UDACITY

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Build Your LinkedIn Profile

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REVIEWED BY
Thales Moreira Carvalho

Hi Ahmed!

How are you doing? Your profile is good! I've pointed some recommendations in the following sections for your profile to become unbeatable. I hope you enjoy them. :)

What I normally tell to everyone, no matter your career level, is that overall what most recruiters want to see is what we have done and some numerical evidence to support our results. When I mean recruiters, it's not just the person with this role in a company, but anyone that is viewing your profile. Nowadays, having a results-oriented profile with data that shows your impact is the way to go in a LinkedIn profile. In my opinion it's not something simple to do. At least for me I confess that it was one of the most difficult thing to include specifically in my LinkedIn profile. It took me days, because we need to be honest and don't put any number just to highlight our accomplishments. However, once I have it, I noticed that new opportunities come to me with a slightly higher frequency.

Obviously that there is other variables, but having it in my opinion is already a big deal. So feel free to show your impact as much as you can! 💪🏼

Keep learning and good luck on your endeavours! 🚀

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.**

💡 Your photo is great, but I recommend you crop it around your shoulders and head.

- **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").

✅

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

💡 Do you have a GitHub profile, portfolio or company website? Feel free to add in your "Contact Info". 🖼️:+1:

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

✅

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.

💡 I suggest you elaborate more your summary. Here is a list of tips I have for you about writing a summary description:

- The summary is the place you briefly describe your experience and career.

- It should be concise and right to the point.
- It can start with your general qualities (e.g "I'm a highly focused, awesome team player"),
- After that you can tell about your experience ("I have X years of experience in...")
- Finally you can end with what you love to do (e.g. "I love to solve problems and help companies to grow")

Below your description, you can finish with a list of around 5 key skills (e.g. "Strong familiarity with (at minimum) the following:"). Something like this:

> <Your summary description goes here>
>
> Strong familiarity with (at minimum) the following: ...

Projects

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

💡 I suggest you include at least the best 2 projects you have done in the Accomplishments section, detailing them with results, metrics, findings as much as you can. It can be from your job experience or even from your Nanodegree. Obviously, respecting the confidentiality (if it makes sense).

💡 Leverage more projects to show in detail your practical skills in Software Development! 💪

- **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.).**

💡 Just a formatting tip: when you have the opportunity, what about you describe your projects in a results-oriented way? You can write at most 2 lines to describe what the project is and the results of your project with bullet points (at most 3-4 bullet points) and a title to identify them. Results can be deliveries, findings and any issue that you solved. For example:

> *Project XXX*

<Very brief description goes here>

Main findings/results:

- …

- …

- …

If it's an app or data/AI project, don't forget to add the technologies you have used. Something like this:

Project XXX

<Very brief description goes here>

Main findings/results:

- …

- …

- …

Tech stack: …

Network

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

💡 I recommend you join at least 3 groups. If you are having trouble finding groups, here is a resource I can suggest to you. :)

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

⚠️ Missing logo for 3 companies and 4 educational institutions. If it's due to them not having LinkedIn profile, no problem.

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.

💡 Having a description for all your job experiences is extremely important. It shows what are your experience, what have you done so far, your results, achievements, so on. That's one of the most important place to demonstrate your skills and experience to the recruiters. 🖼️:+1:

💡 When you have the opportunity to include all your job descriptions, I recommend you highlight your results. What about you have an overall description of your experience and then adding bullet points of main achievements and results with a title to identify them? A simple title to identify your results can make a **huge** difference. What are the results of your deliveries? What positive impact have you caused to the business? It doesn't need to be something big, but relevant. Just a generic template:

<Your description goes here (**without bullet points**)>

Main achievements/results:

- Results 1
- Results 2
- Achievements 1
- Achievements 2

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.

💡 Feel free to add your Udacity Nanodegree program in the Education section. :+1:

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".

✅

RETURN TO PATH

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