



LinkedIn Part II





Career Series: LinkedIn

Part I:

- LinkedIn overview
- Why you should have a profile

Part II:

- Elements of a LinkedIn profile

Part III:

- LinkedIn connections
- Staying active on LinkedIn



LinkedIn Part II: Elements of a LinkedIn Profile



LinkedIn Headshot and Cover Photo



Cover photo background resources:

- Unsplash
- Stocksnap
- Stockio
- Pexels
- Pixabay



LinkedIn Headline

Elements of a strong headline

- Keywords
What is your field? Current title?
- Specialization
What makes you different?
- Targeted
What is your audience?

LinkedIn Headline Examples

Early career:

Aspiring Digital Marketing Manager | I
Increase Brand Awareness Through My
Passion for Social Media and Behavioral
Marketing | SEO: Moz & Semrush | Actively

Aspiring Full-Stack Developer | MongoDB
| ExpressJS | React | NodeJS | JavaScript |
HTML | CSS | DevOps | Actively Seeking

LinkedIn Headline Examples

Transitioning/enhancing:

Program Manager | Bridging the Gap
between Technical Teams and
Management | Python | Tableau

Data Storyteller | Small Business | Python

SEO | SEM | Analytics | Content Marketing |
Digital Marketing | Consulting

LinkedIn Headline Examples

Established in career:

Online Marketing Specialist at Level Agency |
Business Analytics | Marketing Analytics |
Social Media Expert | R-Studio, SQL

Seeking Full-Time Opportunities | Data
Engineer | Data Analytics | Deep Automotive

Data Engineer at Cool Green Power |
Business Analytics | Python, SQL, Tableau,
Spark, Azure | MBA

A dark, semi-transparent background image showing a business meeting. A person in a suit is holding a tablet, and another person is pointing at a document on a table with a pen. The document contains various charts and graphs.

LinkedIn: “About” Section of
Your Profile

LinkedIn: “About” Section of Your Profile

1. Introduce yourself.
2. Share accomplishments based on your target audience.
3. You may include a call to action, next step or clear intention.



LinkedIn: “About” Section of Your Profile

Currently, I am a data scientist at Wayfair. Formerly, I was a senior investment analyst on the CLO & Consumer ABS team of a structured credit focused hedge fund. I specialized in CLO investments in primary and secondary markets, at the mezzanine and equity-tranche level. Over the years, I have enjoyed mentoring junior staff and leading teams of quantitative analysts, developers, and data providers in France, the USA, and India on extensive modeling projects.

I studied mathematics and physics at leading French universities and attended MIT on a research exchange program during my master's degree in engineering at Mines ParisTech. I graduated with an MBA from Harvard Business School, where I focused on Economics and Finance and gained an MS in data science from ENSAE. I am a native citizen of the European Union and the USA.



LinkedIn: “About” Section of Your Profile

I enjoy solving problems in probability, statistics, machine learning, deep learning, and distributed computing. Generally, I am interested in mathematical and computer science theory.

Computer Science Thesis: Probabilistic Error Upper Bounds for Distributed Statistical Estimation. Adviser: Amit Chakrabarti. Received high honors, the highest accolade for undergraduate theses.

LinkedIn: “About” Section of Your Profile

I am an experienced data science/analytics professional with extensive knowledge of predictive modeling, big data architecture, machine learning, experiment design, and channels and markets analytics. I enjoy applying analytical thinking to solving complex business problems and learning state-of-the-art technologies to tackle new challenges.

Some projects I have done in the past include:

- Natural-language understanding (NLU) statistical models
- Data processing and sampling through bootstrapping and FSTs
- Real-time predictive modeling and product recommender systems

*Research individuals with the position you want on LinkedIn for examples of the “About” section of a profile

LinkedIn: “Experience” Section of
Your Profile





LinkedIn: “Experience” Section of Your Profile

1. Include any professional experiences, paid or unpaid.
2. List experiences as far back as you are comfortable.
3. Descriptions can vary from your resume.
4. Reflect on your overall professional growth, impact, and identity.

LinkedIn: “Experience” Section of Your Profile



Data Science for Social Good Fellow

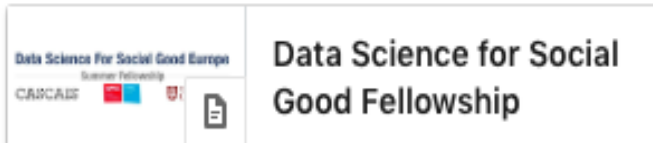
The University of Chicago

Jun 2017 – Aug 2017 · 3 mos

Lisbon Area, Portugal

Project: Predicting risk of long-term unemployment in Cascais, Portugal

GOOD





LinkedIn: “Experience” Section of Your Profile



Sr. Staff Research Scientist


Google

Sep 2003 – Aug 2015 · 12 yrs

Projects worked on at Google: Adwords, Adsense, Google News, Google Reviews, Customized Search Engine. Worked on both the quality aspects (improving ranking, improving recommendations, eliminating ads with poor relevance or showing more relevant ads, increasing ads coverage) as well as infrastructure development and optimizations for these products. See less

BETTE
R

LinkedIn: “Experience” Section of Your Profile

**Philips Lighting**
1 yr 6 mos

BEST

● **Supply Chain Project Manager | Strategy, Operations and Customer Excellence**
May 2018 – Nov 2018 · 7 mos
Somerset, NJ

- Led the effort for Artificial Intelligence implementation in Americas Supply Chain, via chatbots for order management and machine learning for demand planning. Identified 4 business cases for AI, elaborated a roadmap for implementation, and deployed a first iteration of a task bot for post-order management.

See LinkedIn sample profile at:

<https://www.linkedin.com/in/studentsample/>



LinkedIn: Additional Profile Information

- Customize your URL.
- Skills
Add 10–15 at minimum
- Accomplishments
Certifications, languages
- Recommendations
Specific and credible