



Writing Your LinkedIn About Section

The About section is your opportunity to expand on your experience, explain the career you have chosen, and clarify why you are a fit for these roles.

Below are some tips for writing your About section and what to include in your profile.

- You have up to 2,600 characters in this section so feel free to elaborate, using short paragraphs.
- Add in skills, key words, and past job titles that align with the positions/industries you're interested in. These key words or phrases are likely what hiring managers or recruiters will use to find candidates and adding them to your profile will be in their search results.
- Utilize buzz words, marketable skills, and values to create interest from potential recruiters and hiring managers.

What areas or things would you like to include in this section?

Brainstorm the types of information you want to include in the About section. Think about your experience, including unpaid positions and volunteer experience. Consider academic or personal projects that demonstrate knowledge and marketable skills in your areas of interest. Include leadership roles and your participation in athletic, academic, and philanthropic organizations.

NOTES: (please write a few sentences for your About section using the notes you brainstormed above)

SAMPLE ABOUT SECTIONS:

*This first example provides a little more personal insight/connection in the About section.

I am an empathetic, strategic, and positive experienced Career Counselor, Event Coordinator, Sales Associate, and Executive Recruiter with a demonstrated history of providing top-notch service for clients, candidates, students, and alumni. As a professional, I am passionate about and love to build long-lasting relationships.

In my role at the Texas Tech University Career Center, I am excited to utilize my skills on the Student Development team to assist past & present fellow Red Raiders in all things personal and professional. I exhibit strong professional skills in Communication; Microsoft Office Suite – Excel, Word, PowerPoint; and Outlook; Management; Marketing; Customer Services; and Career Development. I have in-depth knowledge of social media channels to connect with current and future students or clients.

*The next example provides a more straight-forward, in-depth professional example.

Working one-on-one with clients, I provide career coaching to students and alumni of Texas Tech University. I work diligently to help them identify their career goals and the steps that must be taken to achieve those objectives. As a generalist, I work with all students and all majors to provide assistance that will move them closer to attaining their continued educational or career goals.

Experienced in working with incoming freshmen all the way to graduate students and alumni. I assist students with essays and personal statements that directly impact their success in gaining admission to professional, law, and medical schools.

Specialties: Career coaching, resume reviews, cover letters, personal statements, mock interviews, and assessments