



Project:
Improve Your LinkedIn Profile



Use Your Elevator Pitch on LinkedIn

SEARCH



RESOURCES

CONCEPTS

- ✓ 3. Why Use an Elevator Pitch
- ✓ 4. Create Your Elevator Pitch
- ✓ 5. Use Your Elevator Pitch on Lin...
- ✓ 6. Create Your Profile With SEO In ...
- 7. Profile Essentials
- 8. Work Experiences & Accomplish...
- 9. Build and Strengthen Your Net...
- 10. Reaching Out on LinkedIn
- 11. Boost Your Visibility
- 12. Up Next
- 13. Project: Improve Your LinkedI...



Mentor Help
Ask a mentor on our Q&A platform



Peer Chat 2
Chat with peers and alumni

Communicate Your Elevator Pitch in your LinkedIn :

Let's take another look at Chris's elevator pitch:



Hi, I'm Chris, a Full Stack Software Engineer who loves building education products. I recently developed a web app using AngularJS that lets teachers share student writing samples anonymously. I'd love to combine my passion for learning and teaching with my software development skills to continue building personalized learning products for people.

Use the same talking points for your LinkedIn summary, which may be the first thing people see on your profile. When recruiters (or anyone else) search on LinkedIn, keywords from your summary contribute to your rank in search results.

LinkedIn Summary Guidelines

- Keep the summary to 3-5 points maximum.
- Use numbers where possible.
- Always use active instead of passive language.
- Include a call to action so that people are more likely to contact you for more information.

See how Chris uses the same elevator pitch to craft his LinkedIn summary:

Chris Saden • 1st
Software Engineer at Udacity
San Francisco, California

[Message](#)
[More...](#)

Udacity

Georgia Tech

See profile

See connections

I'm a teacher turned software engineer who loves building personalized learning products. My current app connects teachers around the world to collaborate on lesson plans. Right now I'm focused on improving Udacity's Career Portal, a customized path to help Nanodegree graduates find their next steps.
Skills: Python, AngularJS, Node.js, React, SQL

Time to prepare your pitch!

Take 30 min to develop your elevator pitch and check off the tasks below.