

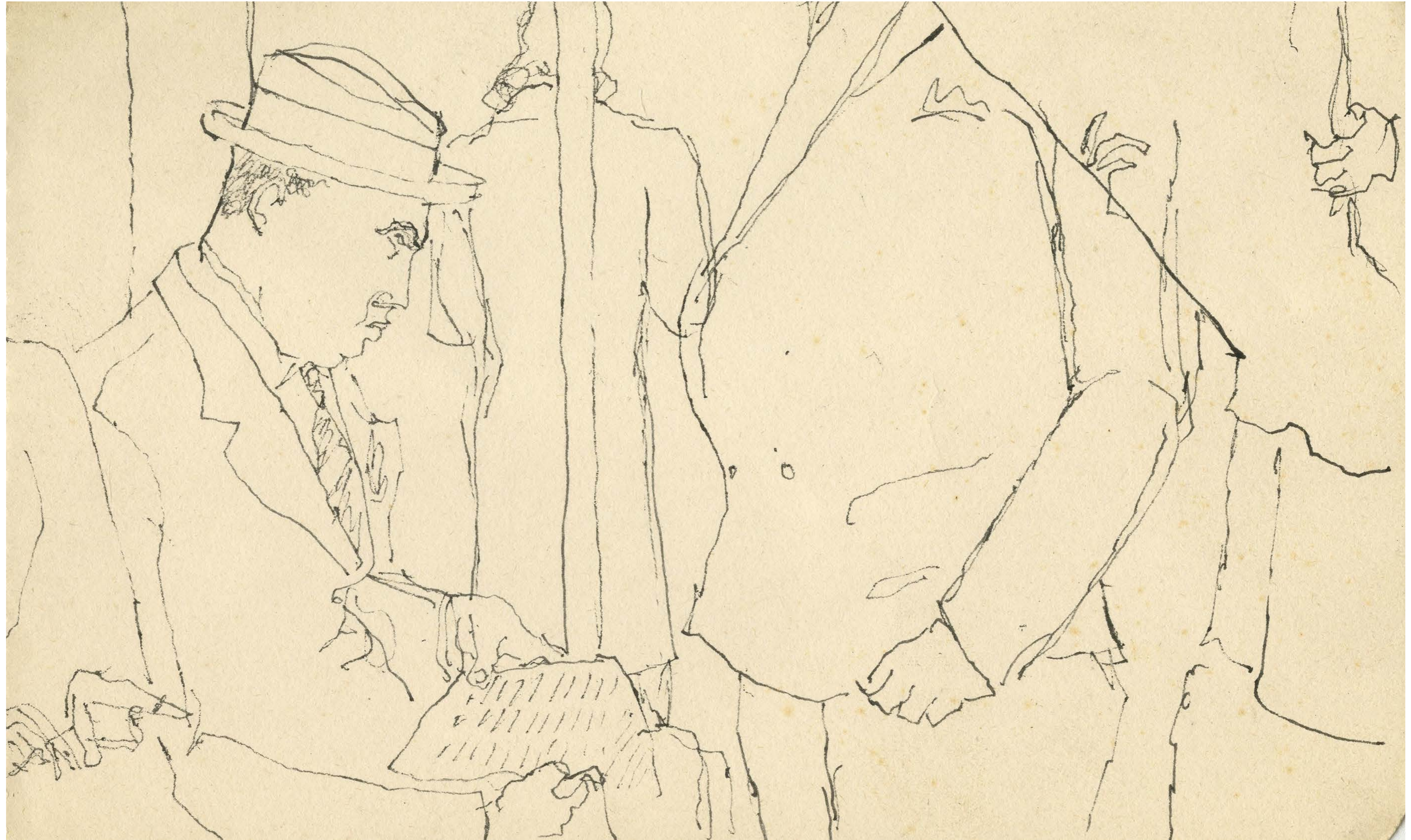


LinkedIn for Economic Development Professionals



Andrew Phillips

Account Executive, US Economic Development & International Trade
LinkedIn Marketing Solutions



50th ANNIVERSARY
NEW YORK

NEW YORK

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New York, NY 10042

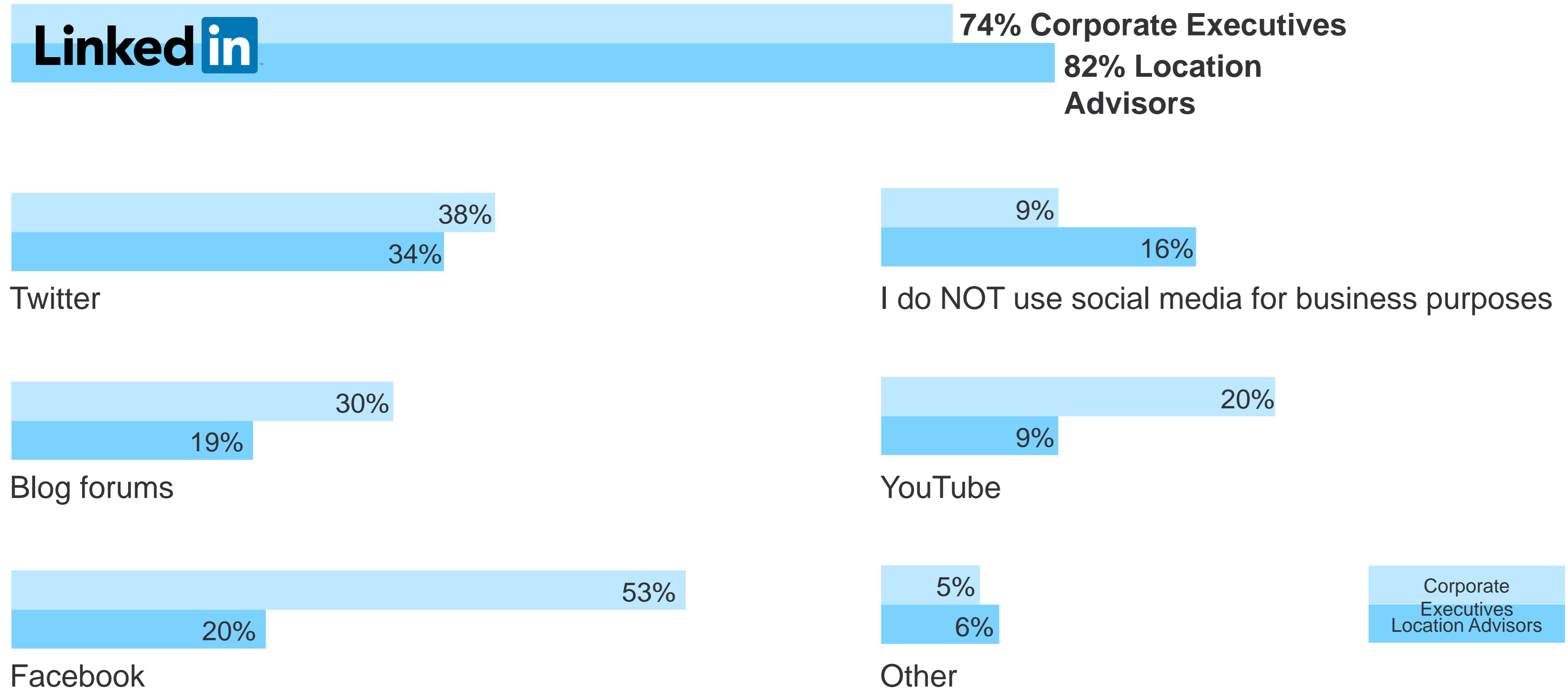
Economic Development Is Trending Digital

77

of executives agree that **the Internet**, broadly speaking, is the **most effective medium** for marketing.

%

LinkedIn Is the Social Network of Choice for EDO Business



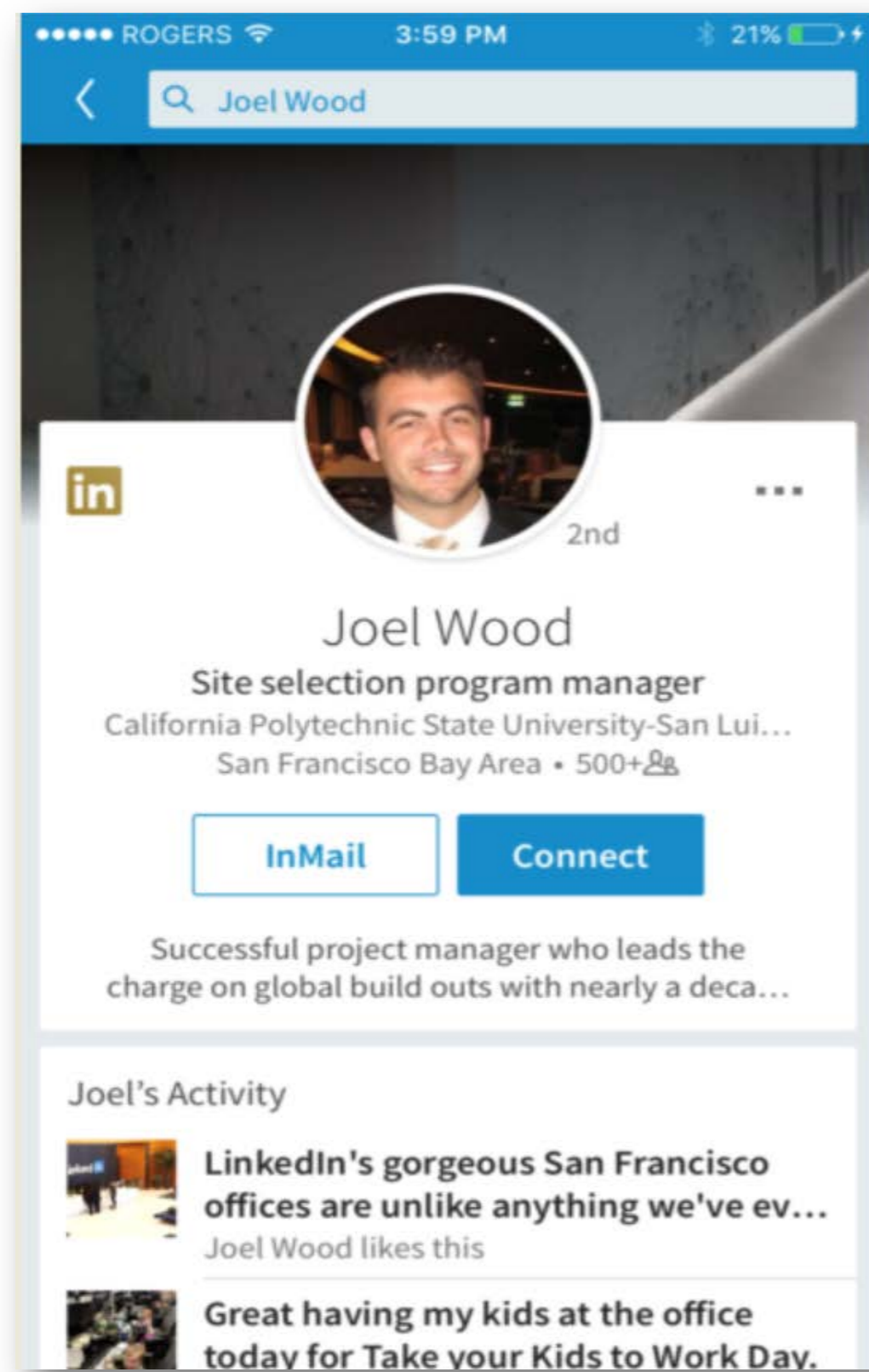
Economic Development on LinkedIn

530M Global Professionals | **30+** US States | **150+** Local and Regional EDOs



Getting the Most out of LinkedIn

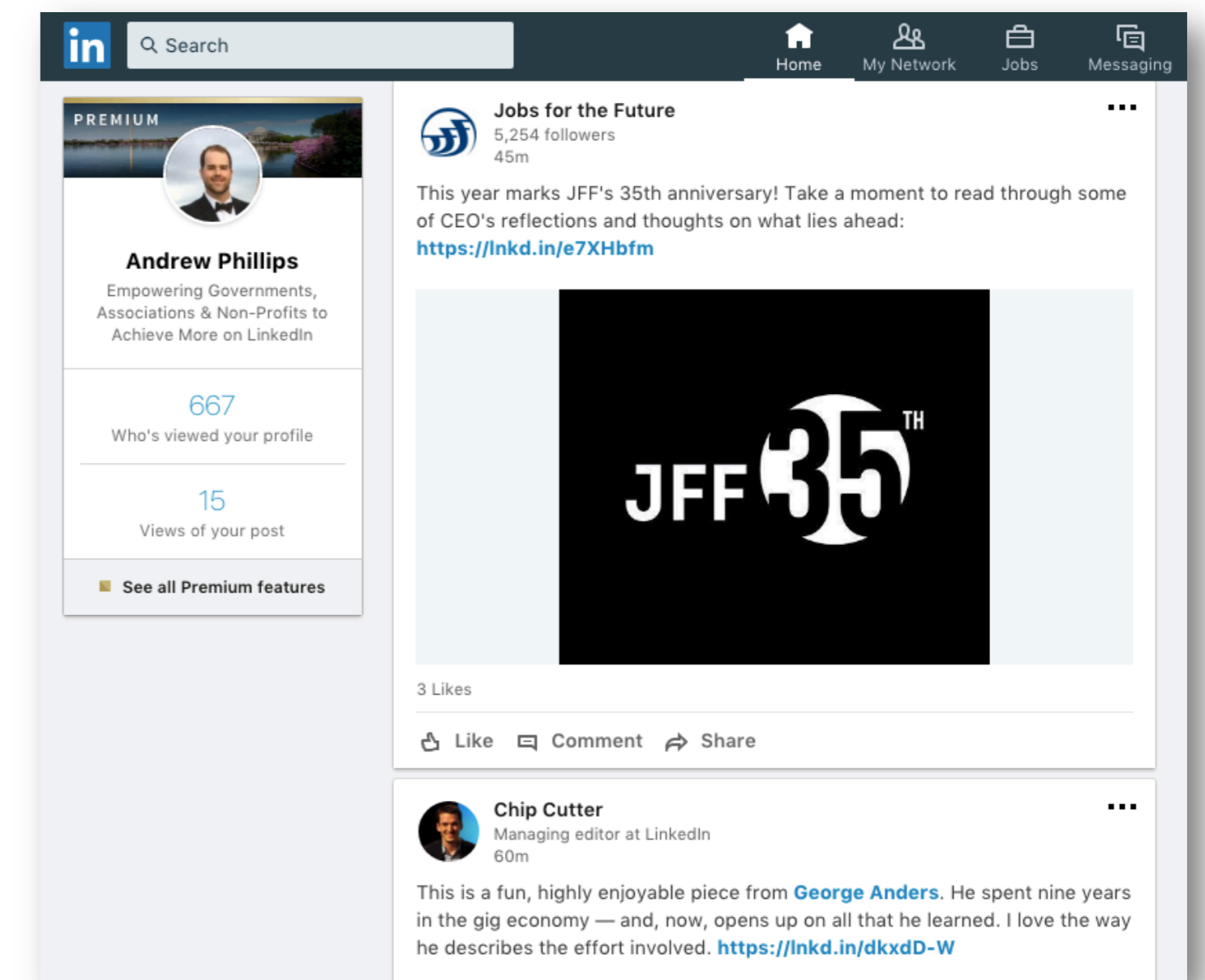
1. Rock Your Profile



2. Thought Leadership

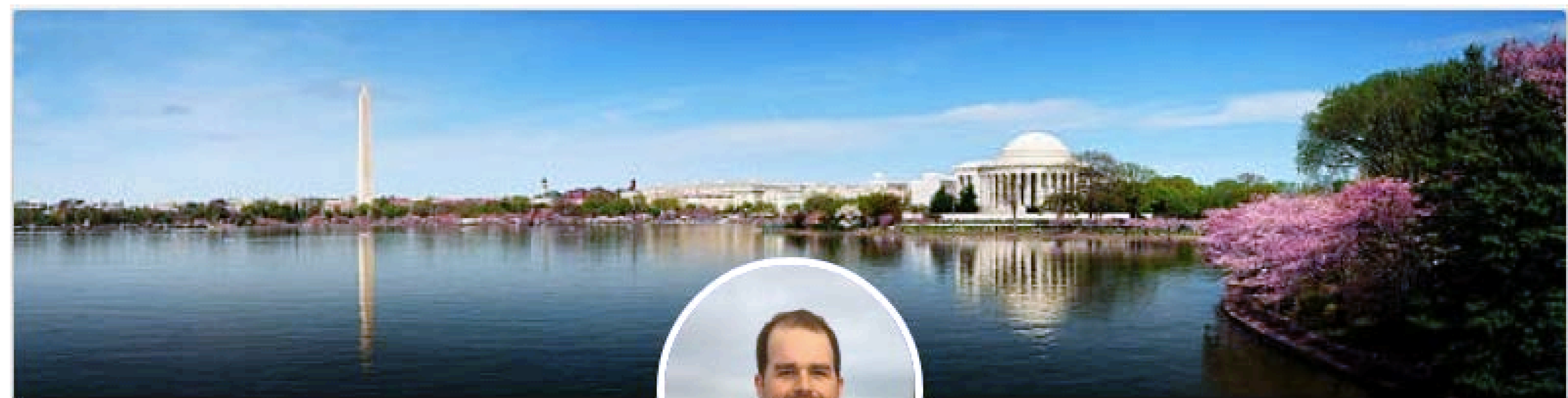


3. Content Marketing



#1: Rock Your Profile

- Strong headshot
- Tell a story with your summary (First Person).



Andrew Phillips

Empowering Governments to Achieve More on LinkedIn

LinkedIn • University of Virginia

Washington D.C. Metro Area • 500+

I've made a life-long commitment to seeking out high-performing teams, and I'm constantly amazed by the power that collective effort has to shape the world. This passion began when I was a football student-athlete at Stanford University, where I was a leader and 3-year starter on a team that made the greatest five-year turnaround in the history of the college game. Together we rose from the depths of the sport to end my Senior season as the #4 team in the country and BCS Orange Bowl champions.

Once my time on the gridiron ended, I began a career in technology. Between 2012 and 2015 I took part in two major marketing software acquisitions (Wildfire, acquired by Google in 2012; Bizo, acquired by LinkedIn in 2014). In 2016 I left Silicon Valley to help LinkedIn establish its first office in Washington DC, where I currently work on a small team of Account Executives addressing this unique market.

Experience



Advocacy and Government Team: Economic Development Specialist

LinkedIn

Jul 2015 – Present • 2 yrs 4 mos
Washington D.C. Metro Area

I'm currently working on LinkedIn's Advocacy and Government Team focused on the economic development vertical. We help our clients interact with business owners looking to expand or relocate, talented workforces around the country, or foreign executives seeking US market opportunities.



Account Executive, Core Financial Services

LinkedIn

Aug 2014 – Jun 2015 • 11 mos
San Francisco Bay Area

During my first play at LinkedIn, I worked with a handful of clients in the financial services vertical to help them reach a wide variety of professional advisors, and institutional investors across our platform during the acquisition of Bizo in August of 2014.

Notable Achievements:

Achieved 110% of revenue attainment goal.
Sold first Financial Services LinkedIn Lead Accelerator program.
Hosted two financial services summits at LinkedIn office in San Francisco.
French financial firms and the Millenium 9 Summit of African entrepreneurs.



Recommendations

Ask to be recommended

Received (7)

Given (5)



Viviana M. Pagán-Muñiz, MBA

Customer-Centric Marketing & Communications Strategist

February 24, 2017, Viviana M. was a client of Andrew's

Andrew and I got to be partners in launching AARP's efforts on LinkedIn. He was one of the best account executives I've ever had the chance to work with. Proactive, detail-oriented, responsive and always trying to find a way to help us gather the right information to make our decisions. If you need to learn about how to reach very niche professional communities in an effective manner, talk to Andrew. He will guide you through the whole process with a smile and diligence like no other. Thanks to our collaboration we were able to achieve above industry results. I would love to work with Andrew in the future if the opportunity presents itself.



Fred Macri

Head, Content Marketing at Capital Group

January 25, 2016, Fred was a client of Andrew's

It's rare to work with someone as talented as Andrew. He was our account executive and main contact in launching and growing our company's LinkedIn presence. His brings a wealth of knowledge of online marketing, and his responsiveness and attention to detail are outstanding. He was incredibly helpful and thorough, providing detailed information on best practices, industry trends, and competitors. He was an exceptional partner and receives my highest recommendation.

- Use keywords to highlight experience
- Include recommendations from colleagues, clients, managers, etc.
- Make sure youre employer is properly aligned.



Section 2: Thought Leadership on LinkedIn

The State of Economic Development Marketing: A Conversation with Angelos Angelou

Published on August 7, 2017 [Edit article](#) | [View stats](#)



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[9 articles](#)



1,456



426



10



38

My role at LinkedIn puts me front and center with economic developers, their agencies, and other stakeholders looking to effectively market their regions on LinkedIn. Naturally, one of the most sought-after audiences for any economic development organization is the ever-elusive site selector.

Three Next-Gen Targeting Ideas for Economic Developers

Published on July 21, 2017 [Edit article](#) | [View stats](#)



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[9 articles](#)



1,604



246



10



16

Economic developers have always faced a tall task when it comes to reaching and engaging their target audiences. The opportunity to court the right companies to their region has never been more enticing, but it can be daunting thinking about where to start.



Emily Gerkin Guerrant

Senior Vice President of Marketing and Communications at Michigan Economic Development Corpor...

4mo ...

Great insights, thanks for sharing! Leave your thoughts here...

[Like](#) [Reply](#) | 4 Likes



Kelsey Fox

Account Strategist, GMS Sales at Google

4mo ...

[Steve Duncan](#)

[Like](#) [Reply](#)



Peter Makowski

Recruitment & Retention Manager, Department of Economic Development, at Salt Lake City Corporat...

4mo ...

[Annie Cutler Davis](#)

[Like](#) [Reply](#)



Erin Minckley

Founder of Relativity Textiles

4mo ...

[Andrea Chartier](#)

[Like](#) [Reply](#)



Tim Paul

Direct Marketing & Real Estate Professional

1mo ...

Thanks for sharing the conversation, which contains many jewels of wisdom from one of the best economic development / site selection professionals.

[Like](#) [Reply](#)



Trevor Pawl • 2nd

Group VP, Michigan Economic Development Corporation

Michigan Economic Development Corporation • University of Detroit Mercy

Greater Detroit Area • 500+

Why autonomous companies are moving to Detroit:

Published on December 18, 2017



Trevor Pawl | Following

Group VP, Michigan Economic Development Corporation

1 article



460



16



77

Detroit is no stranger to innovation. From the Model T to Motown, the Motor City is a place that has inspired and cultivated entrepreneurs and leading-edge thinking for more than 100 years.



Trevor Pawl

Group VP, Michigan Economic Development Corporation

3d

This project came together nicely. Well done [Robert Chasnis, CNIM](#).



Strong Start at Detroit Auto Show For Innovation-Partnership Matchmaki...

forbes.com

Innovation

Venture Capital

92 Likes · 4 Comments

Like Comment Share



Trevor Pawl

Group VP, Michigan Economic Development Corporation

1w

Go Team!



Auto show meetings match startups with investors

detroitnews.com

Automotive Industry

32 Likes · 1 Comment




“AngelouEconomics utilizes LinkedIn as a platform to **stay in touch with our clients and share our expertise as thought leaders in the economic development and site selection industries.**

We have seen increased interest in our services through our weekly articles and videos, that aim to answer questions that communities throughout the US face every day, as well as provide useful best practices for economic developers to share with their teams.”


Angelous Angelou, CEO, AngelouEconomics

Reach & Engage Stakeholders

Ex: VPs & Above in Machinery & Manufacturing

 **Wisconsin Economic Development Corporation**
3,913 followers
4d

With its strong German heritage and thriving business climate, Wisconsin was the perfect location for German manufacturer ULT AG to set up its U.S. headquarters. Find out more about the company's decision to locate in Wisconsin in WEDC's newest case study: <https://lnkd.in/gUu-nVX>



Germany-based ULT AG sets its sights on Wisconsin
inwisconsin.com

Like Comment Share

Ex: VPs & Above in Food Processing

 **Georgia Department of Economic Development** shared: Follow • 1mth

This food processing facility doubled in size in just 3 years. They must be making something good!
<http://bit.ly/2401E5B>



RECAP

1

Engage with content
to stay top of mind
with your network

2

Your activity showcases
your interests and skill-
set

3

Chart your progress
with LinkedIn tools
and data

Thank you!

aphill@linkedin.com

