After the UN

FOR UN STAFF IN TRANSITION

LINKEDIN PROFILE UPGRADE

One profile. Two markets.

Six AI prompts that rewrite your LinkedIn profile so a UN hiring manager and a private-sector recruiter both see what you can do for them.

00 Your context

01 Work experience

02 About section

03 Headline

04 Banner

05 Two-recruiter test

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START HERE

How to use this guide

You will run six prompts, in order, in one chat with ChatGPT or Claude. Each prompt builds on the one before it, so stay in the same conversation from start to finish.

Every prompt writes for two readers at once: a hiring manager inside the UN or multilateral system, and a recruiter at a private company who has never worked with the UN. Your experience stays the same. What changes is the language you use to describe it.

The six steps

00 Your context
The AI learns your story and asks about the gaps

01 Work experience
Each role rewritten so both readers understand it

02 About section
One About section, plus two openings you can swap in

03 Headline
Five headlines to choose from

04 Banner
Three banner concepts you can build in Canva

05 Two-recruiter test
A direct review of your draft from both sides

Have these ready

- Your current resume
- Numbers for your biggest wins: budgets, team size, countries, results
- The roles you want in each market

Take your time with this

This guide may look like a lot, and that's fine: it isn't meant to be finished in one sitting. Work through it one step at a time, at whatever pace suits you. A strong profile is built piece by piece, not in one afternoon.

BEFORE YOU BEGIN

Three things to know first

1

AI is a starting point, not the final word

AI gets things wrong. It can misread your resume, overstate what you did, or sound like nobody in particular. The prompts tell it to flag missing facts as `[ADD: ...]` instead of guessing, but read every line anyway, check every fact and number, and rewrite anything that doesn't feel like you. If you wouldn't say it in an interview, don't put it on your profile.

2

Make the prompts your own

These prompts are a guide, not a script. If you don't like what comes back, run the prompt again, or tell the AI what to change: "make it less formal," "shorter," "sound more like the author Adam Grant." You know your voice better than any AI does.

3

Protect what is sensitive

Leave out anything your employer would see as confidential or politically sensitive. Step 00 has a line where you can tell the AI what to keep off your profile.

LinkedIn limits the prompts work within

SECTION	LIMIT	WHAT PEOPLE SEE FIRST
Headline	220 characters	Shows under your name in search results, posts, comments and messages. On a phone only the first 60 to 70 characters may show, so put your key words first
About	2,600 characters	About the first 260 characters, before "see more"
Experience	2,000 characters per role	The first 2 to 3 lines
Banner	1584 x 396 px	Your photo covers the lower left; edges crop on mobile

TIP AI tools are unreliable at counting characters, so the prompts ask for a number of words instead. LinkedIn shows the exact character count as you type. Paste your text in and trim there.

00

STEP 00

Your context

This is where the AI gets to know you. Fill in every line you can. The numbers matter most: they turn a good profile into one recruiters remember.

YOU GET A summary of your story, your selling points, and questions

RUN IT One time, then refine

COPY THIS PROMPT PASTE INTO YOUR AI CHAT

You are helping me rewrite my LinkedIn profile. I come from the UN system, and the profile has to work for two readers at once: a hiring manager inside the UN or multilateral system, and a private-sector recruiter who has never worked with the UN.

We will work in this one chat, in this order: work experience, About section, headline, banner, final review.

ABOUT ME

Name:

Current or most recent title, organization and grade (e.g. P4):

Years of experience:

Organizations and agencies worked for:

Countries and regions worked in:

Languages and level:

Target roles in the UN or multilateral system (titles, levels):

Target roles in the private sector (titles, industries, types of company):

Location (city, remote, open to relocation):

3 to 5 achievements with numbers (budget, team size, countries, people reached, money raised, time or cost saved):

Core skills and tools:

Education and certifications:

What I want to be known for, in one sentence:

Roles or topics I do NOT want to attract:

Confidential or politically sensitive things to leave out:

A writer or speaker whose tone I like (optional):

MY RESUME

[paste your resume here]

MY CURRENT LINKEDIN HEADLINE AND ABOUT (OPTIONAL)

[paste here]

The prompt continues on the next page. Copy both parts as one message.

STEP 00 PROMPT, CONTINUED

RULES FOR THIS WHOLE CHAT

1. Use only facts I give you. Never invent or round up a number, title, scope or result. Where a fact is missing, write **[ADD: what is needed]** so I can fill it in.
2. Write the way a capable professional talks to a peer: plain, specific, first person. Many of my readers use English as a second language, so choose common words and use few contractions.
3. Prefer a real task, number or place to a general claim. If a sentence could sit on anyone's profile, make it specific or cut it.
4. Leave out the habits that make text sound machine-written: buzzwords (leverage, passionate, results-driven, dynamic, seasoned, navigate, landscape, transformative), adjectives in groups of three, rhetorical questions, "not just X but Y", and inspirational closing lines.
5. No em dashes, emojis or exclamation marks.
6. If I named a writer or speaker, borrow their tone, never their facts.

Do not write any profile text yet. First:

1. Tell me in 5 bullets what you understand about my experience and where I want to go.
2. Name my 3 strongest selling points for UN employers and my 3 strongest for private-sector employers, and say where they overlap.
3. Ask me up to 5 questions about gaps that would weaken the profile. Start with missing numbers.

Then wait for my answers.

NEXT Answer the AI's questions before you move on. Five minutes here saves you rewrites later.

Give it numbers it can use

These rules set the writing style for the whole chat, so your profile sounds like a person, not a machine. What they can't do is supply your facts. The more specific your achievements, the better every later step gets.

TOO VAGUE TO USE

Managed a large regional program with many partners.

SOMETHING THE AI CAN BUILD ON

Managed a $12M program in 3 countries, with 14 staff and 9 partner organizations.

The example above is made up, to show the level of detail. Don't know the exact figure? An honest range ("about 30 to 40 staff") still beats no number.

01

STEP 01

Work experience

Your Experience section is where recruiters check whether your story holds up. This prompt writes each role so both audiences understand it, and shows you which UN terms it translated.

YOU GET One finished entry, plus a list of gaps to fill

RUN IT Once per role, then refine

COPY THIS PROMPT

PASTE INTO YOUR AI CHAT

Rewrite one role for my LinkedIn Experience section, using my details, resume and answers above.

THE ROLE

Title: .....

Organization: .....

Dates: .....

Location: .....

What I was responsible for: .....

What I achieved (numbers wherever possible): .....

Length (full entry, or 2 lines for an older role): .....

Write it like this:

- First line: what I was accountable for and at what scale (team, budget, countries, partners). It has to make sense alone, because LinkedIn shows only the first 2 lines.
- Then 3 to 5 bullets, strongest first. Each gives a result, what I did to get it, and enough context to judge it. Use active verbs, and skip weak openers such as "responsible for", "helped" and "assisted".
- Keep the UN terms that UN recruiters search for, and add the private-sector equivalent beside each one the first time. For example: implementing partners (partner and vendor management), resource mobilization (fundraising and business development), Member State engagement (government relations), capacity building (training and organizational development), results-based management (performance management and KPIs).
- Spell out every acronym on first use, or drop it.
- Last line: "Skills:" plus 5 terms that recruiters in both markets search for.
- 250 words at most.

After the entry, list the UN terms you translated and what you changed them to, then every **[ADD]** I need to fill in.

The rules from my first message still apply.

NEXT Start with your most recent role. Replace every [ADD] with a real number, and check every fact against your resume.

02

STEP 02

About section

Your About section tells people who you are, who you help and what value you bring, and its keywords help recruiters find you. Only the first two or three lines show before "see more", so the opening has to earn the click.

YOU GET One About section and two alternative openings

RUN IT One time, then refine

COPY THIS PROMPT PASTE INTO YOUR AI CHAT

Write my LinkedIn About section, using my details and the experience entries we finished above.

A UN hiring manager and a private-sector recruiter should both finish it thinking "this person can solve my problem."

Shape:

1. Opening, about 40 words. This is all people see before "see more", so it has to say who I am, the problem I solve and one piece of proof. Do not open with "I am a" followed by a list of job titles.
2. The thread: the kind of problem I have solved again and again, across different countries, organizations and crises.
3. Proof: 3 or 4 achievements with numbers, one short line each.
4. What I bring: 4 or 5 capabilities, named in words both sectors use.
5. What I am open to: the roles I want in both markets, and how to reach me.
6. Last line: "Areas of expertise:" plus 10 to 15 search terms for both markets.

First person, short paragraphs, 250 to 350 words. It should read like a capable person talking, not a cover letter.

Then give me two alternative openings I can swap in: one that leans private sector, and one that leans UN and multilateral.

The rules from my first message still apply.

NEXT Post the main version. Swap in one of the alternative openings when you are actively applying in one market and want recruiters there to recognize you faster.

03 Headline

STEP 03

Your headline is your first impression. It shows in search results, under your name on every comment and in every message you send. It often decides whether someone clicks on your profile at all.

YOU GET Five headlines and a recommendation

RUN IT One time, then refine

COPY THIS PROMPT

PASTE INTO YOUR AI CHAT

Write 5 LinkedIn headlines for me, using everything above.

Each headline must:

- Put my target role in the first 6 to 8 words, because that is often all people see on a phone and in search results.
- Say what I do and include one piece of proof (scale, organizations or a number).
- Make sense to a recruiter who knows nothing about the UN.
- Stay under 25 words.

Give me 5 different angles: two that lead with the role, one that leads with proof, one that shows I can work across the UN, government and business, and one built for recruiter search in both markets.

Two invented examples, to show the shape only:
Program Director | Global Health Operations | Led $40M portfolios across 12 countries for WHO and UNICEF
Operations and Supply Chain Leader | Kept life-saving supplies moving in 9 crisis settings | Logistics, procurement, risk

Agency names count as proof. Spell out any other acronym. Leave out "open to work", "seeking opportunities" and "aspiring", because LinkedIn has a separate setting for that.

Say which audience each headline serves best, then recommend one in 2 sentences.

The rules from my first message still apply.

NEXT Pick one, check it is under 220 characters, then read it on your phone. If the first line does not tell a stranger what you do, try another.

04

STEP 04

Banner

The banner is the wide image across the top of your profile. Most people leave the default, so a clear statement of the value you'll add sets you apart before anyone reads a word.

YOU GET Three concepts with words, colors and layout

RUN IT One time, then refine

COPY THIS PROMPT PASTE INTO YOUR AI CHAT

Create 3 LinkedIn banner concepts I can build myself with a free Canva account. Base them on the headline I chose: **[paste your headline]**.

Constraints:

- The banner is 1584 x 396 px. My profile photo covers the lower left and the edges crop on phones, so all text sits in the right two-thirds, away from the edges.
- Text must be readable on a phone: large, high contrast, 2 lines at most.
- No UN emblem, agency logos or flags. The emblem is restricted, and logos suggest I speak for the organization.
- No photos of beneficiaries or people in crisis. No globes, handshakes, puzzle pieces or city skylines.

For each concept give me:

1. Main line, up to 8 words: the value I bring, not my job title again.
2. Supporting line, up to 12 words: proof, focus areas or what I am open to.
3. Look: the background (photo, texture, gradient or flat color), 3 colors with hex codes that look credible to both UN and corporate readers, and serif or sans-serif type.
4. Layout: where each line sits and how large it is.
5. Canva search terms for a free background.

Then recommend one concept in 2 sentences.

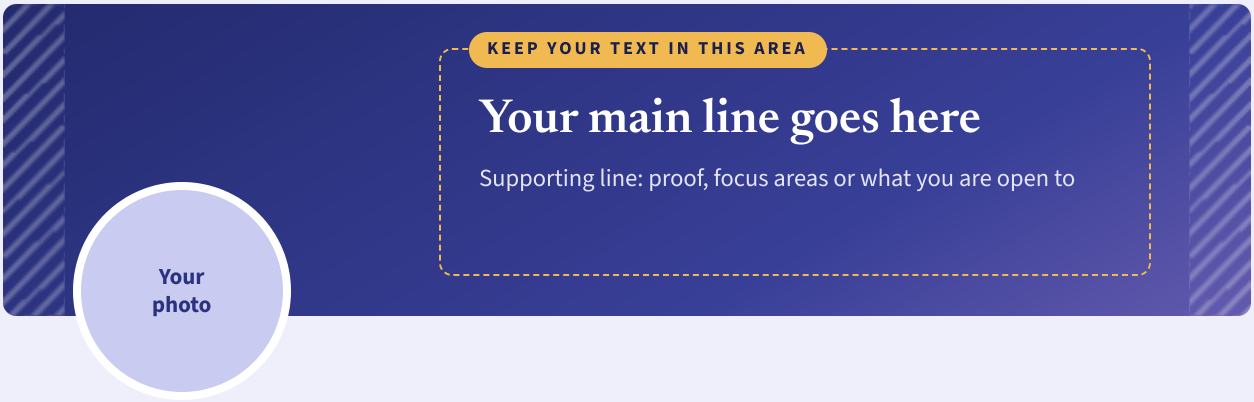
The rules from my first message still apply.

NEXT Pick the concept you like best. The next page shows you how to build it yourself in Canva, and the free version has everything you need.

STEP 04, CONTINUED

Build it yourself in Canva (free)

Before you start, here is how LinkedIn treats the banner. Your photo sits on top of it, and phones trim the sides.



Four steps

1 Open Canva

Sign up for a free account at canva.com, then search "LinkedIn Banner" to start at the right size.

2 Choose a background

Pick a free background using the search terms the AI gave you.

3 Add your words

Put your main line and supporting line on the right side, in the fonts and colors from your chosen concept.

4 Upload and check

Upload it to LinkedIn, then look at it on a laptop and a phone. Nothing important should sit behind your photo or get cropped.

05

STEP 05

The two-recruiter test

Run this once everything is drafted. It catches the UN jargon a private-sector recruiter would trip over, and the vague lines a UN panel would mark down.

YOU GET An honest read from both sides, and your top 5 fixes

RUN IT One time at the end, then refine

COPY THIS PROMPT PASTE INTO YOUR AI CHAT

Here is my full draft LinkedIn profile: headline, About section and experience entries.

[paste everything here]

Read it as two different people, one at a time:

1. A recruiter at a private company hiring a **[target private-sector role]**, who has never worked with the UN.
2. A hiring manager at **[target UN agency or organization]** hiring a **[target UN role]**.

For each reader, tell me:

- What they understand about me after 7 seconds (the headline and the first lines of About).
- Which words or phrases read as jargon or confused them.
- What they wanted to see and did not find.
- Whether they would contact me or move on, and why.

Be direct. I need the weak spots, not reassurance.

Then list the 5 changes that would help most, biggest impact first, and rewrite only those lines. Point out any line that still sounds generic or machine-written.

The rules from my first message still apply.

NEXT Fill in the brackets with real roles you are targeting before you run it. After you make the fixes, you can run it again in the same chat.

FINAL CHECK

Before you hit save

- [ ] Headline updated
- [ ] Every role rewritten and every [ADD] filled in
- [ ] Skills section updated with the keywords from Steps 01 and 02
- [ ] Two-recruiter test run, and the top fixes made
- [ ] About section posted
- [ ] Banner uploaded and checked on a laptop and a phone
- [ ] Open to Work turned on, set to recruiters only if you are still employed
- [ ] Every line re-read, every fact checked, and anything that doesn't sound like you rewritten

WHAT'S NEXT

Keep going with After the UN

I'm Andrea J. Miller. I spent 20+ years in global health and international work, across UN agencies, WHO, CDC and the private sector, and I'm now a certified coach (ICF-PCC, SHRM-SCP). If you'd like help putting this guide to work, here's where to find me.

1

Meet with me

Book a free 20-minute chemistry call to see if paid coaching is a good fit for you.
cal.com/andreajmiller/discovery-call

Book a free call →

2

Read the newsletter

Practical help every week for UN staff moving to work outside the UN.
aftertheun.substack.com

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