

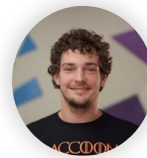


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Build Your LinkedIn Profile

REVIEW

HISTORY



REVIEWED BY
Rafael Rebolla

Hi Sho, how are you doing?

I left some notes with recommendations that will help to increase your number of connections and further improve your LinkedIn profile.

Please read the tips and comments above carefully and complete all sections of your profile. This information can greatly increase your chances of getting a recruiter's attention.

Also, I want to recommend an awesome LinkedIn tool that will give you insights on how to make your profile even more powerful, **the LinkedIn Social Selling Index Score**.

You can find out more about this tool [through this article](#).

I hope the tips and recommendations have been helpful to you.

Please, if you can, rate this review. 🙏

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.

✓ Great job setting your profile as public.

✗ I didn't find your project section on your profile. If you've already added this session, make sure it's in public mode.

✗ Be sure to write a custom URL it will give your profile a bit more of a professional look. [Here is a guide on how to do that.](#)

Job applicants today need to put their best foot forward in the market. A completed public profile ensures that recruiters, hiring managers, and any potential future employers can quickly get the information they need to make a decision about whether to reach out or move forward.

- 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.

✗ Most of your profile sections do not have a description. Please read the following instructions carefully and fill in the sections with the required content:

- Write the content in the first person
- With a positive tone
- Without negative 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.

Your profile picture is not available to users viewing it.

Missing profile pictures are likely due to privacy settings. To change this setting click on "View Profile" and then click on the section "Edit public profile and url" then select the option to leave the profile picture public.

- 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)
- Image should be free of hats, sunglasses, and other people.

Remember, your profile picture is your calling card on LinkedIn.

It's important to appear warm and friendly, so remember to smile. 😊

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

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

Awesome job with your headline, it is interesting and attractive! 🙌🙌🙌

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

I verified that you have not added any information to your **Contact info section**.



Depending on your privacy settings this information may not show up.

Use this space to add information such as email, personal websites, social media pages or even a Github profile.

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.



Well done, you've been staying active on LinkedIn!

This continuous work is essential for you to appear in searches performed by recruiters. Keep up the good work by log into LinkedIn and interacting with users.

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.



Remember to add a summary to your profile. The summary should be a narrative about who you are, your current occupation, and your future plans.

The content in the summary serves two purposes, it hooks visitors and invites them to read more, and it is optimized for SEO. Make sure it content is focused, clear, and well organized, and use it to showcase your value!

The summary must:

- First person description of your abilities, including who you work with and how you contribute.
- Written with a professional but conversational tone.
- Include a Skills section in the summary that lists 5 key skills (programming languages, software, etc.) for SEO purposes.
- Include media links to projects and other sites, including GitHub, personal websites, videos, presentations, or written work.

EXTRA CONTENT:

- <https://www.jobscan.co/blog/linkedin-summary-examples/>
- <https://blog.hubspot.com/sales/linkedin-summary-examples>
- [How To Write A Stellar LinkedIn Summary](#)
- [How to Write a Good LinkedIn Summary: Powerful Tips and Examples](#)

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 that you are most proud of in your profile.

The Projects section of your LinkedIn profile is the perfect place to spotlight your involvement in company-driven initiatives. Long-range, high-yield projects that deserve a bigger spotlight than a simple bullet in your Experience section belong in the Projects section. Choose projects that make you proud and show that you helped move the corporate needle, but most of all, choose projects that will impress your target reader.

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.

[Grab Recruiter Attention with LinkedIn Projects](#)

- 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.).

Please include a description of each project focusing on your contribution and its impact (Tell if the project solved a problem; if the project is being used anywhere; if the findings of the project resulted in the implementation of changes)

In regard to the formatting of the section, to meet the specification:

- Describe each project using maximum 2-3 bullet points per project
- Avoid all mentions of "I" and use a telegraphic style
- Highlight the project's purpose and most important features/functionalities
- Use at least 1 bullet point demonstrate your individual contribution - use positive action verbs that will convey your individual contribution, i.e. "developed, designed, built, managed, facilitated", etc.
- Use at least 1 bullet point communicate the project's result (success metrics, findings, % of improvement,

analytics)

- Use 1 bullet point at the end list used technologies, e.g. Technologies used: A, B, and C

For example:

Project name - project link - project completion date

- Explored movie genres over time, with respect to profits...
- Compared two production companies' total profits and examined success over time
- Examined whether certain months are more profitable than others
- Technologies used: A, B, and C

EXTRA:

[Adding Projects to Your LinkedIn Profile](#)

Network

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

I would strongly suggest that you join at least 3 groups on LinkedIn just because it can be a great way to continue to network and get to know professionals in your field.

Here's LinkedIn's help page on joining groups:

[Find and Join a LinkedIn Group](#)

Here are a few blog posts on the benefits of using LinkedIn groups to build relationships:

[5 Unexpected Benefits of LinkedIn Groups](#)

[How to Use LinkedIn Groups to Build Relationships for Your Business](#)

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



Educational institutions and company pages are correctly linked, with logos!

Having logos showing gives your profile more credibility and a clean design!

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.

- 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.

 Please make sure that each experience listing has a detailed description of your work.

Remember that the headline, title, and each work-experience description are the key fields considered by LinkedIn's ranking algorithm while ranking your profile against specific search terms.

Include a total of 3-5 points that highlight the core activities, responsibilities, achievements and skills related to each role held by you.


- Begin each point with an action verb that highlights the core responsibilities of your role.
- Make use of simple past tense verbs while describing past roles.
- Make use of simple present tense verbs or present continuous tense verb when describing current roles.
- Consider listing out awards and achievements related to the roles listed.

EXTRA TIPS:

- [LinkedIn Profile Formatting Tips](#)
- [Fully Utilizing BULLETS in your LinkedIn Profile](#)
- [What to Put on Your LinkedIn Profile: All Sections](#)

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.

 Congratulations on all of your **educational achievements**.

Consider adding some description of the school, area of focus, relevant keywords and topics of study.

Interests

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

An easy way for you to increase the keyword count on your profile and show up better in searches, is following industry leaders and topics related to your industry.

Please, keep your search on companies and industry leaders that can add valuable knowledge to you.

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".



Congratulations on you skills section!

It's also nice to ask and give recommendations and endorsements to friends at work, it counts a lot in the linkedin profile.

Effective professionals recognize the importance of the coworkers contribution. By endorsing and recommending current and former colleagues, you can show future coworkers that you can recognize your teammates. This recognition will also deepen your relationships with the colleagues and collaborators you recommend and it will increase the likelihood that someone will recognize you in return.

Here is a [great article about endorsements](#) and another one [about recommendations](#).



PROJECT LINK

RETURN TO PATH