

BUILDING YOUR LINKEDIN PROFILE

My Name: _____ My URL: www.linkedin.com/in/ _____

Industry: _____

INTRODUCTION

PROFILE PHOTO

- What do I plan on wearing? _____
- What will the background be? _____
- What is the impression I want to portray? _____



HEADLINE: What is my current title? What do I want to do? What do I specialize in?

SUMMARY

SECTION 1: What am I currently doing? Why do I love what I do?

SECTION 2: How will I bring value to any organization/individual that hires me? Bullet points can be used.

SECTION 3: Conclude with short term/long term goals and a call to action.

MEDIA AND LINKS: What can I include in the summary that showcases my work and skills? (e.g. portfolio)

BACKGROUND INFORMATION

EXPERIENCE

Job Title: _____ Date: _____

Company: _____ Location: _____

Summarize the company and position in one to two sentences. Using 3-5 bullet points, list accomplishments and relevant information. Make sure to include stats, facts, and figures!

• _____
• _____
• _____

EDUCATION

School: _____

Credential/Field of Study: _____

Activities and societies you were involved in: _____

Mention key learning outcomes and highlight how this credential helps you in your professional development or reaching your career goals.

MEDIA AND LINKS: What can I add to my education that showcase my involvement and work?

ADDITIONAL INFORMATION

SKILLS

TOP 3 SKILLS	INDUSTRY KNOWLEDGE	TECHNICAL SKILLS	SOFT SKILLS

ASKING FOR A RECOMMENDATION

Who would provide me with a great recommendation? _____

How would I ask them to recommend me, and what would I ask them to recommend me for?

ACCOMPLISHMENTS

• Work I have accomplished: _____

• Certifications + Lynda: _____

• Patents: _____

• Relevant Courses: _____

• Projects: _____

• Honours & Awards: _____

• Test Scores: _____

• Languages: _____

• Organizations/communities I am involved in that are important to me: _____
