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Build Your LinkedIn Profile

REVIEW

HISTORY



REVIEWED BY
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Good work so far on your profile. Look over my comments- they're meant to help you take your profile to the next level. Excited to see where your career goes next from here :)

General

- Profile is public and error-free.

- All sections are updated with relevant content.
- Acronyms are written out in full, as well as abbreviated.
- LinkedIn URL is customized with student's name, or personalization.

- Profile has a positive tone, without negative language.
- Language is correct and consistent: present tense for current duties, past tense for prior duties and accomplishments.
- Content is written in the first person and uses easy to understand language.

Top Section

- High-quality and non-pixelated.
- Candidate is smiling and dressed appropriate for their desired office environment.
- Background of photo is not too busy or distracting.
- Cropped around the head and shoulders.

- High-quality and non-pixelated.
- Content of image is generic, or relates to their work.

- Includes the job title they are currently applying to.
- Does not reference the job search (ie: does not say "seeking roles" or "aspiring").

- Recent activity, including comments, likes, and general community engagement.

Awesome to see that you're active on the platform! It's a fantastic signal to recruiters.

- Includes links to personal website, GitHub, or other pages where employers can learn more about them and their work.

I don't see any links to websites or projects in the summary. Including these links is a great way to showcase your work so far, and you can use LinkedIn's Featured section to highlight them at the top of your profile. Putting them there will display them as hyperlinked cards, making it easy for people viewing your profile to check out your work.

Summary

- First person description of the user's abilities, including who they work with and how they contribute.
- Written with a professional but conversational tone.
- Media links to projects and other sites, including GitHub, personal websites, videos, presentations, or written work.
- Preferred contact information is filled out.
- Include a Skills section in the summary that lists 5 key skills (programming languages, software, etc.) for SEO purposes.

Excellent!

Projects

- **Profile includes at least two relevant project to their job search: personal, academic, or work projects.**

Udacity highly recommends that you include 2-3 projects, and I would go further to push you to include the top 2-3 projects that you are most proud of.

If you need any ideas for projects, feel free to include your Udacity projects or schoolwork in there. However, it would be more impressive to see projects that you have taken on yourself as those will probably be more unique.

Here's a link on how to do so:

<https://www.linkedin.com/help/linkedin/answer/43524/adding-and-editing-projects-on-your-profile?lang=en>

- **Explain what the project is and briefly how it was developed.**
- **Utilizes industry keywords.**
- **Includes results, metrics, and findings.**
- **Links to off-site media (ie. Source Code, GitHub, Personal Site, Video Walkthroughs, Presentations, etc.).**

You should definitely include descriptions for your projects, and I would recommend having 2-3 bullet points per project just to give people a sense of what you were able to do. You should definitely include quantitative metrics reporting what improvements you made, accuracy/precision percentages, etc.

From these projects, you are trying to create a profile that shows me throughout that you are a skilled problem solver. Try to answer the question, what key items were you able to solve, improve, or create? I think those might help you write up compelling descriptions that demonstrate just that.

Network

- Member of 3+ groups relevant to their job search.

Fantastic! Groups can be another avenue to leverage your network and discover new opportunities.

- Educational institutions and company pages are correctly linked, with logos.

Experience

- Include at least 3 jobs; full-time, part-time, internship, and unpaid roles they've held.
- Omits negative language (ie. part-time, unpaid).
- Has start and end dates (month & year), and location.
- List awards and achievements.
- Links to media for more context; including presentations, landing pages, GitHub, video walkthroughs, etc.
- Utilizes relevant keywords to their search.

- Between 3-5 bullet points.
- No sub-bullet points.
- Written in past tense for previous work, and present tense for current work.
- Bullet points begin with action verbs.

- Includes concrete, numerical evidence, such as # of projects completed, increases in revenue, etc.

Great! To take it one step further, it would be cool to include metrics on as key performance indicators of your accomplishments. A great example might look something like the following:

- Optimized processes by [insert what you did], improving efficiency by X%
- Launched [insert project/feature], increasing customer engagement by X%
- Responsible for overseeing [example of how you took ownership]
- ...

Education

- Education is listed in reverse chronological order.
- Includes description of school, area of focus, and topics of study.
- Utilizes relevant keywords to their search.
- Udacity should be listed under Education or Experience, but not both.

Interests

Following at least a dozen (12) industry leaders, companies, and topics related to their search.

Skills and Endorsements

- At least 10 Optimized Keywords, ordered by relevance to their job search.
- Skills listed can include both technical (ie: programming languages) and tech-relevant skills, such as "project management".
- Skills section should not include commonly-used technologies such as Microsoft Word or PowerPoint.
- Skills section should not include common soft skills like "communication" or "attention to detail".

It's great to see so many skills here! This definitely gives your profile a boost because you're capturing important keywords that recruiters are probably searching by when they're looking for candidates to fill positions. In addition, this quickly informs people reading your profile of what you are able to do. Endorsements of skills further accentuate your skill level, and it's desirable to have your top skills accompanied by endorsements from your network.

 PROJECT LINK

RETURN TO PATH

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START

