

HOW TO BUILD YOUR LINKEDIN PROFILE

PURPOSE

Research and Connect with companies and alumni/contacts on career paths of interest.

General Profile:

Highlights most marketable skills, applicable to a range of careers.

Specialist Profile:

Targets language to communicate skills and experience to a specific field or career path.

PREPARING TO WRITE YOUR LI PROFILE

REFLECT

Go through each component. What are your goals for each section? What experience and skills do you wish to highlight?



GATHER

Names, descriptions, job titles, dates, and key skills. Every section offers a space to make your case towards career success.



TAILOR

Use key words that mirror the industry or field you'd like to enter. Does the 'brand' you convey suit your industry or field of interest? Format consistently and conservatively.



THE HEADLINE

GOAL: DESCRIBE WHAT YOU DO TO ENTICE THE READER TO CLICK AND LEARN MORE

- Grab reader's attention.
 - Choose vibrant words.
- Look forward, not backward.
 - Do not list your current roles/titles
 - ex. PhD Candidate | Teaching Assistant
 - Use key words that describe core skills or interests you hope to leverage in your new job.
 - ex. Educator | Project Manager | Bilingual Communicator



COMMON MISTAKES

- Describes the job you have, not the job you want
- Failure to adopt the language of the professional workspace
- No professional headshot, banner, or branding
- Failure to personalize connection requests
- Critical sections are left blank

ABOUT SECTION

GOAL: TELL A POSITIVE STORY ABOUT YOUR CAREER THAT COMMUNICATES TRAJECTORY.

- Convey key skills, personal qualities, and values that are the foundation of your career (and the career you want).
- Focus on the pull, not the push factors.
- Use language common in job ads.
- Focus on who you are as a working professional and how you seek to grow in your next stage.
- Stay focused and clear.
- Connect current position or academic career to future possibilities.

EXPERIENCE SECTION



- What do you do that employers value?
- Similar to resume, but not as detailed.
- Do not copy and paste resume or CV
- Translates academic work into non-academic employer language, using industry key words.
- Keep in mind that readers may not all be in your field (spell out acronyms, etc.)
- Strategically curate academic experience to highlight transferable skills.
- Make it easy to read.
- Be strategic about what you include.