



Optimizing Your LinkedIn Profile: A Guide for Legal Contractors

The Paragon team has prepared this guide to help you create a compelling and effective LinkedIn profile tailored for today's legal market. We've included current best practices, strategic tips, and stylistic recommendations to ensure your profile stands out to hiring managers, recruiters, and professional networks. Whether you're actively seeking new opportunities or simply building your professional presence, we hope this guide helps you make the most of LinkedIn.

Set The Stage

Your profile is your first impression – make it clear, current, and consistent.

Use a professional headshot

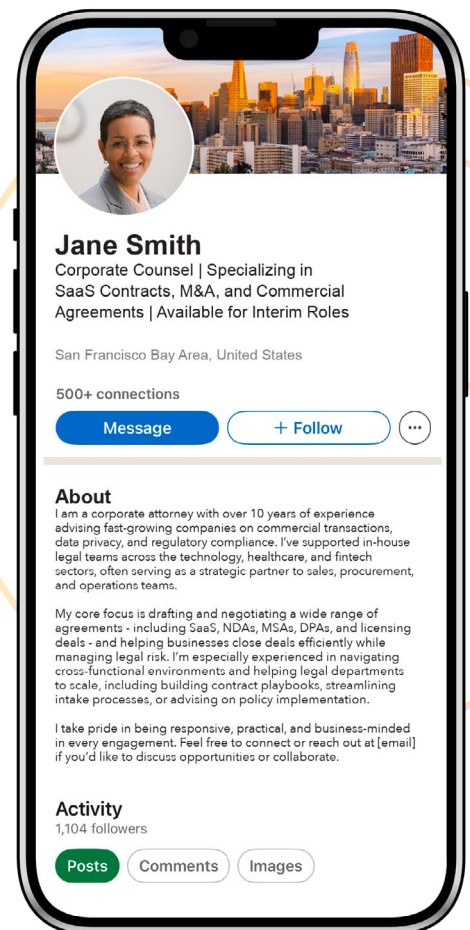
Select a recent photo with a clean, neutral background, and make sure you are the only person in the frame. Avoid casual or overly posed images –a polished headshot helps you appear approachable and credible.

Customize your headline

Don't just list your job title. Instead, use this space to highlight your specialties and focus.



Corporate Counsel | Specializing in
SaaS Contracts, M&A, and Commercial
Agreements | Available for Interim Roles



Craft a concise “About” section

This is your elevator pitch. Use these 300 - 500 words to highlight your years of experience, practice areas, contract expertise, industries served, and how you add value to in-house teams. Including your contact information can also make it easier for recruiters or professional connections to reach out directly – especially if you’re open to new opportunities. Write in the first person. Don’t be afraid to let your personality shine through. Yes, this is a professional site but your profile should give a sense of your style and who you are holistically.



I am a corporate attorney with over 10 years of experience advising fast-growing companies on commercial transactions, data privacy, and regulatory compliance. I’ve supported in-house legal teams across the technology, healthcare, and fintech sectors, often serving as a strategic partner to sales, procurement, and operations teams.

My core focus is drafting and negotiating a wide range of agreements - including SaaS, NDAs, MSAs, DPAs, and licensing deals - and helping businesses close deals efficiently while managing legal risk. I’m especially experienced in navigating cross-functional environments and helping legal departments to scale, including building contract playbooks, streamlining intake processes, or advising on policy implementation.

I take pride in being responsive, practical, and business-minded in every engagement. Feel free to connect or reach out at [email] if you’d like to discuss opportunities or collaborate.

Add your location and industry

Use your metro area (e.g. “San Francisco Bay Area”) and a relevant industry tag (e.g. “Legal Services”) for better searchability.

Create a custom URL

A short, clean LinkedIn URL (e.g. [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname)) looks more professional and is easy to include on your resume or email signature.



To do this: Upper right corner of your profile - “Public Profile & URL” tab.

Tell Your Story

Your experience section should highlight your legal skill set and the value you bring to in-house teams



Be accurate and consistent

Job titles, dates, and employer or agency names should match your resume. Clearly note contract roles. Whenever possible, include the name of the company you were contracting for. This adds valuable context about your work and responsibilities.



Describe your work clearly and concisely

Use bullet points or brief summaries to highlight the types of matters you've handled, industries you've worked in, and teams you've supported. Aim for a streamlined, shorter version of your resume: brief, focused, and easy for viewers to quickly understand your practice.



Focus on impact, not just duties

Mention how you added value, such as accelerating contract review timelines, improving workflows, or reducing legal risk. Quantify where you can (e.g. negotiated 20+ contracts/week, 10% reduction in outside counsel spend, reduced contract turnaround time by 2 days).



Clarify your work setting

Indicate if the role was remote, hybrid, or on-site. This helps recruiters and prospective employers contextualize your experience and understand the environments you're comfortable working in.



Use legal-specific keywords

Include relevant terms such as commercial contracts, M&A, or litigation. Recruiters often search by these keywords, so relying solely on your job title may limit your visibility in search results. "Associate General Counsel" with no description provides very little context into the nature of your practice or expertise.

Include bar admissions and certifications, especially if you're licensed in multiple states or jurisdictions relevant to your target market.

Show You're Engaged

Regular activity shows recruiters you are current and involved.

Like and comment on thoughtful legal content

- ✓ Engage with posts that interest you.
Thoughtful comments, or brief posts sharing your perspective, can help demonstrate your expertise while keeping your profile visible to recruiters and legal teams.
- ✓ Follow relevant organizations. Think: in-house legal groups, alumni, or local bar associations.



Add a “featured” section

Showcase articles, interviews, or speaking engagements if applicable. This is a great way to highlight engagement without needing to create new content regularly.

Connect intentionally

It is appropriate to connect with colleagues, classmates, mentors, clients, and recruiters. Always include a brief note when reaching out to someone you don't know personally.

Post regularly and strategically

- ✓ Aim to share content at least once a week to stay visible.
- ✓ The best times to post are generally weekday mornings (8–10 AM) and early afternoons (12–2 PM). These times match when professionals are most likely to be active on LinkedIn so your posts have a better chance of being seen and engaged with.
- ✓ Variety in content type keeps your feed interesting: short text updates can spark conversations, native videos (videos uploaded directly through LinkedIn) grab attention and are increasingly favored by LinkedIn's platform, and sharing personal stories or practical insights helps build authentic connections. The key is to share content that feels genuine and adds value to your network.

Ready For A New Role? Start Here.

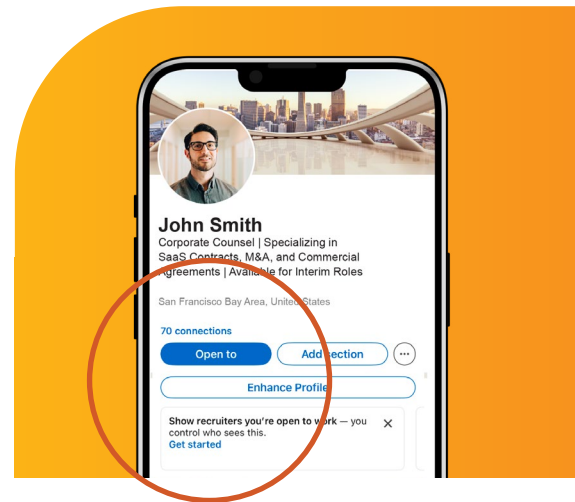
Turn on “open to work”

Turning on this setting will privately signal to recruiters that you’re open to new roles. There is no need to display the banner on your profile photo if you prefer to keep your search discreet. You can specify the types of roles you’re seeking, employment arrangements (part-time/contract), and locations. When this setting is on, you’ll appear higher of the list of recruiter search results. Many recruiters search exclusively within “open to work” filters to find immediately available talent.



To do this: From your profile click the “Open To” button under your headline. Select “finding a new job” and fill in your preferences.

Then choose whether you want only recruiters to see this or all LinkedIn members, which will add the green #OpenToWork photo frame to your profile picture. When you’re done, click save.



Use the right keywords

Throughout your profile, naturally include keywords from job postings you’re targeting. This boosts visibility in recruiter searches.

Keep it current

Update your profile when you start a new position, earn a credential, or get promoted. Outdated or overly bare profiles can give the impression that you’re not active or responsive – which may lead recruiters to pass you by.

Tailor as your goals evolve

If you’re shifting into a new area of practice, make sure your headline, summary, and skills reflect that.

Set up job alerts

Use LinkedIn's job alert feature to get notified when roles that match your interests are posted. You can filter by title (which may include your practice area), location, industry, or job type (e.g. remote, contract). Alerts help you stay ahead of new opportunities, even if you are just browsing.



To do this: Search for a job on LinkedIn. At the bottom left of the job search results page, switch the "Get job alerts for this search toggle" to "on" to create a job alert for your current search criteria. You'll see a popup that says "Job Alert" created.

Make it easy for recruiters to reach you

Make sure you can receive messages from people outside your network. If recruiters or hiring managers can't contact you, you might miss out on relevant opportunities even if your profile is strong.



To do this: Go to Settings and select Data Privacy. Under "Who can reach you", switch each message type on or off based on your preference.



The Paragon team is here to support your career goals.
For guidance or current opportunities, contact us at
info@paragonlegal.com or visit **www.paragonlegal.com**.