

**Your CV is optimised to the point. LinkedIn tells a different story.  
Consistency is what makes the difference.**

You have now built your CV properly.

Structured.

Clearly positioned.

Precise in content.

That establishes the foundation.

**Now comes the next step:**

LinkedIn.

**LinkedIn is not a requirement.**

It is the optional extra.

But precisely because of that, the rule is:

If you are present there,  
your profile should reflect the same picture as your CV.

Not approximately.

But consistently.

**Why this matters**

On LinkedIn, your professional journey becomes visible, searchable, and pre-classified.  
In your CV, it is later explored in depth, validated, and confirmed.

Both should convey the same overall picture.

Not identically worded.

But consistent in message, focus, and positioning.

**What happens on LinkedIn**

On LinkedIn, you are found.

On LinkedIn, you are categorised.

And on LinkedIn, it is decided,  
whether reaching out to you makes sense.

That is exactly why  
having a strong CV alone is not enough.

This same picture must also be reflected on LinkedIn.

## **The core principle**

Your CV is the foundation.

LinkedIn mirrors this foundation externally.

Not as a copy.

But as a clear, searchable, and quickly understandable version.

## **What often goes wrong**

The CV is well structured.

The LinkedIn profile is not.

The headline remains unclear.

The core focus is not recognisable.

Roles are described imprecisely.

The profile appears less sharp than the CV.

The result:

You are found.

But not categorised,

the way you want to be.

## **What LinkedIn should deliver**

Your profile must quickly communicate:

What you stand for.

Where your professional focus lies.

In which context you are strong.

What value you bring.

Not maximally detailed.

But clear enough,

to create the right categorisation.

## **What truly matters**

Consistency.

No contradictions.

No different positioning.

No diluted version of your CV.

A clear overall picture.

## **The clear consequence**

No LinkedIn profile is better than a poorly maintained, outdated, or inconsistent profile.

Because such a profile creates confusion.

It raises doubts.

It weakens your positioning.

And it reduces the likelihood of being approached.

## **Your decision**

Do you want to actively shape, how your professional journey is perceived on LinkedIn?

Or do you want to leave that impact to chance?

Both are possible.

But not at the same time.

## **Motto**

**Your profile does not determine whether you are seen.**

**But how.**

A strong CV creates clarity in detail.

A strong LinkedIn profile ensures, that this clarity is visible.

And it is exactly this consistency, that makes the difference.

This article is part of the cyberunity CV series for Cyber Security Professionals in the DACH region.