



PART 1: CREATING A PROFILE

Bryant University

Amica Center for Career Education



Why Use LinkedIn?

- Build your professional identity
- Make 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

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

Example



David Xiao ← Heading

Econ Major and Aspiring Financial Analyst
San Francisco Bay Area | Financial Services

Previous: Berkeley Ventures
Education: University of California, Berkeley

[Improve your profile](#) [Edit Profile](#) ▼

153 connections

Add a Professional Photo



The image shows a LinkedIn profile card for David Xiao. On the left is a professional headshot of a young man with dark hair, wearing a dark sweater over a white collared shirt. To the right of the photo, the name "David Xiao" is displayed in bold. Below the name, his current title "Econ Major and Aspiring Financial Analyst" and location "San Francisco Bay Area | Financial Services" are listed. Further down, his previous employer "Berkeley Ventures" and education "University of California, Berkeley" are shown. At the bottom left of the profile card are two buttons: a blue "Improve your profile" button and a grey "Edit Profile" button with a dropdown arrow. At the bottom right, it shows "153 connections".

Photo should be professional and good quality.

*Just use your cellphone camera in front of a plain background or
Watch for our **LinkedIn photo booth** at the Fall Career Fair.*

Add your Experience

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



Experience

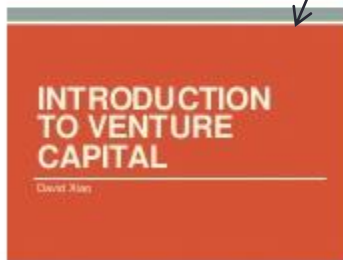
Venture Capital Internship

BERKELEY VENTURES

Berkeley Ventures

May 2013 – September 2013 (5 months) | Berkeley, CA

Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.



A presentation I gave to my classmates, based on what I learned at Berkeley Ventures

Add your Education

- Include your degree, major, concentration, minors.
- Include high school, if it will **add value** to your profile.

Examples:

- Elite school with name recognition
- 1st or 2nd year student without a lot of college experience



Education

Bryant University

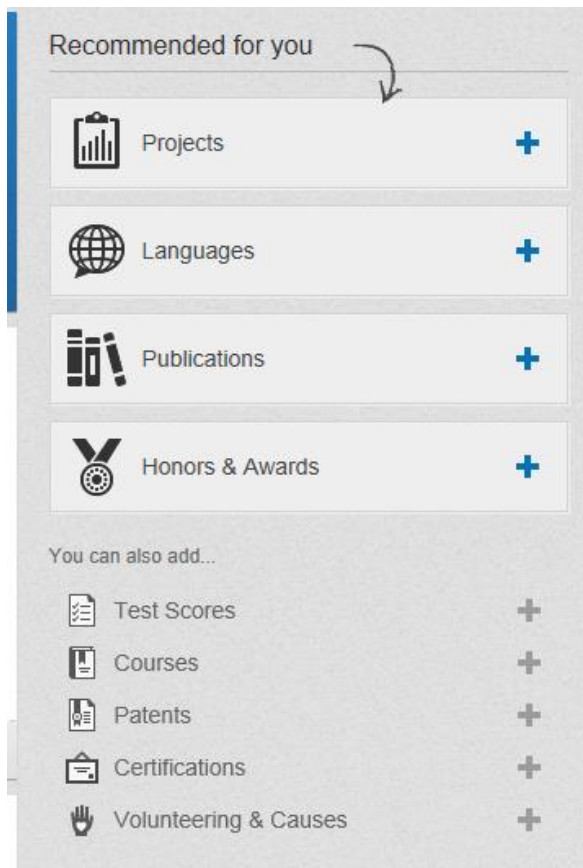
Bachelor of Science in Business Administration, Majoring in Management with a Double Minor in Communication and Marketing

2010 – 2014




Other Categories

- Build your profile with these category sections:



- Move (drag) sections using the double arrow icon.
- Make sure the information that is most related to the position you are seeking is closer to the top of your profile.

 Organizations

[+ Add](#) 

Additional Organizations [Edit](#)

Contributor, [EACE Bridges Blog](#), [Eastern Association of Colleges and Employers \(EACE\)](#), [National Career Development Association \(NCDA\)](#), [Rhode Island Career Consortium \(RICC\)](#), [Career Counselors Consortium \(CCC\)](#)

Skills

- Add at least 5 key **skills**.
- Then, your **connections** can endorse you for the things you're best at.



Skills & Expertise

Most endorsed for...

12 Economics

11 Start-ups

10 Due Diligence

10 Venture Capital

10 Management



Recommendations

- Ask Internship Supervisors, Professors or Classmates (who've worked with you) to write a recommendation. This gives extra credibility to your strengths and skills.

Social Media Assistant

Amica Center for Career Education at Bryant University

August 2012 – Present (2 years)

- Create axisTV advertisement PowerPoint slides for the center, its resources, and its programs
- Maintain a weekly internship blog
- Manage Pinterest account
- Assist in the managing of the Facebook and Twitter accounts
- Create and implement contests

▼ 1 recommendation



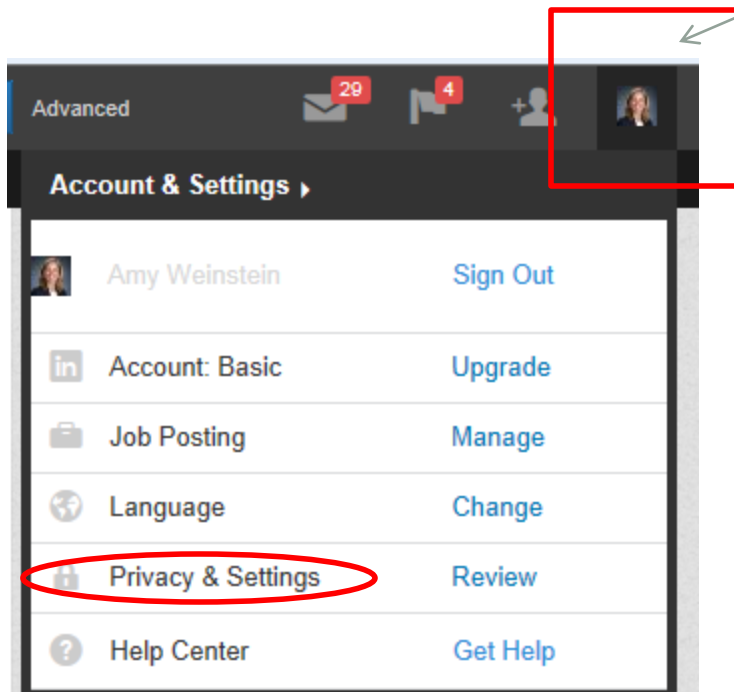
Amy Weinstein

Assistant Director, Career Center, Bryant University

Jessica's work has been outstanding. She is creative, enthusiastic and very hard working. Jessica has initiated social media contests for the Bryant University Career Center, including a dress for success Instagram contest to promote our Career... [View ↓](#)

Privacy Settings

- To access, hover your mouse over your photo in the upper right hand corner, click on “Privacy & Settings”



Why do I need Privacy Settings?

- Turn on/off activity broadcasts
 - Let people know when you make changes to your profile
- Manage your recommendations


Ask for recommendations

Ask your connections to recommend you

- 1 What do you want to be recommended for?

Choose...
[Add a job or school]

- 2 Who do you want to ask?

Your connections: 
You can add 200 more recipients

- 3 Create your message

From: Amy Weinstein
aweinstein@bryant.edu

Subject: Can you recommend me?

I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know.

Thanks in advance for helping me out.

-Amy Weinstein

- “Edit your Public Profile”
 - **Customize** your public profile URL
 - Add your LinkedIn URL to your resume!

Your public profile URL

Your current URL

www.linkedin.com/in/weinsteinamy

[Customize your public profile URL](#) • [View your public profile](#)

Profile Badges

Create a profile badge to promote your profile like this:

View my profile on 

Additional Resources

- [Top 5 Profile To-Do's](#) (video)
- [Why Be LinkedIn](#) (video)
- [Building a Great Student Profile](#)
- [LinkedIn for Students](#)



LinkedIn Profile Checklist

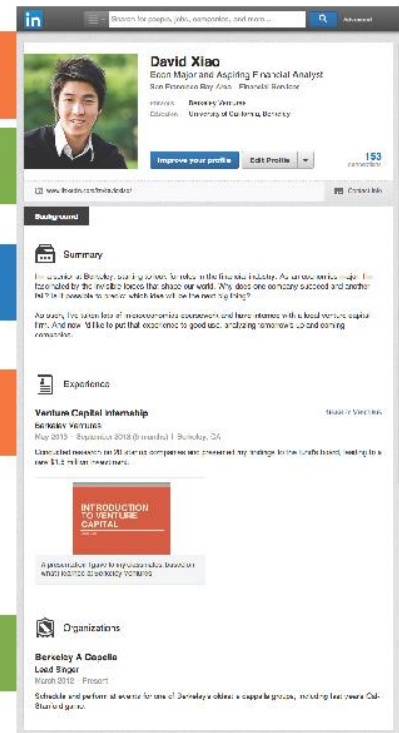
PHOTO: It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

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.



Continued >>

For Questions Contact:

Amica Center for Career Education

Located in the Unistructure, next to Salmanson Dining Hall

Phone: (401) 232-6090

Email: careers@bryant.edu

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

- [Bryant Career Connection \(BCC\)](#)
- [Events Calendar](#)

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

