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Curriculum

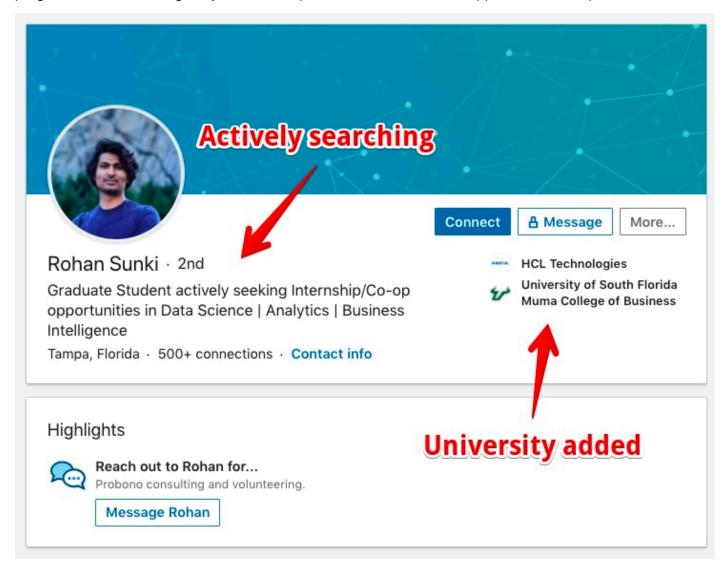
Professional Foundations
Average: 97.66%



Week 8

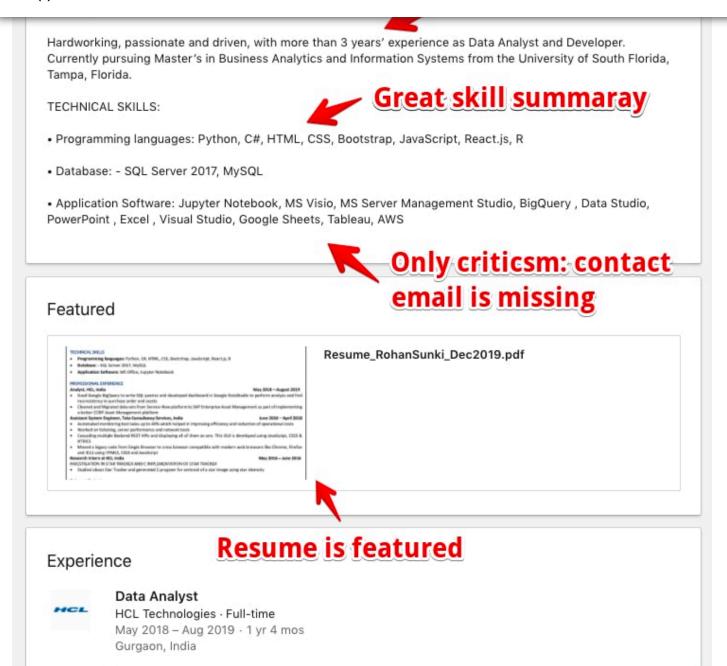
## **Example LinkedIn Profile**

Let's look at Rohan, a student's LinkedIn profile. We will explore how his profile is great and how he may have some areas for improvement. Don't worry, you will soon learn that your LinkedIn profile is always a work in progress! No matter how great your LinkedIn profile is, there will also be opportunities to improve it.





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Where did Rohan do right in his LinkedIn profile? Here are a few factors:

- **His LinkedIn Headline**, "Graduate Student actively seeking internship/ Co-op opportunities in Data Science | Analytics | Business Intelligence," is on point. Rohan did a great job using an **active** voice to search for an internship, and including his skills in data science and business intelligence in his headline.
- In his About section, Rohan mentions his credentials and years of experience. Perfect move right there! He also summarizes his skillsets, which makes it easier for potential recruiters to assess his suitability for a role
- **He includes his resume**, which is always a plus as potential employers won't necessarily "reach out" to Rohan to ask for his resumé.

Now, what can Rohan do differently?

• His **profile image** could be better, with a larger contrast between him and his background.

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✓ Mark as complete

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