CREATING A STRONG PROFILE

PROFESSIONAL “HEADLINE”

This along with your name is the first thing others will see. This can be your job title or an indication that you are a student, but your headline gives you a way to sum up your professional “identity” in a short phrase. The Career Center recommends that you use a short phrase that highlights your career objective along with your skills, interests and experiences.

Examples:
- Recent grad with experience creating marketing campaigns for Fortune 100 companies.
- Proven leader with experience in designing biomedical devices and managing a team.

PHOTO

This is the first image an employer or alumnus will have of you. As a college student, your photo needs to project a mature and professional image. Take a photo in business professional attire. Don’t use a photo from a social event or one that requires you to crop someone out of the photo.

SUMMARY

This should outline the key skills and experiences that are relevant to the industry or career field that interests you. Areas to focus on include:

- Professional Interests
- Extracurricular Activities
- Community involvement
- Professional Achievements
- Relevant work experience, coursework, projects
- Leadership experience

Example: Strong background in promotional writing and editing. Experience as a reporter for a college newspaper. Public relations and marketing intern with non-profit arts group. Utilized print and social media. 3 years of experience writing newsletter for college student organization. Interested in career opportunities in advertising, public relations, or other positions where I could do promotion work and writing.

SPECIALTIES/SKILLS

Include keywords so others can find you. These can be skills, languages or techniques such as:

- Communication - verbal & written
- Interpersonal/Team
- Problem-solving/Analytical
- Organization
- Management
- Languages
- Computer/Technical skills
- Research

EDUCATION

Include your Major(s), Minor(s) and Concentration(s), if relevant to your professional goals. Typically, many students do not include their GPA. Highlight any academic honor societies in the Honors section. Additionally, feel free to highlight relevant courses, papers, projects, and assignments.

Example: Selected Science Courses and Projects: Biochemistry, Molecular Biology, Quantitative Analysis, Advanced Inorganic. Laboratory Skills: IR Spectrum Analysis, Cell Culture, Dissection, Gel Electrophoresis. Research: Assisted with cell culture, ELISA, basic flow cytometry, recombinant protein synthesis, protein analysis with Western blots, BCA assay, and electrophoretic mobility shift assays and leukocyte isolation.

EXPERIENCE (WORK, EXTRACURRICULAR, VOLUNTEER)

The key to a successful experience is to think of all your experiences that are relevant to your career goals. Paid experiences are only if they are relevant. In fact, if your volunteer and/or extracurricular experiences are more relevant to your internship/career objective, then describe those in this section.

Resume Upload: It is possible to upload your resume into LinkedIn to populate the experience section. If you opt to include a copy of your resume as part of your profile, it is VERY IMPORTANT that you remove your address from that resume. For your personal safety and to prevent identity theft, only your email address should be on this resume.

CONNECTIONS

LinkedIn will suggest people to add to your network, but it’s important that you seek out people that you know to add to your network. For people you already know, search by their name. Find other people by using the Advanced People Searches. Search on school, keywords, current and past employers, and fields. Potential people in your network:

- College & High School Classmates
- Faculty members
- Advisors for Student Organizations
- Career Counselors
- Supervisors and Co-workers (Current & Past)
- Alumni
- Friends of parents and relatives
- Student Organizations / Honor Societies
- Volunteer groups
- Teammates
- Professional Associations

When connecting with someone within a group or within your field of study that you do not know well, be sure to customize the message that LinkedIn generates when sending a connection request. Describe why you hope to connect with them so they will be more likely to accept.
URL TIP: After creating your profile, go to your homepage and click “Edit URL.” This provides you with an opportunity to shorten your URL so that it’s easier for others to search your profile. Consider changing the portion after linkedin.com to your name followed by numbers if needed.