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# Build Your LinkedIn Profile

## REVIEW

## HISTORY



### REVIEWED BY

Thainá Venteu Teixeira

Hi, Ayush!

Thanks for submitting your profile to be reviewed. It is looking amazing and it will be even more fantastic once you apply the recommendations.

I hope you enjoy the tips. Please, if you can, rate this review!

## 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.

Great job on your LinkedIn profile! You've created a custom URL, which gives your profile a bit more of a professional look.

 Your profile is public and error-free.

- 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.

The content written on your profile has a positive tone, the language is correct, consistent, and easy to understand. Great Job!

#### EXTRA RESOURCES

- [Expert LinkedIn Tips](#)
- [6 Ways to Make Your LinkedIn profile Stand out](#)
- [12 Tips to Improve Your LinkedIn](#)

## 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.

★ Thanks for providing a well-written summary. You've done an amazing job listing so many keywords.

💡 One good idea is to customize the summary according to the company's job posting of the position you want. You can read the items of the job posting and try to address as many as you can in the summary (and you can change your summary if you decide to apply for another posting job).

#### EXTRA RESOURCES:

- [Good LinkedIn Summary](#)
- [3 steps to writing the perfect LinkedIn summary](#)
- [How To Write A Stellar LinkedIn Summary](#)
- [Tips for Writing a Great LinkedIn Summary With Examples](#)
- [The Best LinkedIn Summaries And Advice On How To Make Your Shine](#)

## 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.

Nice work on your photo! It's clear and well-composed. This shows the reader that you're a confident individual with composure!

- 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").

*The information that you put in the headline should be clear and concise, not only because you want to demonstrate the focus in your professional aspirations, but to optimize your profile to show up easily in a filtered online search. Recruiters and employers will often use keywords like the title of the role (for example Medical Imaging Research).*

I suggest you change your headline a bit, make sure your Headline is interesting and attractive. Your headline should be one of the following options:

- **Your Current Job Title:** This is the simplest but most effective way to optimize SEO (search engine optimization); LinkedIn even defaults to suggesting you do this.
- **Your Education:** If you do not have yet a job in your new industry, add your education such as "Data Analyst Nanodegree Graduate." You still include the term "data analyst".
- **Your Target Job:** If you're a Nanodegree graduate with a portfolio of real-world projects to share, feel confident, and list your target job title.

Udacity recommends that the Headline avoids the use of slashes (ie: "data analyst/data scientist").

*Avoid cramming too much into your headline, because it can give the impression that you aren't focused or are unclear of the nuances in the industry. Just having "data analyst" as a headline is better than having "data analyst/Business Analysis/Development" because all of those three roles are different.*

Check out this resources, they may be helpful:

- [How to write the perfect Headline to your LinkedIn profile](#)
- [LinkedIn Headline Tips](#)
- [Your LinkedIn Headline](#)
- [How to make your LinkedIn Headline more effective in understanding 5 minutes](#)
- [How to write a killer LinkedIn Headline](#)

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

✅ I have verified that you are active on LinkedIn! You liked and commented on some posts recently and also made publications 🙌

To appear in the recruiter's searches, you need to show activity. Make sure to log into LinkedIn regularly and interact, including comments, likes, and general community engagement.

The more presence you have online, the more likely you'll be able to find opportunities or have opportunities find you.

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

✗ I can't see any information in your **Contact Info** section. This may be happening due to your privacy settings.

Check out if the reason I can't see it is due to privacy restrictions. If so, change them. If not, make sure to add information in this section as well.

It's a space where you can add links and resources like other profiles (GitHub, Twitter), a personal website, a portfolio, and anything else that shows the hiring manager more of you and your work. Don't forget to write a statement in your summary inviting your viewers to check out the section and find out more about you!

## Projects

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

Congratulations on your projects!

Projects offer you the means to demonstrate your abilities and the depth and breadth of your skillset to recruiters and hiring managers.

- 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.).

When describing your projects be sure to include the specific technical skills you learned relevant to your target field. Think about the parts of your projects that you are most proud of and frame them as successes in your project description.

For each project, you'll need to include at least two bullet points (but no more than three bullet points), where:

1. The first bullet point tells the reader the goal/purpose of the project.
2. The second bullet point tells the reader your specific contribution to the project.

If possible, you should include a 3rd bullet point to tell the reader a bit about the results of your project. This doesn't have to be anything complicated, just some metric showing the success of your project.

**Also, make sure that:**

- Each bullet point starts with a past tense action verb.
- Each bullet point is no longer than ~1.5 lines.
- Do not include more than 1 sentence per bullet point.

**Descriptions** can provide a brief summary of the project, but should focus on impact (eg: Did the project to solve a problem? Is the project being used anywhere? Did the findings from the project result in the implementation of changes?

**Hiring Perspective:** It's essential for you to highlight concrete project results and individual contributions because employers want to see concrete evidence of your skills.

**Tip:** Whenever you can, describe your work quantitatively. If you can't due to the nature of your work, still showcase its success, even when what you achieved wasn't what you originally intended. If you have less than 3 work experiences, try to supplement by adding another project to your Project section.

EXTRA RESOURCES:

- [How to describe projects](#)
- [How to describe your project in less than 300 words](#)

## Network

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

Excellent, you participate in several relevant groups 🙌

💡 Joining groups is one of the best ways to keep updated about news, check out people working in the field, and make your profile accessible to be seen by these people. Here is an [article on how to join groups](#).

If you are having trouble finding groups, [here](#) is a great resource.

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

✅ You've done a great job adding your educational institution and company pages correctly linked. Having logos showing gives your profile so much more credibility!

## 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 job adding some of your experiences. Now, please, make sure to write their descriptions following the recommendations below, so your profile is as organized and professional as possible, and so the recruiters will know a bit more details of your previous (or actual) jobs.

Please write the descriptions of your experiences using bullet points. The bullet points must start with action verbs. Remember, write the verbs in the past to describe prior experiences, and verbs in the present to describe your current work experience. Here are all the recommendations and instructions for this section:

- Make sure you [use the bullet points as this article recommends](#)

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### What should we mention in your experience

- a. Role/ responsibilities
- b. Achievements
- c. Technical skills

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- Remember to always convey Action, Numbers, Success:
  - ACTION: Use active verbs to describe what you did.
  - NUMBERS: Quantify your accomplishments.
  - SUCCESS: Define each experience in terms of what you learned or achieved.

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### REMEMBER

- Maximum 3-5 bullet points
- No sub-bullet points
- Correct tense is used in bullet points: past tense for previous, current tense for ongoing, for example:

Start the bullet points with verbs in the past as well, for example:

- Led a team that includes...
- Completed 2 projects in 6 months
- Purchased all material...

- Bullet points are one sentence maximum, not longer than one and a half lines
- Within each job listing:

**At least 1 bullet point communicates how candidate benefited company or cause.**

**At least 1 bullet point provides concrete, numerical evidence such as projects completed, money made, people managed, accomplishments (eg. % increase).**

- If possible, add links to media for more context; including presentations, landing pages, GitHub, video walkthroughs, etc.
- Utilizes relevant keywords to their search
- Includes concrete, numerical evidence, such as # of projects completed, increases in revenue, etc.

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EXTRA RESOURCES:

- [3 Ways to Make Sure Your Resume Bullet Points Will Impress Recruiters](#)
- [How to Quantify Your Resume Bullets \(When You Don't Work With Numbers\)](#)
- [185 Powerful Verbs That Will Make Your Resume Awesome](#)
- [How to list accomplishments on your resume when your job doesn't have easy measures](#)
- [Action Verb List for Resumes & Cover Letters](#)

## 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.

★ Very good! Congratulations on all of your educational achievements.

You can also add Udacity Nanodegree in this section.

## Interests

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

✓ Following sector leaders of interest or companies and topics related to the desired sector is an easy way for the candidate to increase the keyword count in their profile and appear more in the searches!

Well Done! Keep looking for companies and leaders of your interest.

## 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".

✓ ✓ You have many skills with recommendations from people, moreover, they are well connected with your career goal.

This creates credibility for people who are reviewing your profile!

Congratulations also for the recommendations sent and received from co-workers. 🙌

Reading the recommendations received, clearly realizes that you are an excellent professional!

Effective team players recognize the contributions of others. By endorsing and recommending current and former colleagues you can show future coworkers that you are capable of acknowledging your teammates. This acknowledgment will also deepen your relationship with the colleagues and collaborators you endorse, not to mention it will increase the likelihood of someone acknowledging you in return.

Here is a [great article on the subject](#)

RETURN TO PATH

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