



# CREATING A PROFILE

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Bryant University

Amica Center for Career Education

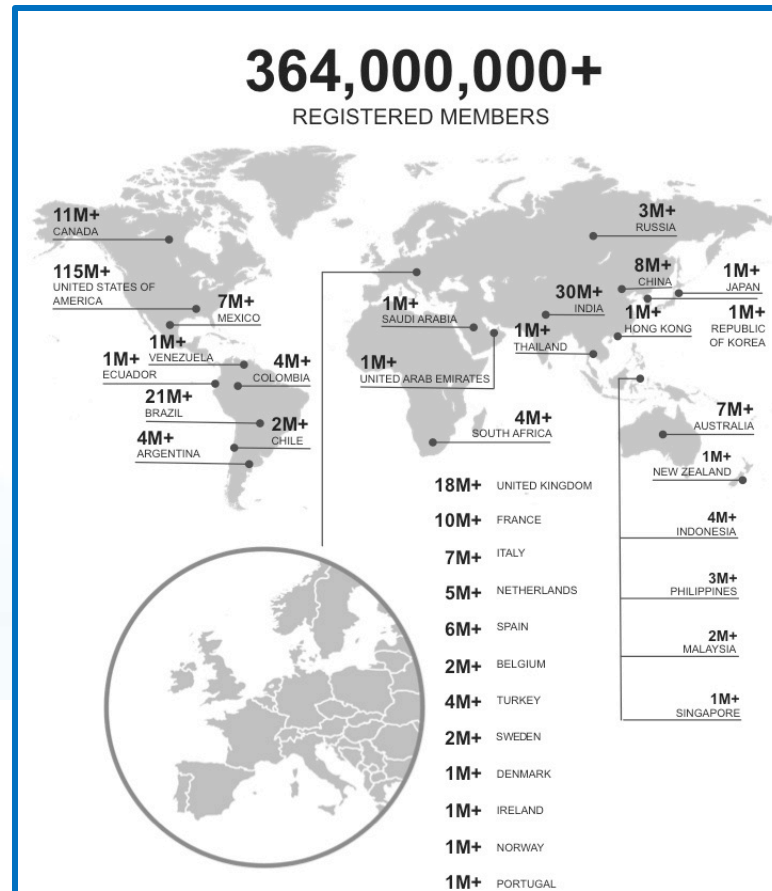


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# Why Use LinkedIn?

- Build your professional identity
- Make global connections
- Find internship & job opportunities
- Research & follow companies
- Get the latest news & insights you need to be great at what you do



# Building Your LinkedIn Profile

## #1 Start with your Heading & Photo

*Make sure your heading represents who you are, what you're excited about and/or what you want to do in the future.*

### Example




Kacie Galligan · 1st

Dedicated Honors Student Seeking Advice From Sales Professionals & Professionals in the Management Industry

Providence, Rhode Island Area · [500+ connections](#) · [Contact info](#)

 LASALLE BAKERY

 Bryant University

Profile Strength



Profile Strength



Profile Strength



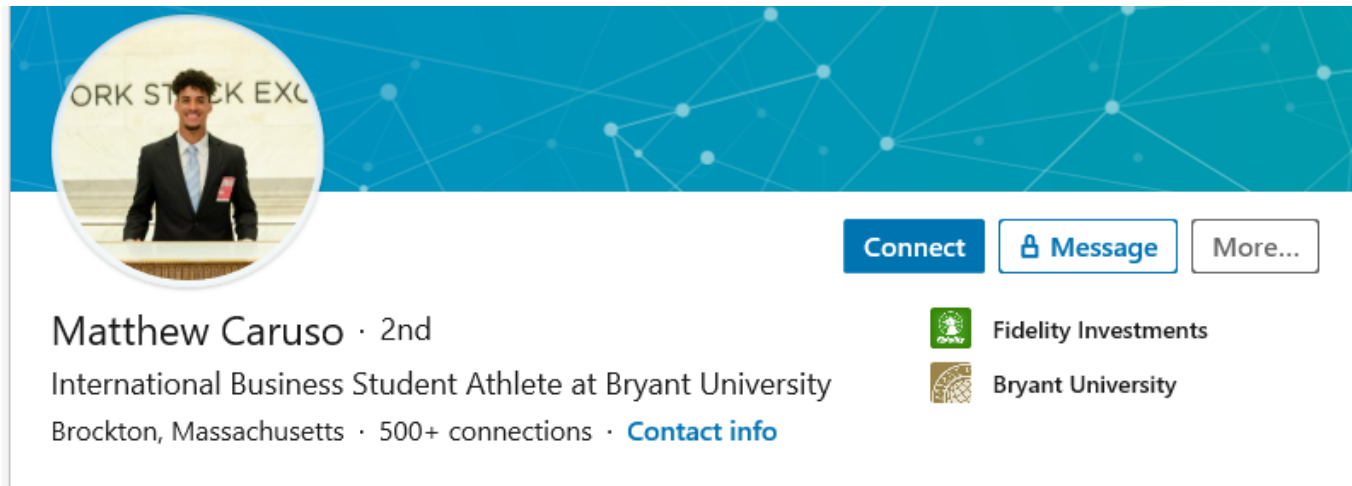
Profile Strength



Profile Strength





# Use skills and characteristics to describe yourself



ORK STOCK EXC

**Connect** **Message** **More...**

**Matthew Caruso** · 2nd  
International Business Student Athlete at Bryant University  
Brockton, Massachusetts · 500+ connections · [Contact info](#)

 Fidelity Investments  
 Bryant University

Fill in the ABOUT section!

## connections

Matthew both know Chelsea Parkes, Mihir Jain, and 12 others

## About

Highly motivated and hard-working student with excellent leadership, communication, and problem-solving skills. Interested in all aspects of business including procurement, sales, marketing, global communications, compliance, investments and management. Highly motivated individual with great work ethic and exceptional adaptability to any task or situation.



1MATTHEW  
CARUSO\_RevisedRESUM

# More examples

Describe what motivates you, what you're good at and what's next.

Example: My travels and study of International Business have made me well aware of cultural differences and I have gained expertise in optimizing efficiencies in cross-cultural communications. I am in search of an innovative company with an exquisite corporate culture and team based environment where I can work collaboratively on making changes for a better and brighter business, world and future.

Example: Focused. Results- Driven. Unique. I am a Biology student at Bryant University, which has given me a distinctive set of skills from both the College of Business and the College of Arts and Sciences. I have already learned how to make a business plan, manage teams and create marketing strategies that enhance my biology education. My ability to create teams of people with diverse skills, interests and backgrounds and have them work together toward a common goal is a skill I've developed through managing large scale events and projects. I hope to further my education in the sciences through research internships and volunteer opportunities.

# Add your Experience

List Internships and experiences relevant to the position you are seeking. Be sure to upload examples of your work.

## Public Relations Intern

Duffy & Shanley

September 2015 – December 2015 (4 months)

At Duffy & Shanley, I am responsible for creating media lists, managing client clippings, conducting research, and updating fact sheets for clients. From clients like Foster Grant to AT&T to Motorola, I've written many creative pitches and Twitter parties for bloggers and television networks. At Duffy & Shanley, I've learned a lot about blogger relations and successfully getting content picked up and published.

## Public Relations and Social Media Intern

CCA Global Partners

May 2015 – August 2015 (4 months) | Manchester, NH

As the Public Relations & Social Media Intern, I primarily support Carpet One Floor & Home's PR team by writing consumer facing press releases, magazine articles, blog posts, and social media content. I also collaborate with team members to manage national social media accounts and work on materials to support the company's cause-related programs. In addition to this, I've had the opportunity to work with a group of interns on a project to develop a new initiative for CCA that could improve the company.

Duffy&Shanley



## Marketing Intern

Restored by Design

January 2014 – April 2015 (1 year 4 months) | Providence, Rhode Island Area

- Create marketing material and online marketing content to build brand awareness
- Coordinate social media marketing channels
- Strategy and execution of social media tactical plan
- Assist at runway shows including StyleWeek Northeast in Providence and Boston Fashion Week
- Design handmade headpieces for runway shows and style collaborations



Headpiece Designs & Collaborations



Bridal Headpiece Design

# More examples



## Procurement Systems and Operations Intern

Citizens Bank

May 2019 – Aug 2019 · 4 mos

Johnston, RI

- Performed data analysis between systems integrations on a regular basis to identify issues across multiple platforms
- Conducted analysis of expenses throughout the bank by analyzing invoices over an 18-month period, and collaborated with finance and risk teams to ensure spending was within budget and compliant with federal regulations
- Collaborated with Sourcing and Systems teams to complete a project plan and begin implementation for an Ariba End to End transformation using AGILE training methods

[see less](#)

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## Operations Management/Inside Analyst

Price Right USA, Inc.

Jun 2015 – Dec 2017 · 2 yrs 7 mos

Greater New York City Area

- Facilitated day to day activity within the company, including pricing lists, inventory, shipping logistics and interaction with vendors
- Monitored market trends through the use of excel, tableau and python, allowing company to find best times to sell certain products and make crucial decisions in regard to inventory, decreasing excess cost by 15%
- Initiated the beginning stages of selling products on online marketplaces such as Amazon and eBay

# Add your Education

Include your degree, major, concentration, minors, GPA , involvement, honors/awards and projects.



Education

## **Bryant University**

Bachelor of Business Administration (BBA), Entrepreneurship/Entrepreneurial Studies, Marketing, Communications  
2012 – 2016



Education

## **Bryant University**

Bachelor of Science in Business Administration, Marketing with a concentration in Applied Analytics, 3.9 (Major and concentration)  
2012 – 2016



Major: Marketing

Concentration: Applied Analytics

Cumulative GPA: 3.33 Dean's List, President's List

Major and Concentration Cumulative GPA: 3.9

- Sophomore International Experience, New Zealand and Australia, May 2014
- Bryant Marketing Association, Member
- American Marketing Association Member

Activities and Societies: [Bryant Women's Lacrosse team](#), [Bryant Marketing Association](#)

▶ 4 projects



# Skills

- Add at least 25 **skills**.
- Then, your **connections** can endorse you for the things you're best at.

## Skills & Endorsements



Leadership · 8



Endorsed by Nyatasha Jackowicz and 1 other who is highly skilled at this



Sales · 6



Endorsed by Patrick Foley, who is highly skilled at this



Conflict Management · 4

Samuel Dulieu and 3 connections have given endorsements for this skill

[Show more](#)

# Additional Resources



Bryant has a subscription to LinkedIn Learning **USE IT!**

- Optimize your LinkedIn profile for recruiters ([Video](#))
- Rock Your LinkedIn Profile ([Video](#))
- Publishing on LinkedIn for College Students and Young Professionals ([Video](#))



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# For Questions Contact: Amica Center for Career Education

*Located in the Unistructure across from Financial Aid*

**Phone:** (401) 232-6090

**Email:** [aames1@Bryant.edu](mailto:aames1@Bryant.edu)

**Website:** <http://career.bryant.edu/>

**Hours:** Monday-Friday 8:30AM - 4:30PM

## Quick Questions:

Monday – Friday 1pm – 3pm in the Amica Center *plus*

Tues/Wed – 4pm – 6pm in Fisher Center 2<sup>nd</sup> Floor

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