

PROJECT SPECIFICATION

LinkedIn Profile Review

General

CRITERIA	MEETS SPECIFICATIONS
Overall, profile is professional, has no errors, and is easy to read and digest	<ul style="list-style-type: none">A custom URL has been createdSpelling and grammar are correctAcronyms or language are likely to be known to recruiters or includes explanationDoes not include negative languageLanguage is correct and consistent: present tense for current duties, past tense for prior duties and accomplishments

Top Section

CRITERIA	MEETS SPECIFICATIONS
Profile picture is professional	<ul style="list-style-type: none">Profile includes a clear picture of student's facePicture needs to look professional, but does not have to be a professional portrait
Headline is professional	<ul style="list-style-type: none">Headline uses only positive language (eg. not "seeking employment" which conveys a lack of employment)Headline avoids use of slashes (ie: "data analyst/data scientist")

Network

CRITERIA	MEETS SPECIFICATIONS
Student has enough connections to show up in searches	<ul style="list-style-type: none">Has over 50 connections
Student uses LinkedIn as a networking tool by joining relevant groups	<ul style="list-style-type: none">Is a member of 2+ relevant groups to goal position/industry
Correct companies and educational institutions are correctly linked	<ul style="list-style-type: none">Educational institutions and company pages are correctly linked

Summary

CRITERIA	MEETS SPECIFICATIONS
Summary is brief and memorable	<ul style="list-style-type: none">Summary briefly describes work experience, applicable knowledge, and builds a narrativeWritten in first personStays professional throughout the entire narrativeLength is about 1-4 sentences

Projects

CRITERIA	MEETS SPECIFICATIONS

Includes 2-3 projects that demonstrate skill	<ul style="list-style-type: none">• Only most relevant projects are listed; can include personal, academic or work projects• Only includes about 2-3 projects• Projects have links leading to the code or the project itself
Bullet points are concise and focus on individual actions and project results	<ul style="list-style-type: none">• Maximum 2-3 bullet points per project• At least 1 bullet point demonstrates individual contribution• At least 1 bullet point communicates project result (success metrics, findings)

Experience

CRITERIA	MEETS SPECIFICATIONS
Includes at least 1 work experience	<ul style="list-style-type: none">• Experiences note company/organization, title of role, start and end date (month & year), location• Includes unpaid or part-time work, if applicable, but omits the words “part-time” and “unpaid”
Bullet points are concise and focus on individual actions and results, and does not summarize job description	<ul style="list-style-type: none">• Maximum 3-4 bullet points• No sub-bullet points• Bullet points start with action verbs• Correct tense is used in bullet points: past tense for previous, current tense for ongoing• Within each job listing:<ul style="list-style-type: none">◦ At least 1 bullet point communicates how candidate benefited company or cause◦ At least 1 bullet point provides concrete, numerical evidence such as projects completed, money made, people managed, accomplishments (eg. % increase)• Bullet points are one sentence maximum, not longer than one and a half lines

Education

CRITERIA	MEETS SPECIFICATIONS
Includes relevant education, such as but not limited to community college courses, online courses, bootcamps, etc.	<ul style="list-style-type: none">• Education is listed in reverse chronological order• Nanodegree is listed as either Education OR Certification, but not both

Skills

CRITERIA	MEETS SPECIFICATIONS
Skills listed are relevant to past experience and goal job	<ul style="list-style-type: none">• Skills listed can include both technical skills (ie: programming languages) and others, 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"