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Curriculum
Professional Foundations ^
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Week 8 ☰

What Makes a Good LinkedIn Profile? Pt 1

How proud are you of your LinkedIn profile (if you have one)? Even if you think your LinkedIn profile is working very well, there is always room for improvement.
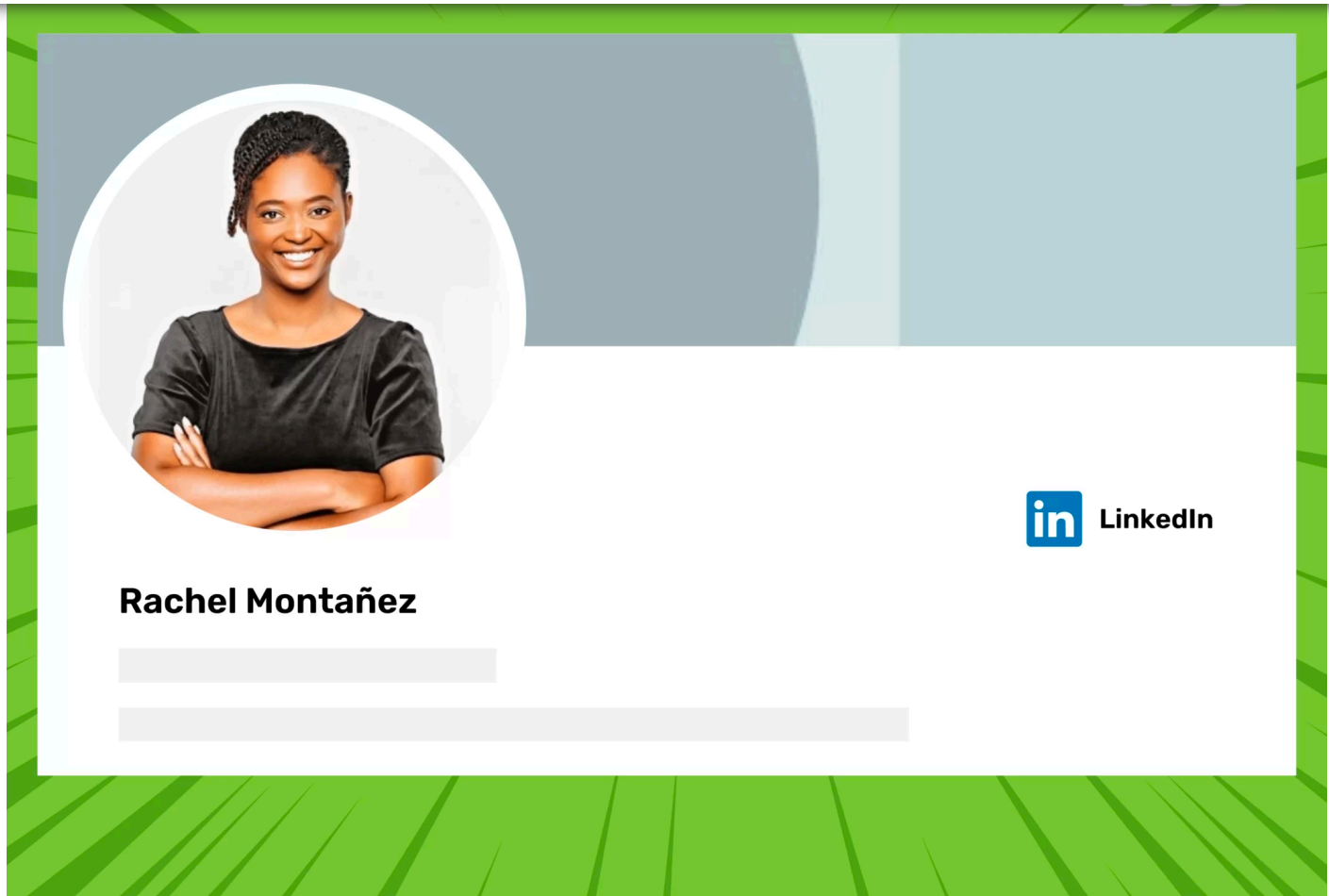
Let's look at some key components that can elevate your LinkedIn profile even further! As you read this list, ask yourself if you have every component that is listed here. And if you don't have a LinkedIn profile, this is your chance to get one set up (just go to LinkedIn.com, click "join now" and start filling in your details).

- **A professional profile photo:** Your profile photo should be high quality, professional, and current.

Here is an example of a good LinkedIn profile picture! Rachel Montañez's profile picture background is clear. She is dressed professionally and appears approachable.

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- **A captivating headline:** Your headline should be brief but include relevant keywords to increase your profile's visibility. For example, "Junior Data Analyst in Healthcare | ALX Alum." Check out this graphic below that shows you how a headline can change your profile's level of attractiveness!

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THE **Linked** **in** EFFECT

JULIA Sales	**JULIA** Global Sales Team Leader & Business Developpment Manager Lead Gen Expert
LEA HR	**LEA** Senior Talent Acquisition Specialist & Headhunter EMEA
JOHN Freelance	**JOHN** CEO & Board member Serial Entrepreneur

Datananas, B2B Lead Generation software
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- **A well-written summary:** A good summary should be engaging, concise, and highlight your strengths and accomplishments.

Here are 2 great example summaries for early career professionals like you!

Example 1:

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be it ideas from different industries, people from different backgrounds and teams, or applications from different industries. I have strong technical skills, particularly in databases and machine learning, and an academic background in mathematics, engineering and statistics.

I love solving business problems with unique algorithms and communicating complex ideas to business stakeholders.

In my graduate studies, I took on a number of leadership roles, including mentoring two undergraduates, coordinating university research events for 400+ attendees, and leading the Model United Nations committee.

I'm graduating in July 2021 and I'm interested in full-time or contract data science or machine learning roles. Please feel free to get in touch with me via email at welove@resumeworded.com.

Proficient: Tableau, Python (scikit-learn, NumPy, SciPy, pandas), TensorFlow, Excel
Knowledgeable: SQL, R, Spark (Spark SQL Pyspark)
Familiar: NLP (Natural Language Processing), spaCy

Example 2:

❝ Finding creative solutions to problems is something I have always enjoyed. As a kid I loved tinkering with things that were broken, figuring out how they worked, and fixing them again. When I finished high school, I knew exactly what I wanted my career to be.

I am finishing up my degree at [insert college], where I have learned how to apply critical thinking and problem-solving strategies to today's complex problems.

If you are interested in contacting me in regards to a position with your company, please email me at [enter email], or feel free to connect with me on LinkedIn.

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Back
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