



# Building a Great Student Profile

Showcase your experience and professional interests on LinkedIn!

1

## Write an informative profile headline.

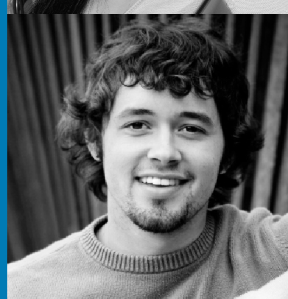
Your headline is a short, memorable professional slogan. For example, "Honors student seeking marketing position." Check out the profiles of students and recent alumni you admire for ideas.

2



## Pick an appropriate photo.

LinkedIn isn't Facebook. Upload a high-quality photo (your profile will be 7x more likely to be viewed) of you alone, professionally dressed. No party shots, cartoon avatars, or puppy pics!



3

## Show off your education.

Include all your schools, major(s) and minor, courses, and study abroad or summer programs. Don't be shy – LinkedIn is an appropriate place to show off your GPA, test scores, and honors or awards.

4

## Develop a professional Summary.

Your Summary statement is like the first few paragraphs of your best-written cover letter – concise and confident about your qualifications and goals. Include relevant work and extracurriculars.

5

## Fill "Skills & Expertise" with keywords.

This section is the place to include keywords and phrases that recruiters search for. Find relevant ones in job listings that appeal to you and profiles of people who have the kinds of roles you want.



6

**Update your status regularly.**

Posting updates helps you stay on your network's radar and build your professional image. Mention your projects, professional books or articles, or events you're attending. Many recruiters read your feed!



7

**Show your connectedness.**

Groups you join appear at the bottom of your profile. Joining some shows that you want to engage in professional communities and learn the lingo. Start with your university and industry groups.



8

**Collect diverse recommendations.**

The best profiles have at least one recommendation for each position a person has held. Recruiters are most impressed by recommendations from people who have directly managed you.

9

**Claim your unique LinkedIn URL.**

To increase the professional results that appear when people search for you online, set your LinkedIn profile to "public" and create a unique URL (e.g., [www.linkedin.com/in/JohnSmith](http://www.linkedin.com/in/JohnSmith)).



10

**Share your work.**

You can also add actual examples of your writing, design work, or other accomplishments on your profile, where you can share rich media or documents. What better way to sell your skills than to show employers exactly what you can produce?


**LinkedIn**™
**Get a Great Profile.**

Get going at [www.linkedin.com](http://www.linkedin.com)



# LinkedIn Profile Checklist

☐ **PHOTO:** It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

☐ **HEADLINE:** Tell people what you're excited about now and the cool things you want to do in the future.

☐ **SUMMARY:** Describe what motivates you, what you're skilled at, and what's next.

☐ **EXPERIENCE:** List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

☐ **ORGANIZATIONS:** Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

The screenshot shows a LinkedIn profile for David Xiao. The header includes the LinkedIn logo, a search bar, and the text "Search for people, jobs, companies, and more...". The profile picture is a headshot of David Xiao. The headline reads "David Xiao" followed by "Econ Major and Aspiring Financial Analyst" and "San Francisco Bay Area | Financial Services". Below this, it lists "Previous" as "Berkeley Ventures" and "Education" as "University of California, Berkeley". There are buttons for "Improve your profile" and "Edit Profile", and a connection count of "153 connections". The background section is titled "Background" and contains a "Summary" section with a brief bio and a "Experience" section listing a "Venture Capital Internship" at Berkeley Ventures. Below the experience section, there is a photo of a presentation titled "INTRODUCTION TO VENTURE CAPITAL" and a description of it. The "Organizations" section lists "Berkeley A Capella" as a "Lead Singer" from March 2012 to the present.

Continued >>

☐ **EDUCATION:** Starting with college, list all the educational experiences you've had - including summer programs.

☐ **VOLUNTEER EXPERIENCE & CAUSES:** Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

☐ **SKILLS & EXPERTISE:** Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

☐ **HONORS & AWARDS:** If you earned a prize in or out of school, don't be shy. Let the world know about it!

☐ **COURSES:** List the classes that show off the skills and interests you're most excited about.

☐ **PROJECTS:** Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

☐ **RECOMMENDATIONS:** Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

## Education

**University of California, Berkeley**  
Economics, B.A.  
2010 – 2014 (expected)



## Volunteer Experience & Causes

### Big Buddy

Skyline High School

September 2012 – May 2013 (9 months) | Education

Mentored an Oakland high school student through the college application process, helping him get into his dream school.



## Skills & Expertise

Most endorsed for...

12	Economics	
11	Start-ups	
10	Due Diligence	
10	Venture Capital	
10	Management	



## Honors & Awards

### The Achievement Award Program

UC Berkeley

Four-year scholarship awarded to community-minded students with a proven track record of academic success.



## Courses

### University of California, Berkeley

- Microeconomic Theory (Econ 101A)
- International Monetary Economics (182)
- Public Economics (230A)



## Projects

### Venture Capital Financing in India

May 2013

For our international Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.

5 team members



**David Xiao**

Econ Major and Aspiring Financial Anal...



**Paul Smith**

Student at UC Berkeley

## Recommendations

Received (2) ▾

### Venture Capital Internship

Berkeley Ventures



**Tim Lee**

Partner

“David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

We don't normally hire undergrads as interns but after working with David, we will again!

November 13, 2013, Tim managed