

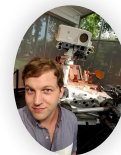


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Build Your LinkedIn Profile

REVIEW

HISTORY



REVIEWED BY
Christopher O'Hara

Dear Upcoming Data Analyst,

You are almost there! You have provided a good draft of your LinkedIn profile and have included important details that are needed to gain a technical interview. However, you are missing some important quantitative information regarding your previous experience and are missing projects (at least two are needed). These must be corrected to complete the project as well as have an excellent LinkedIn profile. Please check the rubric requirements along with the feedback below. I have provided examples and links as suggestions to help you get the best LinkedIn profile possible. Technical recruiters generally only spend less than a minute on a profile unless their attention can be quickly captured using quantitative metrics and results. Lacking this content also makes it difficult to get past the "applicant tracking system" (links below) as profiles will automatically be rejected based on the algorithm. This means that some technical recruiters will not even see your profile. Supervisory roles often tune for these requirements more strictly than entry-level positions. Otherwise, there are no major corrections to be made. Keep up the good work and good luck with your career!

I have also followed you on GitHub to increase your network. 🐱

<https://github.com/Ohara124c41>

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.

Good work! You have a custom URL and no (major) errors (there is one punctuation error within your Research Analyst position where the last bullet point has a period mark but the other bullet points do not).

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

Wonderful! Your profile is professional, positive, and written in the proper tone.

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.

Wonderful! You have written in a professional yet conversational tone making you easy to approach. You have included several relevant keywords/skills.

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.

Excellent! Your profile picture is professional and appropriate.

- High-quality and non-pixelated.
- Content of image is generic, or relates to their work.

Great! Your profile picture is high-quality.

- Includes the job title they are currently applying to.
- Does not reference the job search (ie: does not say "seeking roles" or "aspiring").

Good work! You have that you're interested in data analyst roles in both your headline and summary.

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

Currently, your recent activity is not shown. This might be related to privacy settings. While you are not currently looking for a new position, I highly recommend that you interact with companies that you are interested in working with prior to applying to a new company. This allows technical recruiters to see that you are interested directly in the company (not just a new career anywhere) and demonstrates that you are aware of their recent advancements, company culture, and goals.

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

Wonderful! You have included your github.io page in your summary and contact information.

Projects

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

Currently, you do not have any projects on your profile. Udacity requires a minimum of two.

- 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.).

This section will be completed whenever you add projects. I recommend that you focus on quantitative metrics/results as this is the key aspect technical recruiters are looking for (as well as the "applicant tracking system", see below).

Network

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

Great work! You are a member of four Groups currently.

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

Wonderful! All of your education and experience entries are properly linked and the logos are shown.

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.

Beautiful! You have included five experience examples. You have listed the date ranges for each role/company and used relevant keywords.

- 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.

You are almost there! Your most recent role is well described. However, this section requires a bit of work to get the most attention from technical recruiters and meet the rubric requirements:

1. Between 3-5 bullet points. (this means that you should not use paragraphs to list your information)
2. Includes concrete, numerical evidence, such as # of projects completed, increases in revenue, etc.

I recommend adding content to your previous roles so that technical recruiters have more information when making a decision to offer a technical interview. This is especially important since you have less than two years of example work within bullet points.

You might not be aware of the "Applicant Tracking System (ATS)." This system automatically rejects LinkedIn profiles (also resumes and cover letters) that do not have enough numerical results included (or if skills are missing). Please see the following links for advice on how to write bullet points and information about the ATS. The articles are meant for resumes but also apply to LinkedIn.

<http://www.blueskyresumes.com/blog/how-to-write-great-resume-bullet-points/>

<https://www.themuse.com/advice/how-to-quantify-your-resume-bullets-when-you-dont-work-with-numbers>

<https://www.livecareer.com/resources/resumes/how-to/write/understanding-applicant-tracking-systems>

<https://www.jobscan.co/blog/use-jobscan-to-get-past-an-applicant-tracking-system/>

I recommend reading the SMART requirements criteria from the following:

<https://www.slideshare.net/HarmonyBrenner/smart-requirements-4590952>

Examples I have used include:

- "Utilized CNNs with AlexNet and the MNIST dataset for handwritten digit recognition in C++ with an accuracy of 98%."
- "Improved placement design for telemetry and payload to properly shift the center of mass improving stability by 11% within two months."
- "Reduced production time from 4 labor hours to .5 labor hours, a reduction of 87.5% within four months."

You should focus on metrics and objective, quantitative results while incorporating the tools, models, and frameworks used. I recommend including at least two lines with this style.

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.

Great work! Your educational information is complete and listed in the correct order. You have added coursework for your most recent education.

Interests

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

Great work! You are following far more than 12 companies and universities.

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".

Wonderful! You have 18 optimized keywords and have not included any redundant or superfluous skills.

RETURN TO PATH
