

### Background & Overview: LinkedIn

LinkedIn is a social networking platform specifically for professional relationships. In addition, it is a key job board for positions at all levels. Prior to LinkedIn, recruiters would find candidates through networking events and business cards. Today, recruiters locate top talent through LinkedIn, and we're excited to help you begin marketing your education and skills to the real world!

Please create a LinkedIn profile, and follow the best-practice procedures below. If you already have a LinkedIn profile, please use the steps below to further refine and strengthen your profile.

**Step 1 Education.** Fill in your college education. Be sure to include your main student organizations, athletics, on- and off-campus activities. Also, if your GPA is higher than 3.5, please include it. Example:

#### Education



University of California, Berkeley

Bachelor's degree, Molecular and Cell Biology, Neurobiology, 3.9  
2007 – 2011

Activities and Societies: Kappa Delta Rho fraternity, Quantum Consciousness DeCal  
founder and lecturer

**Step 2 Current Position.** Fill in your current position as a Research Associate with our organization. You may list your industry as either "Public Safety" or "Staffing and Recruitment"

#### Research Associate Intern



Neighborhood Rescue of America

Sep 2018 – Present · 2 mos  
Greater Los Angeles Area

- Responsible for gathering vital intel to support the turnaround of the most at-risk communities nationwide.
- Data visualization to create socioeconomic models used by our organization's consulting division, leveraging analytical tools such as Tableau.

Tip: to insert bullet points on LinkedIn,

- hold down ALT
- press 0 1 4 9
- then let go of ALT

Then, put a space after the bullet point and begin writing.

**Step 3 Employment History – Jobs and Dates.** *Fill in your employment history with basic information such as the name of the organization, your job title, and the dates you were employed there. You may leave the Description blank until Step 4. Here are some basic guidelines on what to include in your Employment History:*

- **Gaps in Employment/Education:** be sure to account for each year of your life, because recruiters look at a candidate's entire work history.
- **Promotions** should be listed as separate entries, to clearly show recruiters that you've progressed, and been acknowledged for your hard work.
- **Sales and Telemarketing Experience:** while they may not be related to your major, this skill will strengthen anybody's profile, regardless of your industry focus. Please include this!
- **Retail Sales Experience:** (e.g. Bed Bath and Beyond) may or may not strengthen your profile. Definitely include them if you have outstanding achievements, or promotions, or if it has impacted your career choices.

**Step 4 Employment History – Description.** *Now, fill in the individual job descriptions. This is the first thing many recruiters will want to see in your profile: what jobs have you held, how much responsibility have you had, and how is your performance?*

- For each position, **write one or two lines about what your role was**
  - What was the role? What was the main focus, and the main responsibilities?
- Then, for each position, **state any quantifiable achievements, or rankings** relative to other staff
  - Documented results: major sales you've made, Key Performance Indicators
  - Rankings: awards you've won, top x% of your team, &c
  - For business development positions, you can include overall figures of growth (e.g. how large was the business/turnover when you started the position, and how big is it now?)
  - If you don't have any documented results, no worries. This internship will change that.

**Step 5 Skills.** *Browse through LinkedIn's pre-defined skills. Add at least two skills that you've gained through your work and internship experiences. If this is your first internship, this step can wait until you feel comfortable with Tableau, Research, Data Visualization, or other skills we will focus on later in the internship.*

**Step 6 Volunteer Experience.** *Add some of your volunteer experiences. If there are too many to list, pick a few that you have shown the strongest commitment to, or the volunteer positions that speak to your character and the change you would like to be in the world.*

### Step 7 Fine Tuning: What are recruiters looking for?

- Recruiters are usually looking for people who have a life trait of success—that throughout their life, they are *consistently* utilizing their skills to make a remarkable contribution. A key rule is to use **quantifiables**, for example, how did you rank against others? Did you reach or exceed targets? Budgets? Recruiters are looking for what separates you from other colleagues. How well did you perform in each position?
- Also, try to highlight your creative achievements: Did you develop an app? Did you have a leadership role in a student organization? Did you start a yearly tradition? Did you fundraise \$5 million?

As you grow through this internship and your career, make sure to regularly update your job titles, quantifiable contributions, skills, and awards.

### Step 8 Adding Your Professional Network

- Add your professional network. This will help recruiters and other potential business partners find you. Think of previous employers, previous colleagues, and anyone that you may ask for a recommendation from in the future. Professors and Graduate Student Instructors are also great people to connect with.
- Search for Neighborhood Rescue of America, and add everybody that you work with, people you recognize from meetings, and managers in your reporting structure.

**Step 9 Summary.** *Your personal summary is not required at this phase. If you wish, you may follow [these basic guidelines](#) for a professional summary.*

**Picture** People are more likely to click on your profile if you have a picture. Our suggested guidelines are professional attire, with a smile, and neutral background. For more examples, please check us out on LinkedIn:

- [Rachel Malpasso](#)
- [Grant Gittins](#)
- [Monique Lujan](#)
- [Shahin Hamzelou](#)

**Most Importantly:** Everyone is unique. Does your profile reflect your unique skillsets, what motivates you, and your passions?