# U UDACITY

# Build Your LinkedIn Profile

## REVIEW

## HISTORY
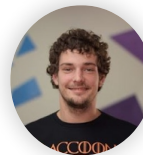
**REVIEWED BY**
Rafael

Hi Aaron!

Thanks for submitting your profile to be reviewed. It is looking amazing and it will be even more fantastic once you apply the recommendations.

I hope you enjoy the tips. 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.**

✅ Your profile is public and error-free.

You've created a custom URL, which gives your profile a bit more of a professional look

- **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.**

accomplishments.

- Content is written in the first person and uses easy to understand 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.

Your summary should consist of a short narrative. Please, write the summary with a captivating and compelling summary of who you are, what you do and what you plan on doing in the future (or you can read the articles above and have different ideas, just make sure to build a narrative).

Remember, this will be your first impression to a lot of people. Consider writing a bit about your work experience (adding lots of keywords), all the most essential information you would like your viewers to know about you, and even a statement about your plans and wishes for your future professional life.

When working on your elevator pitch, think of two things:


• One, what do I want my employers to know about me? For example, your employers want your employers to know what you are passionate about.

• Two, what am I most proud of? For example, you may want to let them know how hard you worked to be where you are now.

If you want to sound confident and communicate well, you need a concise elevator pitch that shows what you want and why you want it. For example:

"I'm a project manager passionate about personalized education. After working in non-profits and public policy, I believe lifelong learning is the solution to many societal issues. I'm excited to apply my teaching and management skills at Udacity"."

As someone trying to impress an employer, you need to tell your personal story. You want employers to know how you solve problems, overcome challenges, achieve results. You want employers to know what excites you, what motivates you, what drives you forward.

Here is a great example of a summary. Notice a lot of people like to include a brief list of their skills, separately, at the end of the summary (after the paragraphs)

"I'm Chris, A Full Stack Software Engineer who loves building education products. I recently developed a web app using Angular JS 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."

Skills: Python, AngularJS, Node.js, React, SQL

## 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.**

It is recommended that you add a professional photo of you to your profile. Missing profile pictures are likely due to privacy settings, check your privacy settings and leave all sessions public. Remember, this is your professional profile, so it's vital to keep all sections as professional as possible.

Remember, the clearer the image, the better. When choosing your photo:

• Image is of good quality and not pixelated.
• Smiling and dressed appropriately for the desired office environment.
• Background of the photo is not too busy or distracting.
• Cropped around the head and shoulders. (focus on your face)
• This 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.**

- **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.

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

Try to stay more active and engaged on LinkedIn (Likes, comments, publications, etc). This helps applicants show up in the LinkedIn feed and keep in touch with their connections.

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

It would be interesting to add a contact email, a Github profile or your personal website if you have one.

Depending on your privacy settings, this information may not appear, if this is the case, review your privacy settings.

## Projects

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

## Network

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

Great job adding and joining interesting groups to your industry.

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

Some of your company and educational institutions LinkedIn pages are not added correctly. Could you correct them?

## 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.

Some of your most current professional experiences do not have any type of information about the activities you did. Try to briefly describe all your functions in these companies.

- 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.

## 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.

## Interests

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

## 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".

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!

RETURN TO PATH