How to Build the Perfect LinkedIn Profile

Picture
- Use a professional-like close-up shot of your smiling face
- Avoid boats, pets, girlfriend or mystery hands on your shoulder in your picture
- Tip: CMC offers professional headshots

Experience
- Summarize your roll and KEY contributions
- Avoid a resume-like breakdown of everything you have accomplished

Skills & Expertise
- List at least 10 of your core skills to setup others to endorse you
- Start to endorse others first to receive the return favor

Education
- Expand on your degrees to tie in relevant keywords
- Stop listing your high school no matter how old you are

Recommendations
- Secure as many as you can from current and past contacts
- Give direction and tell your recommenders what to say about you.

Your Picture

Headline   (120 characters)

LinkedIn.com/in/YourName

BACKGROUND

SUMMARY   (2,000 characters)

EXPERIENCE   (2,000 characters per pos.)

PUBLICATIONS   (2,000 characters)

SKILLS   (50 skills, 61 characters)

EDUCATION   (100 characters per school)

ADDITIONAL INFO   (1,000 characters)

HONORS & AWARDS   (1,000 characters)

RECOMMENDATIONS

Headline
- Use this space for your summary headline instead of your job title
- Describe YOU as if this were a headline in a newspaper or a title of a book

URL
- Customize this URL to make it easily shareable and avoid those ugly numbers at the end of your profile
- Use your profile name

Summary
- Humanize the story of YOU to say who you are and what you have done — and speak in the first person
- Include your email, Twitter handle and blog URL at the top of the summary area

Publications
- List your blogs, papers and anything published

Additional info
- List alternate ways for others to get in touch with you

Honors & Awards
- List them!

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.

Search for people, jobs, companies, and more...   Advanced

David Xiao
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

www.linkedin.com/in/davidxiao/   Contact Info

Background

Summary

I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing?

As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies.

Experience

Venture Capital Internship
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.

BERKELEY VENTURES

INTRODUCTION TO VENTURE CAPITAL
David Xiao

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

Organizations

Berkeley A Capella
Lead Singer
March 2012 – Present

Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.

☐ 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)

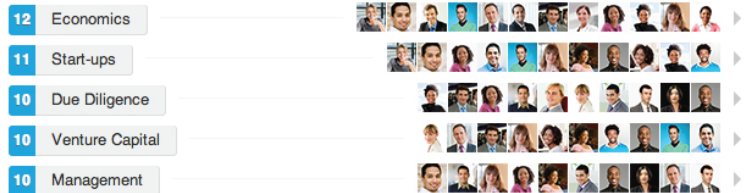### Volunteer Experience & Causes

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

Want more LinkedIn tips for students? Check out **students.linkedin.com**

Linked in ™

LinkedIn®

The LinkedIn Alumni Tool

You + **Alumni Tool** = **Career Ideas**

There's no better place to launch your career

And we can tell you where people who went to your school are and what they're up to. Whether you're a student or recent graduate, the Alumni Tool can help you make academic and career choices based on the actual paths of alumni.

Explore alumni career paths from more than

23к colleges and universities worldwide

A Career Planning Resource for Students Unlike Any Other

Gathered from the profiles of hundreds of millions of members, LinkedIn's Alumni Tool lets you explore alumni career paths from more than 23,000 colleges and universities worldwide – and build relationships that can help you along the way.

Explore Any Way You Want

Explore your own school (or any other) to see where graduates live, the organizations they work for, and the types of jobs they've had. You can also narrow down by date range, what they studied, what they're skilled at, and how you're connected on LinkedIn. Just click on any bar in the Alumni Tool to drill down into specific careers, employers, locations, major, skills, or degree of connection.
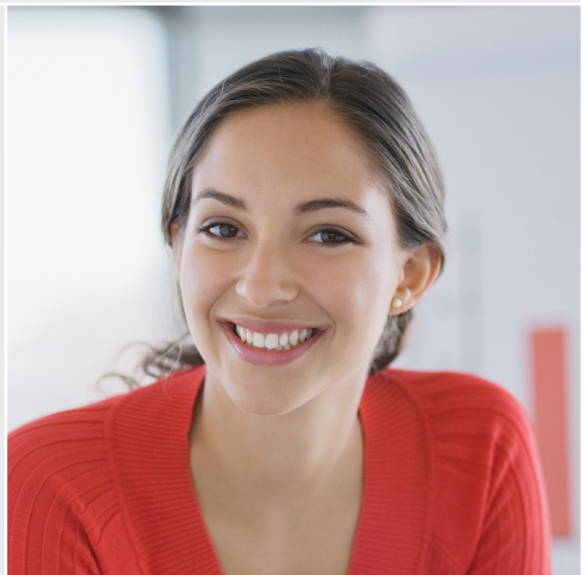
1

Choosing a college or graduate program?

Use the Alumni Tool to see which schools place graduates in the types of jobs you want. Search for a school you're interested in, select a relevant field of study, and you'll get a top 25 list of employers that have hired graduates. Click on the names below that to see the paths they took from school to their current positions.

University of California, Los Angeles

Share:

Attended ▾ | 1900 ⬍ to 2020 ⬍ | ☑ Include people with no dates | Change school ▾

Where they live		Where they work	
United States	184088	UCLA	3167
Greater Los Angeles Area	91770	Los Angeles Unified School District	838
San Francisco Bay Area	25773	Kaiser Permanente	657
Orange County, California Area	12356	Northrop Grumman Corporation	572
Greater New York City Area	6911	Google	547

See more | 🔍

Add any company 🔍

See more

Your schools
Southern Illinois University Carbondale, 2008-2010

Similar schools
University of Southern California
University of California, Berkeley
University of California, Santa Barbara
University of California, Irvine
Cornell University
Boston University

Browse by name 🔍

203,238 students & alumni found ☐ Hide my connections | Search profiles 🔍

Sarah Walter (1st)
Researcher (UX, Ethnographer)
San Francisco Bay Area
'99
Send Message | 34 shared connections

Julian Hsu (2nd)
Software Engineer at Google
Orange County, California Area
'00
⊕ Connect | 1 shared connection

Vikas Jha (2nd)
CEO@Recruiting LA
'08

Rob Lojek (2nd)
Technology Private Equity
'01

University of California, Los Angeles

Share:

Attended ▾ | 1900 ⬍ to 2020 ⬍ | ☑ Include people with no dates | Change school ▾

What they studied		What they're skilled at		How you are connected	
Social Sciences	25532	Microsoft Office	11400	1st Connections	0
Business, Management, Marketing, and	20897	Public Speaking	10697	2nd Connections	235
Engineering	14943	Microsoft Excel	9534	Group Members	421
Economics	10029	Social Media	8780	3rd + Everyone Else	202593
Visual and Performing Arts	9389	Strategic Planning	8018		

Add any field of study ✕ | See more 🔍

See more

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2

Planning your academic path?

The Alumni Tool is a great resource for thinking through what to major (or minor) in, and skills and certifications that will help you in the working world. Check out 'What they studied' and 'What they're skilled at,' for example. Learn from those who have gone before you.

3

Starting your job hunt?

Let's say you have a specific company in mind you'd like to work for. Use the Alumni Tool to find graduates of your school – and with your major – who work there now. Compare their skills to your own and see where you might need to bulk up. Many alumni want to help current students - reach out to them for an insider's perspective. It's a great way to get your foot in the door.

University of California, Los Angeles

Share:

Attended ▾ | 1900 ⬍ to 2020 ⬍ | ☑ Include people with no dates | Change school ▾

Where they live		Where they work		What they do	
United States	184088	UCLA	3167	Entrepreneurship	17949
Greater Los Angeles Area	91770	Los Angeles Unified School District	838	Education	16376
San Francisco Bay Area	25773	Kaiser Permanente	657	Media and Communication	14985
Orange County, California Area	12356	Northrop Grumman Corporation	572	Research	12003
Greater New York City Area	6911	Google	547	Engineering	11406

See more | 🔍

Add any company 🔍

See more

See more

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Get exploring

Get going at **www.linkedin.com/alumni**

Linked in®