

VISION BOARD MEDIA

LinkedIn Profile Optimization
Resumes, Social Media
Executive Branding

ABOUT US



WHO WE ARE & WHAT WE DO

Vision Board Media is a pioneering boutique-marketing firm that collaborates with c-level, corporate executives, entrepreneurs, professionals and companies to design and develop branding strategies and content that changes lives. Our LinkedIn Makeover platform helps clients tap into the power of the professional social media network, LinkedIn to leverage it to move ahead and above.

The marketing department that every company WISHES they had.

In the beginning, there was just *'copy and paste.'*

When LinkedIn started in the early 2000s, profiles were nothing more than digitized resumes. Even LinkedIn was telling professionals just to paste resumes into their profiles. Our Founder, Donna Serdula realized that was the **WRONG STRATEGY.**

The LinkedIn profile is an amazing opportunity for **BRANDING.** The sum of its parts, a LinkedIn profile is part bio, resume, personal & professional showcase, and thought leadership platform.

Simply put, LinkedIn's profile page is a MANIFESTO for the everyday professional!

From that day on, Donna Serdula became the chief INFLUENCER, advocating and evangelizing the importance of taking control of your Internet identity. People are *Googling* you and a LinkedIn profile is the ultimate first impression tool. By presenting yourself in a way that inspires and builds confidence in your abilities, products, and services, you're shaping your future.

The leading expert, Donna is an in demand speaker throughout the US. Her popular book, ***LinkedIn Makeover: Professional Secrets to a POWERFUL LinkedIn Profile*** empowers professionals, fuels marketers, and is used as a textbook to teach college students to take control of their Internet identity. She's been featured on Business Insider, Wall Street Journal, NBC, LA Times, and many more news outlets. You can learn more by visiting her speaking Website at: <http://www.donnaserdula.com>

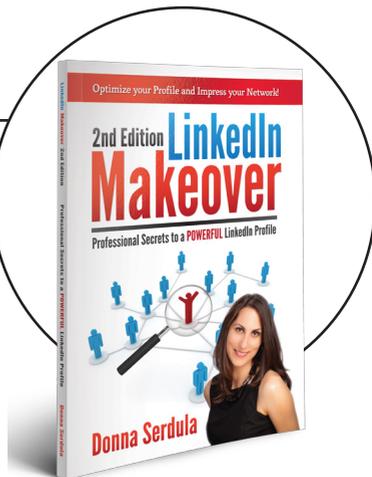
In 2009, she walked away from a successful sales career to start **Vision Board Media**. Her mission: *To help people realize their Internet identity and shape one that makes an IMPACT.*

We create personal and professional brands.

You know this: *It's hard for people and companies to write about themselves.* You sit too close to your message to tell it simply and with impact. The answer is professional writers with a 3rd party objective eye who can craft a story and create ACTION. After working with us, our clients come away with not just an optimized LinkedIn profile but a different

concept of who they are and a new understanding of the value they add.

With a global reach, we've helped THOUSANDS of executives, entrepreneurs, business leaders, sales stars, and professionals from Australia, Saudi Arabia, Japan, India, Canada, France, Netherlands, and beyond.



With over 24 writers on our team with direct experience in Retail, Media, Human Resources, Healthcare, and other industries, Vision Board Media has moved beyond a one-woman show. Our size and expertise means that we SCALE to our clients' needs.

And it's not just LinkedIn profiles – we do LinkedIn Company pages, blogs, resumes, cover letters, white papers, social media copy, bios, Website content, webinars, training & more.

**If it's written
on the Internet,
WE WRITE IT.**

Our clients find our quality, customer service, and consultative approach truly COLLABORATIVE and are eager to work with us again and again. They call us their secret weapon and they refer us to their colleagues, friends, and loved ones. We have a reputation that is continually recognized through our high number of referrals.

**Our clients
say it all:**

MIKE HOLT

BUSINESS DEVELOPMENT



Donna I want to thank you for providing a valuable service. After reading your book I realized that there is a lot going on with LinkedIn and I needed professional help in updating my LinkedIn profile. The money spent (LinkedIn Makeover) for your assistance and the personal guidance of Raymond Rose was worth every penny. It takes some time to formulate, certainly worth the effort. I will most definitely refer you to other friends and professionals wanting to maximize LinkedIn.

All the best
Mike Holt

JEFF LEBARTON

REAL ESTATE INVESTOR



Audra and the LinkedIn Makeover team did a stellar job for me. It was a great experience from the initial info gathering step through final execution. The ease at which Audra performed and structured the profile allowed me - the social media challenged one - to find a place to contribute during the preparation of the final draft. It's not every day that a company over delivers, and with such a generous and willing spirit!

STEVE ANDERSON
PH.D.
BIOMEDICAL RESEARCH
SCIENTIST



Donna is well-known for creating eye-catching, personalized Linked-In profiles that attract attention and get results, yet she still exceeded my expectations. I was extremely pleased with the profile she created for me. It's amazing how she can put together top-notch profiles that resonate within industries with which she is not familiar. On top of that she is fun to talk to and a pleasure to work with. But what really impressed me about Donna was how she went the extra mile to research my publication record and the companies that I had worked for. If you want to optimize your Linked-In experience, and especially if you are a job seeker, you need to work with Donna Serdula.

MICHAEL LAROCCA



It's easy to say you're a LinkedIn expert. Lots of people say it. But Donna delivers. I followed her advice, and three days later I'd landed a \$4000 contract through LinkedIn. For the first five years I was on LinkedIn, I didn't know what to do. Set it and forget it, right? Then wonder why "it doesn't work." But two years after following Donna's advice, LinkedIn remains my primary source for new customers.

TINO CORSETTI
PROGRAM DIRECTOR,
DIGITAL LEARNING



Audra's success is due, in part, to her excellent listening skills. She cares about her clients' success and you can tell that in the way she is attuned to the details exchanged in conversations eliciting a more authentic dialogue. Her writing skills are superlative...and her deep expertise in social technology creates a strong feeling of confidence in her role as a trusted advisor.

BERT MIDDLETON
NTC



When I began my interaction with Raymond, I was feeling quite overwhelmed by the social media task at hand. However I was quite relieved as Raymond quickly guided the process and within a couple of concentrated interviews and a few days, my LinkedIn profile took on a new life and me right along with it.

If you are looking for a guide to help steer you to a high degree of effectiveness in regards to your LI profile, Raymond Rose is the man for the job.

Bert Middleton, HgK
Water For Health USA

LUCILLE A. FORTUNATO
MARKETING PROFESSIONAL



I was very much looking forward to seeing my LinkedIn Makeover and when the page opened and I saw what Judi had done, I was speechless. She had taken everything I wanted to say and created a piece of art. It is difficult to write about yourself but Judi listened attentively, got to know me, and crafted a spectacular, compelling profile.

DAFNA NADULEK
COMMERCIAL REAL
ESTATE



Judi is not only an excellent writer, she's a great listener and interpreter. Shes personable and inspiring. She takes the time to fully understand her subject and then uses her skills to paint a masterpiece of that subject.

This experience has been more than a LinkedIn makeover, it's been a road of self-discovery. All the endorsements on LinkedIn wouldn't be enough to thank Judi for her time and expertise.

Thank you !

SHELLIE VAUGHT

CHIEF OPERATIONS &
PROCEDURES OFFICER



I had the chance to work with Wendi recently and she is very detailed-oriented, professional, and above all very easy to work with. She helped me with my transition from Air Force to the civilian world, specifically with my LinkedIn account. I am grateful for the job she did and would and have recommended her to all my co-workers getting ready to make that transition.

HANNAH K. HOWELL

PH.D., J.D.

CLINICAL AND CONSULTING
NEUROPSYCHOLOGIST



It is my pleasure to recommend Wendi Blessing from LinkedIn-Makeover.com. I have worked with many consultants over the course of my career and Wendi stands out as one of the very best. She was responsive and professional in our interactions. She also took the time to help me acclimate to a new way of thinking about social media from a job seeking perspective. More importantly, she helped me create a LinkedIn profile that exceeded my expectations in terms of depth and quality, and I have already benefited from her coaching and assistance with creating my own personal brand.

ROBERTO DINIZ

MBCI

GLOBAL ENTERPRISE RISK
& OPERATIONS EXECUTIVE



Work with Wendi was perfect. The dynamic approach and very creative ideas delivered a remarkable profile that really express myself and my career moment. High recommended professional.

JEFF IRBY

SENIOR GLOBAL IT
EXECUTIVE: CMO, CFO
& COO



Donna's work exceeded all expectations. She made it easy to do -- over the telephone, and instantaneous. She is there for follow up and guidance. The best benefit is that I often find people are looking up my profile before they meet with me. This may be a potential hire or a customer. Because of Donna, my page is professional and emotes a very positive competent message. Her work is worth every dollar.

**DANIEL A.
VARRONEY**

POTOMAC CORE
ASSOCIATION CONSULTING



Donna Serdula and LinkedIn Makeover is a smart investment for an outcome focused executive. The process is educational, helpful and it yields results. For example the optimized profile delivered higher results, my profile appeared in 52 searches before 10:00 am. I found Donna to be a smart, informative and adroit. She and her team of creative professionals can help executives define themselves effectively in growing a business or advancing a career.

**STEVEN
SCHMIDBAUER**

CHIEF OPERATING
OFFICER



Donna has been an excellent help in organizing my LinkedIn profile. She has a great sense of what works and is able to customize her work to fit the individual in a way that effectively showcases one's talent.

STEVEN SANDS
DIGITAL PRODUCT
MANAGER



As an Online Marketing & eCommerce Professional who maximizes companies' top line growth and bottom line savings with online features and mobile tools that integrate with their website, I wanted to ensure my online presence was strong and reflected my personal brand.

I signed up for a LinkedIn Makeover and in just under 10 days, my LinkedIn profile was transformed from an unimpressive bio to a true career profile that reflected the real me.

I am very pleased with the results and can't wait to start leveraging LinkedIn!

JASMINE V. SMITH
EXECUTIVE ACCOUNT
MANAGER



Donna is a master chef with words!!! she was able to understand and articulate my personal brand. My LinkedIn page is more than I could have expected! Thank you Donna! I highly recommend her if you are struggling to really make a lasting impression, what Donna can do for you and your LinkedIn page will utterly amaze you and satisfy even the greatest of skeptics! You won't be disappointed!