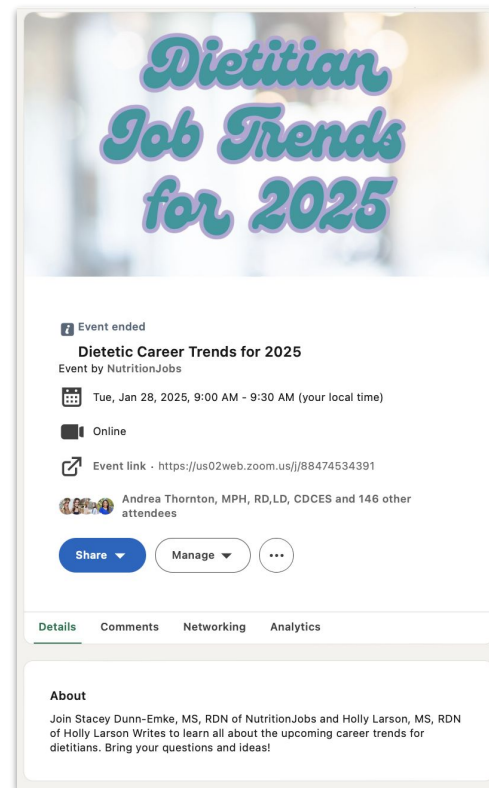


Your Value Lean In



Build Your Business

- Posts
- Polls
- Articles
- Newsletter
- LinkedIn Live Event



Work Success Journal

your value

WORK SUCCESS JOURNAL
Keep track of your work successes and accomplishments on a weekly basis. Regularly transfer to your resume and LinkedIn profile to attract opportunity.

WEEK _____

BIG PROJECT COMPLETED

QUANTIFIABLE WORK SUCCESSES AND ACCOMPLISHMENTS

● _____
● _____
● _____

POSITIVE FEEDBACK RECEIVED

● _____
● _____
● _____

CHALLENGES I OVERCAME

● _____
● _____
● _____

NEW SKILLS, TOOLS, SYSTEMS LEARNED

www.exercisejobs.com

Connect with me



Stacey Dunn-Emke, MS, RDN
www.nutritionjobs.com
www.dietitiansalaries.com

stacey@nutritionjobs.com
[@nutritionjobs](#)
[linkedin.com/in/staceydunnemke](https://www.linkedin.com/in/staceydunnemke)
