**Assignment: Professional Profile**

Objective: This assignment aims to assist students in developing a comprehensive professional profile that encompasses a well-structured Curriculum Vitae (CV), a compelling Personal Statement, a Cover Letter, and a LinkedIn profile. The goal is to enable students to effectively communicate their skills, experiences, and aspirations to potential employers and professional connections.

Tasks:

1. **CV Development:** Each student is required to create an updated CV, adhering to the industry-specific format. The CV should include the following sections:
   * Personal Information
   * Educational Background
   * Work Experience (if applicable)
   * Relevant Skills and Achievements
   * Extracurricular Activities or Volunteer Work
   * References (optional)
2. **Personal Statement (included on CV)** In conjunction with the CV, students will craft a concise and engaging personal statement. This statement should articulate their career goals, passions, and reasons for pursuing their chosen field.
3. **Peer Review:** Upon completing their CV and personal statement, students will exchange their work for peer review. They should provide constructive feedback on clarity, coherence, and overall presentation.
4. **Cover Letter:** Students will write customized cover letters for an internship application, addressing the following aspects:
   * Address the specific job title and company.
   * Clearly express interest in the position.
   * Engage the reader with an engaging and concise opening.
   * Connect qualifications and experiences to the job requirements.
   * Explain why they are a good fit for the company.
   * Personalize the letter to avoid generic language.
   * Convey genuine enthusiasm for the position.
   * Ensure professionalism, language, and formatting.
   * Present information clearly and concisely.
   * Include a closing that expresses appreciation and a desire for further discussion.
   * Leave a positive and memorable impression on the reader.
5. **LinkedIn Profile:** Students will create/enhance their LinkedIn profiles with the following elements:
   * A high-quality, professional headshot.
   * A concise and compelling headline summarizing their expertise or current role.
   * Complete and accurate contact information.
   * A customized LinkedIn URL (e.g., [www.linkedin.com/in/yourname](http://www.linkedin.com/in/yourname)).
   * A well-written and engaging summary highlighting skills, experiences, and career objectives.
   * Professional experiences listed in reverse chronological order, including job title, company name, location, dates of employment, and job descriptions.
   * Educational background.
   * Listing of relevant skills and endorsements, prioritizing those aligned with career goals.
   * Showcase of awards, publications, projects, and volunteer work.
   * Following and engagement with industry-related influencers and companies.
   * Building a network of relevant connections and personalizing connection requests.
   * LinkedIn Profile Completeness: Ensure all sections of the LinkedIn profile are complete, using the LinkedIn profile strength meter as a guide.

Marking Scheme:

1. **CV (50 Marks):**
   * Personal Information: 3 Marks
   * Personal Statement: 10 Marks (Clarity and Conciseness: 2 Marks, Career Goals and Aspirations: 2 Marks, Passion, and Motivation: 2 Marks)
   * Educational Background: 3 Marks
   * Work Experience (if applicable): 4 Marks
   * Relevant Skills and Achievements: 4 Marks
   * Extracurricular Activities or Volunteer Work: 4 Marks
   * Organization and Layout: 3 Marks
   * Professional Appearance: 3 Marks
   * Consistency and Readability: 3 Marks
   * Overall Impression: 3 Marks
   * Evidence of Peer Review Participation: 10 Marks **(**Constructive Feedback Provided: 5 Marks, Utilization of Feedback for CV Improvement: 5 Marks)
2. **Cover Letter (25 Marks):**
   * Content Relevance: 4 Marks
   * Introduction: 2 Marks
   * Qualifications and Experience: 4 Marks
   * Company Fit: 2 Marks
   * Personalization: 2 Marks
   * Enthusiasm: 2 Marks
   * Clarity and Conciseness: 2 Marks
   * Closing: 2 Marks
   * Cover Letter Professionalism:5 Marks **(**Free from spelling and grammatical errors, Uses appropriate business language and tone, Follows proper formatting and structure for a business letter)
3. **LinkedIn Profile (25 Marks):**
   * Photo, Headline, Contact Info, Summary: 5 Marks
   * Experience, Education, Skills, Accomplishments, Interests: 10 Marks
   * Customized LinkedIn URL and Professional Network: 5 Marks
   * LinkedIn Profile CompletenessUse the LinkedIn profile strength meter as a guide: 5 Marks.

**Submission Instructions:** Students should submit their completed CV and personal statement in a PDF format, (to Moodle) ensuring that all relevant sections are clearly labelled and well-organized. LinkedIn URL should be included on your CV. Additionally, students should include a separate document providing evidence of their peer review participation and the feedback they received.

**Important Note:** Keep your CV and personal statement truthful and accurate, as you may be required to present them in future job applications or academic pursuits.

This assignment aims to encourage students to reflect on their achievements and articulate their goals while also fostering a collaborative learning environment through peer feedback.