



HER FREEDOM ABROAD

The LinkedIn Repositioning Guide

How to get found by international recruiters, instead of applying and hearing nothing.

If you have been applying to jobs abroad and hearing nothing back, or you plan on applying and you don't want your application side-piled, you NEED to be adjusting your LinkedIn and CV to meet international standards.

You don't want to be hard to find, and for many people, that is the exact problem.

You're thinking that just submitting a resume is enough, but your resume doesn't have any keywords a recruiter is looking for, or the specializations they're looking for appear nowhere on your profile.

And when recruiters are looking to fill roles that are having hundreds of applicants, we are not reading each resume one-by-one. We are filtering them through to shortlist the strongest options and THEN reading through those.

The people who get hired abroad are rarely the ones who applied the most. They are the ones recruiters found. And you can become one of those people. Not by working harder.

By being positioned.

Before you start: what positioning can and cannot do

I want to be honest with you before you spend an afternoon on this, because I would rather you walk in clear.

Positioning makes you findable. It puts you in front of the people who are hiring, in the searches they are actually running, so you stop being invisible. What it does not do is change what a country is willing to sponsor, or what an employer is legally able to offer you. Those are separate things, and no profile rewrite changes them.

So here is the honest map.

The roles that get hired and sponsored most readily are the ones where a country has a shortage and an employer can justify choosing a foreigner over someone local. Healthcare, skilled trades, engineering, tech, education, finance, and specialized professional roles all sit here. If your work falls into one of these, positioning is the thing standing between you and being found, and this guide is going to move you a long way.

The roles that are harder to get sponsored are general office and service roles, the ones a local candidate can fill without any paperwork at all. That is not a comment on your ability or how hard you work. It is a comment on how immigration systems are built, and it is worth knowing before you spend six months applying into a door that was never open.



If your work is uncredentialed

I want you to fully understand this: There is no such thing as unskilled work. There is uncredentialed work, and those are not the same thing.

If you have run a register for six years, you have handled cash, inventory, conflict, and the responsibility of opening and closing a business. If you have cared for someone's aging parent, you have managed medication, emergencies, and the trust of an entire family. Nobody ever taught you to name any of that, and so it has never appeared on a profile where a recruiter could find it.

Your doors are real, they are just different ones, and they are all in your vault:

- Hospitality and cruise lines, which hire internationally at volume and often handle the paperwork
- Roles on US military bases overseas, in childcare, food service, retail, and recreation, where the job itself is your legal basis for being there
- Teaching English with a TEFL certificate, in the countries that hire without a degree
- Remote customer support and service work you bring with you, rather than find over there
- Countries with lower barriers, where a work permit does not require a specialized profession

Position yourself for those doors specifically, using everything in this guide, and name your real skills in the words those employers search for. That is a genuinely different application than the one you have been sending.

And if this route is not the one

A profile that clearly says who you are, what you are known for, and where you are going is the foundation for every other route to living abroad. It is how clients can find you if you go the freelance or consulting way. It is how people in your target country recognize you as someone worth knowing. It is how you stop being a name in a pile and start being someone with a clear professional identity, which is the thing every other door also asks of you.

A job is one way to get there. But it's not the ONLY way. So let this kit help align you with where you want to be. But YOU will have to ask yourself, who am I willing to become to have the life I want.

If you're ready to step into that version of you, let's begin!



First, go get your answer key

Before you rewrite a single word on your profile, you need to see what you are writing toward. So the first thing you are going to do is pull five to ten real job postings for the role you want, in the country or countries you are targeting.

Save them as a PDF or somewhere you can copy from, a document, a folder, or printed if you are the kind of person who thinks better on paper.

Focus on the roles you actually want.

Why this comes first

You are not going to guess what employers want, and you are not going to take my word for it either. The postings tell you directly. They contain the exact job titles being used in your target market, the specialties that keep coming up, the certifications that actually matter there, and the precise words a recruiter is typing into the search bar. All of it, written down, for free.

This is the difference between rewriting your profile based on how you describe your work, and rewriting it based on how your market describes the work. Those are rarely the same, and the gap between them is usually the whole reason you have not been coming up in searches.

You will use these more than once

These postings are not just for the headline. You will come back to them for your About section, for your skills list, and for your keywords, which is the section that actually makes you findable.

And if you are using the **AI repositioning prompt and CV Builder**, feed it these postings too. It builds from your real profile, and giving it the real language of your market is what makes the difference between a nicely written profile and a profile that surfaces in the right searches.



How recruiters actually look for you

First you have to understand what is really happening on the other side of the screen.

When a recruiter needs to fill a role abroad, we first check our internal database for any matches.

Internal database = *people already in our ecosystem, people who may have applied for this or a previous role, or who simply signed up to our job board.*

After we've exhausted the internal database, we then extend the search to LinkedIn, filtering by:

- the skill(s)
- the education
- the title
- industry-specific keywords
- the location
- the willingness to relocate

And the system hands us a short list of people. Then we scan through profiles and CVs fast. A few seconds each. If your profile does not hold the words we searched for, you simply never come up, or you do not get considered.

So the work is to become findable.

Here is how you are going to do that:

1. Your headline

This is the single most important line on your whole profile.

Most people write their job title and stop. That is a wasted opportunity. You have over two hundred characters, so use it. The structure that works is simple:

THE FORMULA

[Your role] | [Your specialty] | [International experience / desired location]



Slot one: your role

The first slot tells a recruiter what you are, and it is what puts you in the search results at all. So it has to be the name the rest of the world uses for your work, not the name your company uses.

Most people write their internal title here, and internal titles are often unsearchable. A company might call you a Client Experience Associate II, or a Growth Lead, or a Unit Coordinator. Nobody is typing those words into a search bar. Your title needs to be the one that appears on the job postings you want.

How to find yours. Open two or three real postings for the kind of role you want next, in the country you are targeting, and look at what they call it. That is your answer, and you do not have to guess at it.

Examples of the shift:

- Cashier becomes Customer Service Representative
- Front desk or receptionist becomes Administrative Assistant, or Office Administrator
- Unit Coordinator becomes Registered Nurse
- Growth Lead becomes Marketing Manager
- People Operations Partner becomes HR Manager
- Home health aide becomes Caregiver, or Personal Support Worker

The rule for this slot. You are allowed to use the searchable, industry-standard name for the work you have genuinely done. You are not allowed to promote yourself. A cashier can call herself a *Customer Service Representative*, because that is the standard name for the work. She cannot call herself a *Customer Service Manager*, because she has not managed a team. Translating your title is key. Inflating it is a problem that will get caught in the interview process.

Slot two: your specialty

The second slot is what makes you specific. Your title tells a recruiter what you are, and your specialty tells them why you, out of everyone else holding that same title. This is a type of work, a setting, or a population you serve.

How to find yours. Ask what people at work hand to you specifically, because you are the one who handles it well. Then ask what those same job postings from slot one keep repeating in their requirements. Where your real work and their language overlap, that is your specialty.



Examples:

- Customer Service Manager known for retention and account renewals, or team training and escalation handling
- HR Manager known for recruitment and onboarding at scale, or employee relations and compliance
- Registered Nurse known for ICU and acute care, or pediatrics
- Project Manager known for infrastructure and government contracts
- Caregiver known for dementia and elderly care
- Customer Service Representative, coming from years on a register, known for high-volume retail and cash handling

The rule for this slot: Your specialty has to be something you have actually done. Repositioning means naming your real work in the words your market searches for. It does not mean claiming work you have not done. A woman who spent six years on a register has genuinely handled high-volume service, cash reconciliation, upset customers, and opening and closing a store. She has not done technical support or billing resolution, so those words do not belong on her profile.

Think: If a recruiter asked you about it in an interview, could you tell a real story with a real example? If yes, it belongs in your headline. If not, take it out.

Slot three: your international slot

The third slot answers whether you can actually work where they are hiring. You have three ways to fill it, and you only need one.

Option one, the markets you already know. If you have worked with, sold to, managed, or supported people in other countries or regions, name them. International exposure of any kind is scarce and it reads as low risk to an employer.

- Multi-Country Workforce Experience
- US and EMEA Markets

Option two, where you are headed. If you do not have international experience yet, name your destination. It tells a recruiter you are serious, and it puts you in searches for that country.

- Open to the UK, Ireland, and the Netherlands
- Relocating to Portugal 2026
- Open to Spain and Mexico

Option three, remote. If your plan is work you can do from anywhere rather than a job in one country, say that.

- Fully Remote, Worldwide



One more thing that belongs here. If you speak another language at any level, put it in. For general service and office roles, language is often the single thing that makes you scarce, so it does more work in your headline than almost anything else you could write.

- Spanish-English Bilingual
- Fluent French and English

The rule for this slot. Be specific and be true. Naming three countries you are genuinely considering is strong. Writing open to relocate anywhere reads as unfocused and matches no search at all. And if you name a country, be ready to talk about your timeline, because the first thing a recruiter will ask is when you can move.

Putting all three together

- Customer Service Manager | Retention & Account Renewals | Led Teams Across US and LATAM
- HR Manager | Recruitment & Onboarding at Scale | Open to the UK, Ireland, and the Netherlands
- Customer Service Representative | High-Volume Retail & Cash Handling | Spanish-English Bilingual | Relocating to Spain 2026
- Registered Nurse, ICU | 8 Years Acute Care | Open to the UK, UAE, and Australia

To write your own version, ask yourself these questions:

1. What's the job title someone would actually search for you by (not your internal title. The one found on Job postings.)
2. What's the thing you're known for inside that title?
3. Markets you've worked in, or the country you're headed to?

2. Your location, and Open to Work

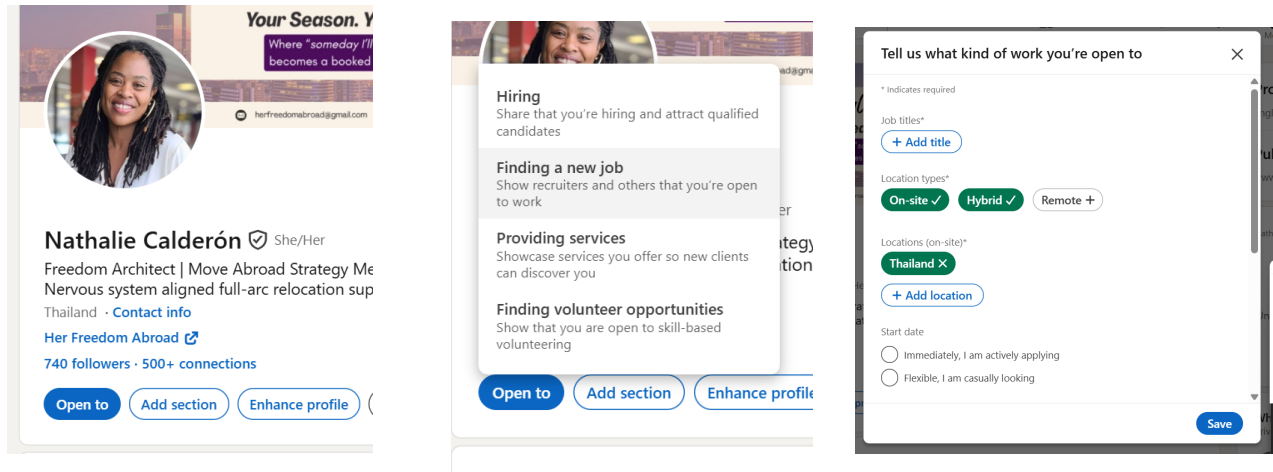
LinkedIn tends to show local candidates first. So if you want to come up in the searches recruiters are running in the country you're targeting, you have to look local to them. The way you do that is by setting your profile location to the place you're aiming for.

If there is one specific country you have your heart set on, set your location to that country. LinkedIn lets you do this even before you move, and job seekers do it all the time when they're planning a relocation. The moment you do, you start appearing in the local searches, instead of being filtered out.

Then, in your About section, name that you're relocating, and when. That one line clears up the only question a recruiter might have when they see a location you don't physically live in yet. It turns "wait, is she even here?" into "oh, she's on her way, and she's serious."



And if you're still deciding between a few countries, that's exactly what the Open to Work setting is for. You can name up to five places you're targeting, and it quietly signals your reach to recruiters without cluttering your headline. If you're still employed and don't want your current boss to know, set it so only recruiters can see it. You get into the right searches, and nobody at your current job is any the wiser.



The whole point is don't make a recruiter guess where you want to be. Tell them, clearly.

3. Your About section

Listen... your LinkedIn profile (and about section) can be WAY more powerful than your resume alone.

Your resume can only go where you send it. You attach it to an application, and that is the end of its reach. It sits in one company's system, attached to one job, and when that job closes it goes quiet.

Your LinkedIn profile does not work that way. It is searchable, worldwide, all day, by people you will never know were looking. It shows up in Google. It shows up in recruiter searches for roles that have not been posted yet, and it keeps showing up long after you have stopped actively applying.

In my past role as an international recruiter, when I came across a strong candidate, I would download their entire LinkedIn profile as a PDF and add it to my internal database. Yes, you heard right! Whether that person had applied or not, I scoped a potential strong fit without ever needing their application or CV first.. Then months later, when a role came in that fit them, I already had them, reached out to them and sent them the job scope of the position they best fit. They had no idea they were already being scoped.



So understand what this section actually is. Your About section is being read by people who are deciding whether to keep you, and most of the time you will never know it happened. That is why it cannot read like everyone else's.

Do not sound like everyone else, and do not sound like a robot

You have roughly 2,600 characters here, which is far more room than most people use. Most profiles waste it on words that mean nothing.

Retire these:

- | | | |
|--------------------|---------------------------|---------------------------|
| ✗ Passionate. | ✗ Motivated. | ✗ Thinks outside the box. |
| ✗ Hardworking. | ✗ Dynamic. | ✗ Wears many hats. |
| ✗ Detail-oriented. | ✗ Proven track record. | ✗ Go-getter. |
| ✗ Dedicated. | ✗ Seasoned professional. | ✗ Self-starter. |
| ✗ Results-driven. | | |
| ✗ Team player. | ✗ Excellent communicator. | |

Every one of these is claimed by millions of other profiles, and none of them are searched by anyone. A recruiter cannot fact-check an adjective. They can fact-check an outcome.

This is also the language AI writes when someone pastes their resume into a chatbot and asks for an About section, and recruiters have started screening for it. Generic phrasing does not just fail to help you. It signals that you did not write this.

If you are wondering what to write instead of those words, that is exactly what I breakdown in Part 2 below.

Let's talk about the 3 sections your LinkedIn About section needs:

Part 1: The opening. The first two or three lines, the only part that shows before someone has to click See more. This is where you lead with the value you deliver and a real number.

Part 2: The proof. How you got here and what you have actually done, with specific detail. This is where you replace the claims with the transformations behind them.

Part 3: The close. Where you are going, said plainly, and how easy it is for the right person to reach you.



THE FORMULA

Line 1 to 2: The value you deliver.



Then: your background + achievements



Then: one line naming that you are open to relocating, and why.

PART 1: The opening

Do not open with your life story, and do not open with "I am a passionate professional." Open with the value you deliver, and lead with a number. From first glance, a recruiter should understand what you do in those first 2 lines so use it wisely.

THE FORMULA

The value you deliver + the number(s) that proves it.

Example:

✗ Before: I am a hardworking and passionate professional with several years of experience looking for new opportunities.

✓ Marketing: I help B2B software companies turn slow pipelines into steady revenue. Over the past 8 years I've generated more than \$40 million in qualified pipeline and cut cost-per-lead by 35%, across three different companies.

✓ Nursing: I'm an ICU nurse with 8 years in Level 1 trauma centers, caring for the most critical patients on the floor. In that time I've handled 1:1 and 1:2 critical loads, trained more than 15 new nurses, and earned my ACLS, PALS, and CCRN certifications.

✓ Operations: I take operations that are stretched to the breaking point and make them run smoothly. Over the past 5 years I've cut fulfillment times by nearly half and grown two teams from 5 people to more than 30.

✓ Customer service: I keep customers from walking away. Across 6 years in high-volume retail I've handled hundreds of transactions a shift, cut repeat complaints on my team by a third, and trained every new hire who came through our store.



PART 2: The proof

This is where you tell them how you got here and what you have actually done. Show the recruiter the transformation you've created.

Every line is a small before-and-after, and every one of them is something you could be asked about in an interview and answer easily, because it actually happened to you.

The goal is to use numbers and statistics to make your proof solid! If you are thinking you do not have numbers, you almost certainly do. How many people, how often, how much, how long, how many fewer mistakes, how much faster.

Keep this section to two or three short paragraphs. Weave in the keywords from your target postings while you are here.

INSTEAD OF	SAY THIS
Hardworking	I covered a vacant supervisor role for four months while running my own, and we still closed every month on time.
Passionate about customer service	I rebuilt how we handled complaints, and our repeat-complaint rate dropped by a third.
Detail-oriented	I caught a billing error that had been running for eight months and recovered \$12,000.
Team player	I trained fifteen new nurses, and eleven of them are still on the unit.
Results-driven	I cut fulfillment time nearly in half over two years.
Excellent communicator	I ran the weekly handover between three departments that had not been speaking to each other.

PART 3: The close

By the time a recruiter has read this far, they already believe you can do the job. The only thing standing between you and a message is whether you are actually available, and whether they can reach you easily. So answer both, plainly, and do not make anyone guess.



This is also where you name your move. If you set your location to your target country back in step 2, this is the line that explains it, and it turns "wait, is she even here?" into "oh, she is on her way, and she is serious."

THE FORMULA

One line naming where you are going and when, then one line making it easy to contact you.

Examples:

✓ I'm relocating to Portugal in early 2026 and I'm open to roles across the EU, on-site or remote. The easiest way to reach me is a message here, or at [your email].

✓ I'm open to opportunities in the UK, Ireland, and the Netherlands, and I'm ready to relocate for the right role.

✓ I'm building toward a move to Spain this year, and I'm looking for customer-facing roles where being bilingual is an asset rather than a bonus.

Be ready for the first question a recruiter will ask you, which is almost always when you can move. Answer it here, before they have to ask.

4. Your skills + Keywords

Recruiters search by skills and keywords. The rule is simple: 5 to 20 skills and keywords that genuinely matter for the role you want, not fifty random ones. These are words and phrases that you see continuously popping up in the job descriptions you've already pre-sourced.

These are what you will thread into your About section but also within your LinkedIn roles.

Examples of industry specific skills:

✗ **Before:** *Microsoft Word, Teamwork, Communication, Time Management, Hard Working, Detail Oriented.*

✓ **Marketing:** Demand Generation, Marketing Automation, HubSpot, SEO, B2B SaaS, Content Strategy, Paid Acquisition, Salesforce, Analytics.

✓ **Nursing:** Critical Care, ACLS, Patient Assessment, Ventilator Management, Electronic Health Records, Triage, Post-Op Care.

✓ **Project mgmt:** Project Management, PMP, Agile, Stakeholder Management, Risk Management, Budgeting, Jira, Government Contracting.



Examples of industry specific keywords/phrases:

X Before: *Responsible for handling social media and helping the team hit its goals.*

✓ Rewritten with real keywords: Owned organic social strategy and content calendar, growing engagement 40% and supporting demand-generation targets across paid and organic channels.

5. Your proof, and your presence

The updates that we're making to your LinkedIn profile are powerful enough to get you found. But there some other things you can make sure you have on your profile that heightens trust in your capabilities:

RECOMMENDATIONS

You will want at least three real, specific recommendations on your profile. They make you read as credible, to a recruiter and to the algorithm both. Ask former managers or clients, not peers. And make it easy for them, because busy people say yes to easy asks. Give them a template:

THE FORMULA

If you could mention [the specific project], [the result or outcome], and [one quality you saw in me], that would help me so much.

PRESENCE

You do not need to become an influencer. But posting even once a week, a short thought, a lesson, something you know, keeps your profile active. Active profiles get shown more. That is simply how the platform works, so let it work for you. A single genuine post a week is plenty.

CONNECT

Before I was a recruiter, I honestly used to cringe at the idea of reaching out to the hiring manager after you apply. But let me tell you, that can be the cheat code to truly getting seen. Applicants that followed up with a LinkedIn Direct Message or emailed me after submission got my attention, and I DID take a look at their application and CV.

So it is a helpful tip that within a day or two, find the recruiter or the hiring manager for that job, and send a short, warm connection note. Here is a simple frame for it:

THE FORMULA



Hi [name], I just applied for [role] and I am genuinely excited about it because [one specific, real reason]. I would love to connect. [Your name].

✓ **Warm and specific:** Hi Sarah, I just applied for the ICU Nurse role at St. Thomas and I am genuinely excited, your team's work in trauma care is exactly where I have spent the last eight years. I would love to connect. Amara.

Why it works. Most people apply and vanish into a pile. You become the name with a face, a message, and a real reason attached. That combination, a strong profile and a human follow-up, is what makes you memorable, and memorable is what gets the interview.

The honest part

Getting hired abroad usually takes longer than getting hired at home. Give yourself six months to a year. And most jobs abroad still come through people, more than through applications. So as you fix your profile, keep reaching out. Keep connecting. Keep letting people know what you are looking for. Findable and connected, together, is what opens the door.