|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Content** | **Criteria** | **Y** | **N** | **Notes** |
| **Professional Photo** | High-quality, professional photo with appropriate attire and neutral background. | Yes |  | High-quality, professional photo with appropriate attire and neutral background. |
| **Banner** | Custom banner reflecting personal brand or IT-related focus. |  | No | I have a normal NY skyline, but I must customized a banner reflecting IT-related focus |
| **Headline** | Concise, impactful headline emphasizing skills, role, or career aspirations in IT. | Yes |  | Concise, impactful headline emphasizing skills, role, or career aspirations in IT. |
| **About Me Summary** | Well-written summary showcasing unique value, skills, and career goals in IT. | Yes |  | Well-written summary showcasing unique value, skills, and career goals in IT. |
| **Experience** | Detailed descriptions of relevant IT roles with measurable accomplishments and skills. |  | No | I have just the title and the company. |
| **Education** | Relevant education with precise details, including certifications and coursework in IT. | Yes |  | Relevant education with precise details, including certifications and coursework in IT. |

[Romina Dervishi | LinkedIn](https://www.linkedin.com/in/romina-dervishi-8a387075/)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Category | Criteria | Excellent | | | Good | | Needs Improvement | Suggestions for Improvement | |
| Professional Photo | High-quality, professional photo with appropriate attire and neutral background. | | Clear, well-lit professional photo; attire matches IT industry norms. | Professional photo but may have minor issues (e.g., lighting, background not fully neutral). | | Missing or casual photos (e.g., selfies, distracting backgrounds, or poor lighting). | | | Use a clear photo with a neutral background; wear industry-appropriate attire. Avoid selfies or casual pictures. |
| Banner | Custom banner reflecting personal brand or IT-related focus. | | Customized, visually appealing, and aligns with IT focus or personal brand. | The banner is customized but may lack alignment with IT or personal branding. | | No banner or default LinkedIn banner. | | | Design a banner with a clean, professional design. Incorporate IT-related themes or personal branding elements. |
| Headline | Concise, impactful headline emphasizing skills, role, or career aspirations in IT. | | Highlights key IT skills, roles, or aspirations; conveys value and focus. | Clear headline but lacks specific focus or keywords relevant to IT. | | Generic or missing headline. | | | Use specific keywords, IT-related roles, or skills (e.g., "Cloud Engineer |
| About Me Summary | Well-written summary showcasing unique value, skills, and career goals in IT. | | Engaging and concise; highlights key IT achievements, skills, and career goals. | Includes skills and goals but lacks engagement or specificity. | | Generic, overly brief, or missing summary. | | | Use storytelling to show your IT journey, highlight relevant skills, and mention measurable achievements. |
| Experience | Detailed descriptions of relevant IT roles with measurable accomplishments and skills. | | Details roles with IT-specific achievements, responsibilities, and measurable results. | Includes roles and responsibilities but lacks quantifiable outcomes or a specific IT focus. | | Sparse, generic descriptions, or missing experience. | | | Focus on IT achievements; use metrics (e.g., "Improved system efficiency by 25%"). Include relevant keywords. |
| Education | Relevant education with clear details, including certifications and coursework in IT. | | Lists degrees and certifications; includes relevant coursework or projects. | Includes education but omits details such as certifications or specific coursework. | | Missing or incomplete education section. | | | Add certifications, degrees, and relevant IT courses (e.g., "Bachelor’s in Computer Science, AWS Certified"). |
| Customized URL | Customized LinkedIn URL to reflect a professional or personal brand. | | URL is customized (e.g., linkedin.com/in/yourname); clean, and professional. | Customized but overly long or includes unnecessary characters. | | Default LinkedIn URL (e.g., random numbers and letters). | | | Customize the URL under profile settings; make it short and professional (e.g., linkedin.com/in/janedoe) |