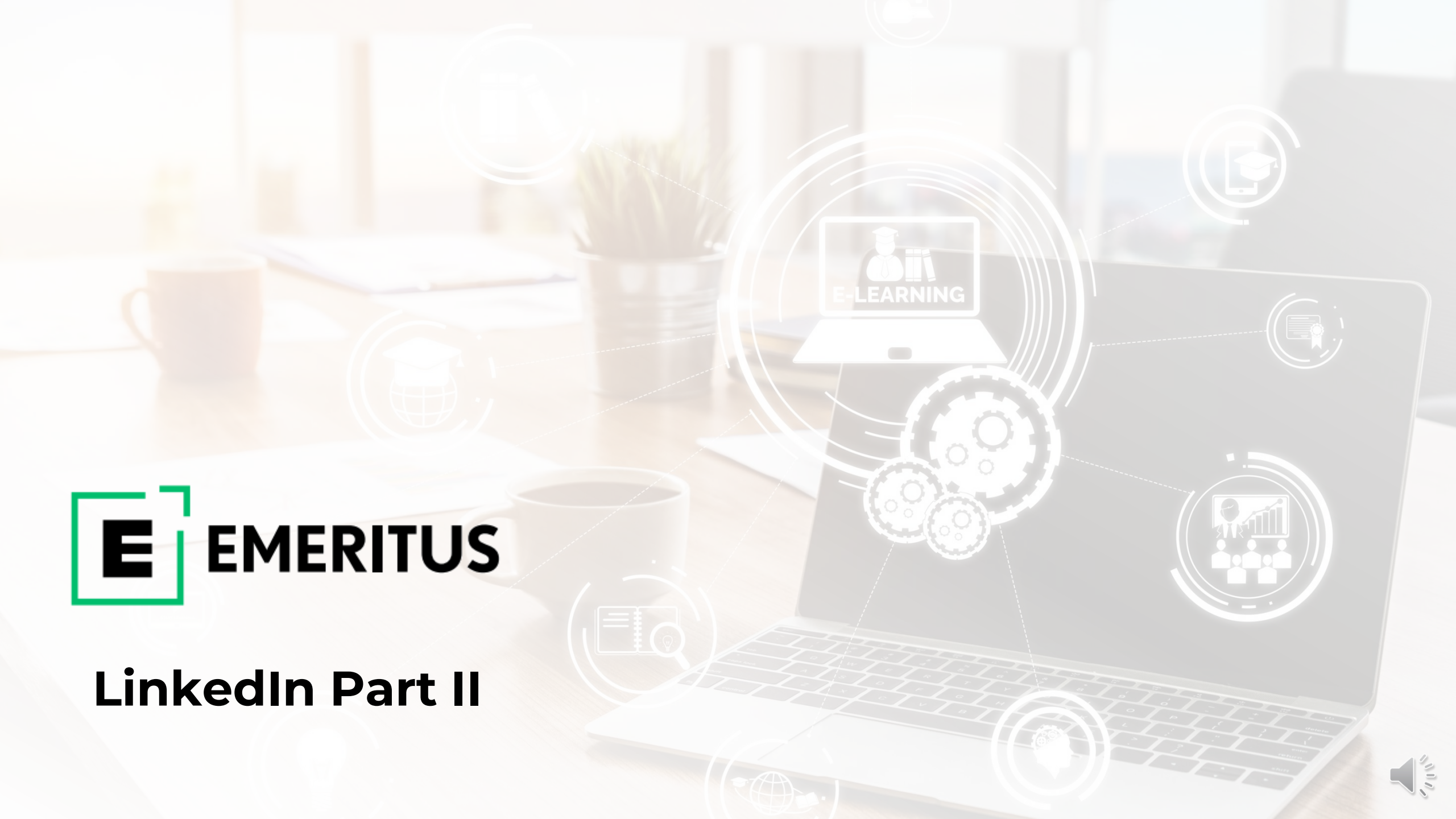


EMERITUS

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

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

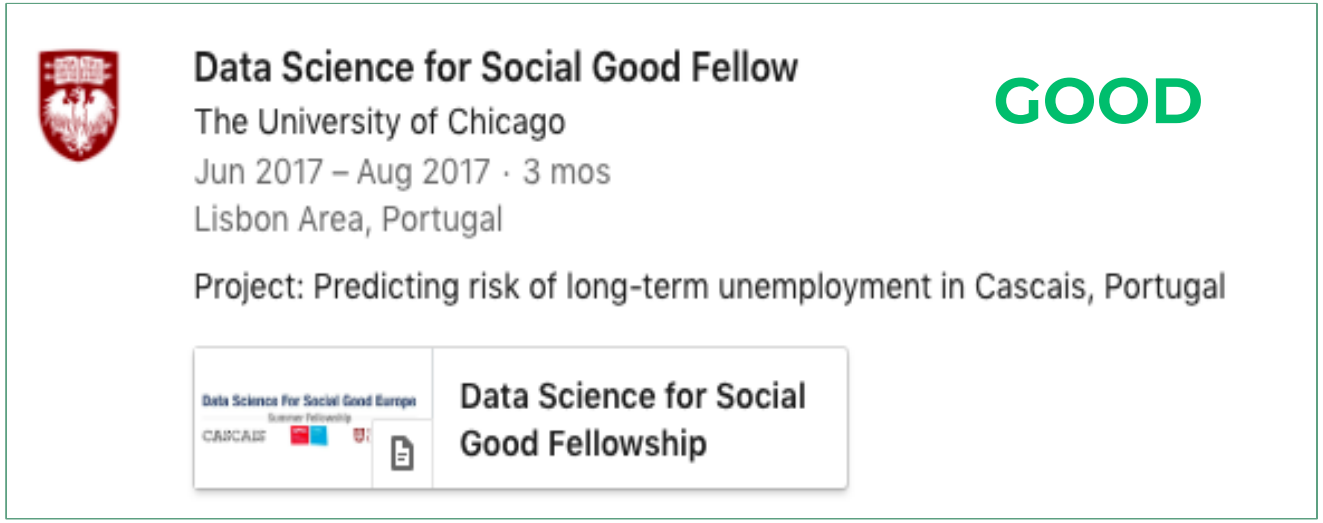
*Research individuals with the position you want on LinkedIn for examples of the “About” section of a profile

LinkedIn: “Experience” Section of Your Profile

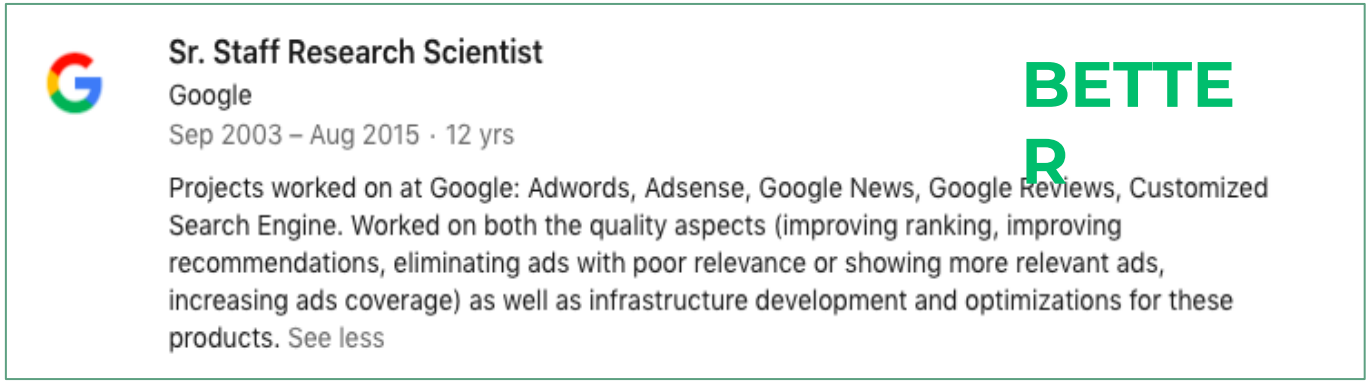
LinkedIn: “Experience” Section of Your Profile

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.

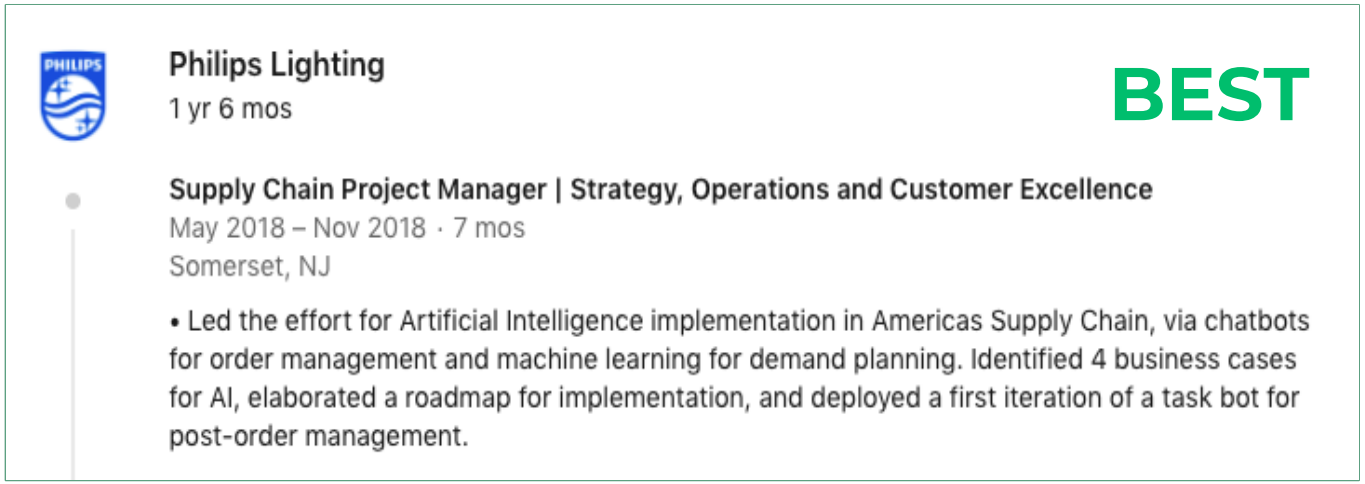
LinkedIn: “Experience” Section of Your Profile



LinkedIn: “Experience” Section of Your Profile



LinkedIn: “Experience” Section of Your Profile



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