# vBuild Your LinkedIn Profile

* [**REVIEW**](https://review.udacity.com/?utm_campaign=ret_000_auto_ndxxx_submission-reviewed&utm_source=blueshift&utm_medium=email&utm_content=reviewsapp-submission-reviewed&bsft_clkid=b68d3f6b-db54-41d7-a2f0-23430ba45f95&bsft_uid=7c66e311-0c80-4222-b53b-7d81a19bfc00&bsft_mid=850bc6a6-dfb0-4b57-b94f-7fea264a4e35&bsft_eid=6f154690-7543-4582-9be7-e397af208dbd&bsft_txnid=a06bad85-bd8d-4042-9cb4-49724a3a8d19&bsft_link_id=2&bsft_mime_type=html&bsft_ek=2020-12-29T01%3A19%3A46Z&bsft_aaid=8d7e276e-4a10-41b2-8868-423fe96dd6b2&bsft_lx=2&bsft_tv=5)
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**REVIEWED BY**

**Thainá Venteu Teixeira**

Thanks for submitting your profile to be reviewed!

Congratulations on the work done on your profile! I gave some tips and left some links that you can check to make your profile even more professional and attractive in the eyes of large companies.

Another good way to make your profile more powerful is to join as many groups related to your professional field as possible. Also, you can add more resources to the *Contact Info* section, like a GitHub profile or a portfolio.

Additionally, I wanted to share a great tool that gives you at a glance your strength and areas where you should be looking for opportunities to improve: <https://www.linkedin.com/sales/ssi>

For more details about this, check it out: <https://www.linkedin.com/pulse/how-find-your-linkedin-ssi-score-karlyn-williams/>

Here's a fantastic article for your reference to enhance your Linkedin, It'll be great to go through it and take notes for yourself: <https://www.themuse.com/advice/the-31-best-linkedin-profile-tips-for-job-seekers>

**I hope you enjoy the tips. Please, if you can, rate my work as a project reviewer! Your feedback is constructive and appreciated.**

You have a great profile! Good luck on your journey! 

**General**

* **Profile is public and error-free.**
* **All sections are updated with relevant content.**
* **Acronyms are written out in full, as well as abbreviated.**
* **LinkedIn URL is customized with student’s name, or personalization.**
* **Profile has a positive tone, without negative language.**
* **Language is correct and consistent: present tense for current duties, past tense for prior duties and accomplishments.**
* **Content is written in the first person and uses easy to understand language.**

**Top Section**

* **High-quality and non-pixelated.**
* **Candidate is smiling and dressed appropriate for their desired office environment.**
* **Background of photo is not too busy or distracting.**
* **Cropped around the head and shoulders.**

Nice work on your photo! It's clear and well-composed. This shows the reader that you're a confident individual with composure!

Most people prefer to add a smiling photo, as it gives it a more friendly idea. Great choice 

**Remember**

• The image is of good quality and not pixelated.  
• Smiling and dressed appropriately for the desired office environment.  
• The background of the photo is not too busy or distracting.  
• Cropped around the head and shoulders. (focus on your face)  
• It will be your first impression. Make sure to choose a great pic!

* **High-quality and non-pixelated.**
* **Content of image is generic, or relates to their work.**

Consider adding a cover photo related to your career. About the cover photo:

• High-quality and non-pixelated.  
• Customized images should be clean, non-distracting, and related to their work.

 EXTRA RESOURCES:

• [5 Tips for Picking the Right LinkedIn Profile Picture](https://business.linkedin.com/talent-solutions/blog/2014/12/5-tips-for-picking-the-right-linkedin-profile-picture)  
• [How to Take and Choose a Professional Photo for LinkedIn](https://www.thebalancecareers.com/take-a-professional-photo-for-linkedin-2064035)  
• [6 Profile Photo tips for raising your LinkedIn Profile](https://www.linkedin.com/pulse/20140410215558-12027203-keeping-it-real/)

* **Includes the job title they are currently applying to.**
* **Does not reference the job search (ie: does not say "seeking roles" or "aspiring").**

Excellent headline! It's clear and gives the reader an immediate understanding of what you do professionally.

* **Includes links to personal website, GitHub, or other pages where employers can learn more about them and their work.**

 I can't see any information in your **Contact Info** section. This may be happening due to your privacy settings.

Check out if the reason I can't see it is due to privacy restrictions. If so, change them. If not, make sure to add information in this section as well.

It's a space where you can add links and resources like other profiles (GitHub, Twitter), a personal website, a portfolio, and anything else that shows the hiring manager more of you and your work. Don't forget to write a statement in your summary inviting your viewers to check out the section and find out more about you!

* **Recent activity, including comments, likes, and general community engagement.**

 I can’t see any recent activity in your profile! To appear in the recruiter's searches, you need to show activity. Make sure to log into LinkedIn regularly and interact, including comments, likes, and general community engagement.

**The more presence you have online, the more likely you’ll be able to find opportunities or have opportunities find you**

**Post, Like, and Comment**  
Authoring original posts is a fantastic way to boost your visibility, but if you are a little shy about posting at first, don't worry. Plenty of people get meaningful value out of LinkedIn without authoring posts. You can also engage by liking and commenting; these small actions can go a long way toward boosting your visibility.

You can also add:

* Published articles in the activity feed.
* Additional Accomplishments Sections
* Publication
* Certification
* Patent
* Course
* Honor and Award
* Test Score
* Language

**Summary**

* **First person description of the user’s abilities, including who they work with and how they contribute.**
* **Written with a professional but conversational tone.**
* **Media links to projects and other sites, including GitHub, personal websites, videos, presentations, or written work.**
* **Preferred contact information is filled out.**
* **Include a Skills section in the summary that lists 5 key skills (programming languages, software, etc.) for SEO purposes.**

Great job with your summary. It is written in a professional tone, specifying the tools and skills ​​you have knowledge of and commenting on the areas you would like to work on.  
Do not forget: the summary is to give you an overview of your professional background. Describe the details in the experience section.

Six seconds—that’s how long a recruiter spends looking at your LinkedIn profile or your resume on average. Six seconds. That’s a little longer than it takes you to blink. And it’s just enough time for you to captivate a recruiter’s attention and keep him engaged in the superb-ness that is you as a job candidate.

**Projects**

* **Profile includes at least two relevant project to their job search: personal, academic, or work projects.**

**It is recommended that you include 2-3 projects**, and I would go further to push you to include the top 2-3 projects that you are most proud of.  
If you need any ideas for projects, feel free to include your Udacity projects or schoolwork in there. However, it would be more impressive to see projects that you have taken on yourself as those will be more unique.

[Check here how to add projects to your Linkedin profile](https://www.linkedin.com/help/linkedin/answer/43524/adding-and-editing-projects-on-your-profile?lang=en)

* **Explain what the project is and briefly how it was developed.**
* **Utilizes industry keywords.**
* **Includes results, metrics, and findings.**
* **Links to off-site media (ie. Source Code, GitHub, Personal Site, Video Walkthroughs, Presentations, etc.).**

**When describing your projects be sure to include the specific technical skills you learned relevant to your target field. Think about the parts of your projects that you are most proud of and frame them as successes in your project description.**

For each project, you'll need to include at least two bullet points (but no more than three bullet points), where:

1. The first bullet point tells the reader the goal/purpose of the project.
2. The second bullet point tells the reader your specific contribution to the project.

If possible, you should include a 3rd bullet point to tell the reader a bit about the results of your project. This doesn't have to be anything complicated, just some metric showing the success of your project.

**Also, make sure that:**  
• Each bullet point starts with a past tense action verb.  
• Each bullet point is no longer than ~1.5 lines.  
• Do not include more than 1 sentence per bullet point.

**Descriptions** can provide a brief summary of the project, but should focus on impact (eg: Did the project to solve a problem? Is the project being used anywhere? Did the findings from the project result in the implementation of changes?

**Hiring Perspective:** It’s essential for you to highlight concrete project results and individual contributions because employers want to see concrete evidence of your skills.

**Tip:** Whenever you can, describe your work quantitatively. If you can’t due to the nature of your work, still showcase its success, even when what you achieved wasn’t what you originally intended. If you have less than 3 work experiences, try to supplement by adding another project to your Project section.

EXTRA RESOURCES:

* [How to describe projects](https://work.chron.com/describe-projects-resume-3241.html)
* [How to describe your project in less than 300 words](https://www.linkedin.com/pulse/how-describe-your-project-less-than-300-words-ben-g-morgan/)

**Network**

* **Member of 3+ groups relevant to their job search.**

 Great job adding and joining interesting groups in the industry.  
Being part of groups that have a relationship with your work area can help you get more connections and consequently more professional opportunities.

* **Educational institutions and company pages are correctly linked, with logos.**

 You've done a great job adding your educational institution and company pages correctly linked. Having logos showing gives your profile so much more credibility!

**Education**

* **Education is listed in reverse chronological order.**
* **Includes description of school, area of focus, and topics of study.**
* **Utilizes relevant keywords to their search.**
* **Udacity should be listed under Education or Experience, but not both.**

Add the course you are doing at Udacity in your Education session. Employers and recruiters want to see relevant education if possible—like a Udacity Nanodegree program—that demonstrates initiative to learn relevant skills. The tech industry is constantly changing, so employers typically want to hire a person personally driven enough to stay on the cutting edge of the field even after being hired in a role.

Furthermore, you should add a brief description to your educational institutions. Comment on general topics that have been approached.

**Experience**

* **Include at least 3 jobs; full-time, part-time, internship, and unpaid roles they’ve held.**
* **Omits negative language (ie. part-time, unpaid).**
* **Has start and end dates (month & year), and location.**
* **List awards and achievements.**
* **Links to media for more context; including presentations, landing pages, GitHub, video walkthroughs, etc.**
* **Utilizes relevant keywords to their search.**

Good job with your experience section. You can also include links to media for more context, presentations, landing pages and video walkthroughs.

* **Between 3-5 bullet points.**
* **No sub-bullet points.**
* **Written in past tense for previous work, and present tense for current work.**
* **Bullet points begin with action verbs.**
* **Includes concrete, numerical evidence, such as # of projects completed, increases in revenue, etc.**

**Interests**

**Following at least a dozen (12) industry leaders, companies, and topics related to their search.**

 Following sector leaders of interest or companies and topics related to the desired sector is an easy way for the candidate to increase the keyword count in their profile and appear more in the searches!

Well Done! Keep looking for companies and leaders of your interest.

**Skills and Endorsements**

* **At least 10 Optimized Keywords, ordered by relevance to their job search.**
* **Skills listed can include both technical (ie: programming languages) and tech-relevant skills, such as "project management".**
* **Skills section should not include commonly-used technologies such as Microsoft Word or PowerPoint.**
* **Skills section should not include common soft skills like "communication" or "attention to detail".**

  Nice work on your Skills section! **It is important to order by relevance to their job search.**

You have many skills with recommendations from people; moreover, they are well connected with your career goal. This creates credibility for people who are reviewing your profile!

 To improve this section a bit more, I think we could focus on getting more endorsements.

Effective team players recognize the contributions of others. By endorsing and recommending current and former colleagues, you can show future coworkers that you are capable of acknowledging your teammates. This acknowledgment will also deepen your relationship with the colleagues and collaborators you endorse, not to mention it will increase the likelihood of someone acknowledging you in return.

Here is a [great article on the subject](https://www.forbes.com/sites/susanadams/2013/12/24/everything-you-need-to-know-about-linkedin-endorsements-2/#1c0b143a2b87)

[PROJECT LINK](https://www.linkedin.com/in/ndwihusn/)

RETURN TO PATH