

## Get a backstage pass to #AltAc's Rock Your LinkedIn Profile with Nawal Fakhoury

### Rock Your LinkedIn Profile

Who better to tell the world who you are and what you offer than you! With LinkedIn, building your brand, showcasing your work, and doing so with authenticity has never been easier! Yet, so few of us know how to get started on LinkedIn. Good news! Everyone's personal cheerleader and hype girl, Nawal Fakhoury, joins the #AltAc Series. She's here to help you name your superpower, tell your story, and rock your LinkedIn Profile.

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### *Biography*

**Nawal Fakhoury** serves as LinkedIn's ultimate "Culture Champion" as the Director of LinkedIn's Employee Experience team. Nawal and her team are responsible for fueling LinkedIn's unique company culture by designing and delivering global programs across LinkedIn's 35+ offices to ensure every one of LinkedIn's 20,000 employees have an exceptional employee experience.

Since joining in 2014, Nawal has developed the LinkedIn's global onboarding experience, redesigned the enterprise-wide people manager training journey, created the company's signature program "Culture Camp" in an effort to scale the organization's culture through employee volunteers, and launched LinkedIn's talent brand social strategy known as #LinkedInLife – which allows for the world to peek behind the blue curtain and see an employee's experience firsthand and unfiltered. She currently manages a global team of eight across Bangalore, Dublin, New York, and the Bay Area.

With 13 years of experience, Nawal got her start at NBCUniversal where she facilitated learning & development experiences for various employee populations and provided thought leadership on employee engagement initiatives for various brands including CNBC, USA Network, Bravo and Telemundo.

Nawal speaks frequently about employee engagement related trends and has been interviewed by CNBC, Forbes, Entrepreneur, and Business Insider on a variety of topics covering company culture, employee experience and personal branding.

In her free time, Nawal is usually planning her next travel adventure, celebrating her loved ones or taste testing every taco New York City has to offer.