



Career Services Assignment 1 – LinkedIn Setup

Instructions: Follow the steps below to set up your LinkedIn account and optimize it for success. You can use the *Social Media Checklist* in the Career Services module to keep track of some of the steps you take for this assignment. The video *Setting Up Your Social Media* will help you with some of these steps as well.

1. If you do not already have a LinkedIn profile, create one. Make sure the email address you sign up with is professional (i.e. tom.sawyer@hotmail.com rather than bigdaddy227@hotmail.com)
2. Personalize your URL. Read more about it [here](#).
3. Make your email address and phone number public to 1st level connections.
4. Upload a professional headshot.
5. Change your profile's background picture. You can find some free resources on [Canva](#).
6. Set your headline to "Software Developer".
7. Create a summary statement that introduces you, talks about what you do, outlines major accomplishments, and includes something personal.
8. Fill out your experience section using 1st person to refer to yourself.
9. Add your skills and technical skills you will learn in your program of study and then pin JavaScript, ReactJS, and Software Development.
10. Add Promineo Tech to your education.
11. Fill out any other sections with relevant information.
12. Connect to your instructors, classmates, alumni and follow Promineo Tech.
13. Read [*How to Effectively Use LinkedIn in the Job Search*](#) from the Career Services module.



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Write 3 things you learned from reading *How to Effectively Use LinkedIn in the Job Search*

I learned that engagement is key to being visible on LinkedIn. By engaging regularly with others and posting my own content, I'll be much more likely to make connections.

I also learned that connections are the gateway to professional experiences. By connecting with others and having an engaging and truthful presence on LinkedIn, I might be getting myself noticed by potential employers without even realizing it.

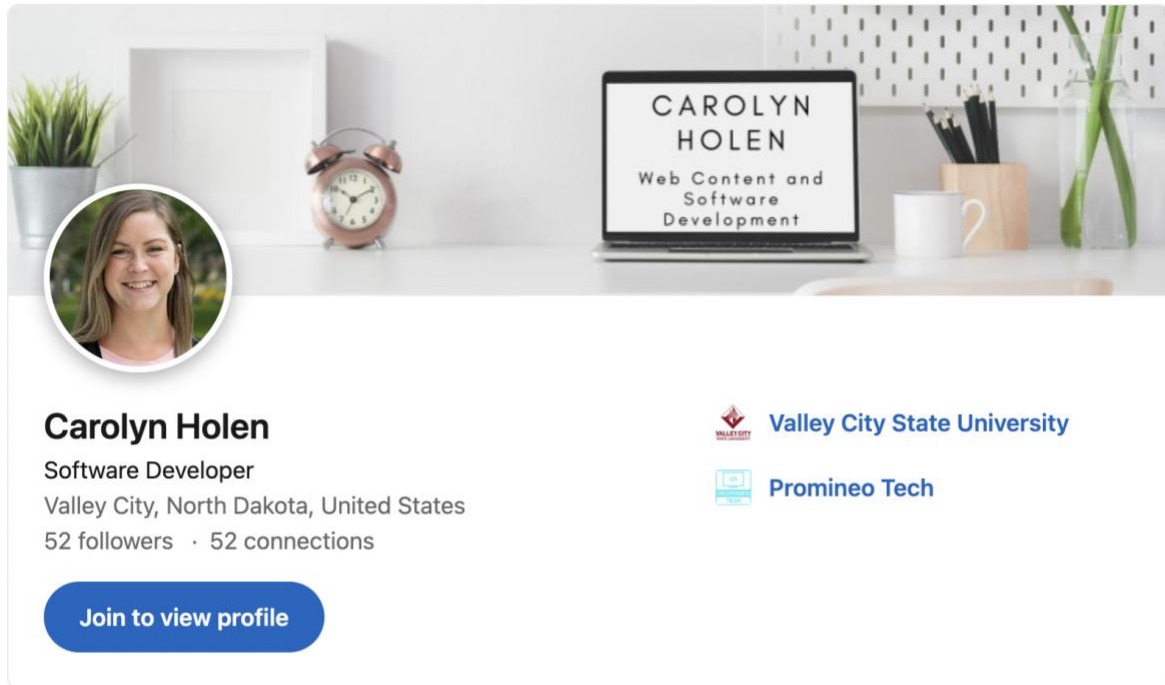
Finally, I learned that showing passion for your work is a must. By showing that I love what I do, I'll be a much more attractive prospective employee for companies than someone who isn't.



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Attach Screenshots of Your Finished LinkedIn Profile Below



About

I am currently a Web Content Specialist at Valley City State University where I work with other marketing professionals to create engaging web content that aligns with other marketing efforts to attract and retain awesome students.

Previously, I worked at the University of North Dakota in the marketing office as a student, and later as a Web Content developer. I have excellent experience in writing and editing, creating and



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implementing marketing campaigns, as well as web content and digital marketing efforts where I use learned knowledge and previous experience to develop the best content I can.

I hold a Bachelor of Arts degree in Communication from the University of North Dakota, and I am studying with Promineo Tech to become a Software Developer to broaden my professional skillset and deepen my understanding and abilities in my current role.

Experience



Web Content Specialist

Valley City State University

Aug 2019 - Present · 3 years 6 months

I develop, write, create, and implement engaging web content and user-friendly web elements using WordPress, Yoast, Google Ads, and other tools.



Customer Service Representative

Citizens State Bank- Midwest

Dec 2014 - Mar 2018 · 3 years 4 months



University of North Dakota

1 year 8 months

- **Web Communication Specialist**

May 2014 - Dec 2014 · 8 months

- **Web Assistant**

May 2013 - May 2014 · 1 year 1 month



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- **Web Communication Specialist**
May 2014 – Dec 2014 · 8 months
 - **Web Assistant**
May 2013 – May 2014 · 1 year 1 month
Division of University & Public Affairs
Provides support services to content developers using OmniUpdate (OU), UND's content management system. This position works closely with internal clients to design and develop Web pages while ensuring websites are designed in accordance to brand and style parameters, meet accessibility standards, and are optimized for search engines. Supports UND's online presence by offering training to content developers and enhancing UND's Web presence.
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Education



Promineo Tech

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The University of North Dakota

Bachelor of Arts (BA) · Communication

2011 – 2014

Activities and Societies: Tau Sigma National Honor Society



Central Lakes College-Brainerd

-

Organizations

Tau Sigma National Honor Society

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Oct 2011 – Present

Tau Sigma is a national honor society that recognizes the academic achievements of transfer students. The minimum GPA for membership is 3.5 or higher. The group performs acts of service to the University and the surrounding community.



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