**LinkedIn Profile**

**Project : Create/Update your LinkedIn Profile**

| **Criteria** | **Meets Expectations** |
| --- | --- |
| Completion | * Writing and content is easy to read, with no grammar, spelling, or other errors * All relevant education is included * Skills section contains skills relevant to your career goal/ ideal role * Recommendations section includes at least 1 recommendation on prior experience or education |
| Content | * Headline clearly refers to the industry or role type you are branding yourself for * Headline is concise * Summary includes specific examples of what you can do or have done * Summary is written in first person * Summary includes technical skills and related keywords * Summary includes a call to action * Job Titles and Company names are clear and easy to understand * Experience section content is concise and emphasizes outcomes, achievements, and quantification of results wherever possible * Experience included is relevant to your current career goal |
| Presentation | * Photo is clear, of you alone, and represents a professional image * Text is easy to skim and read quickly |