

USING LINKEDIN— TIPS & TRICKS



ONE

PROFESSIONAL PHOTO

Select a high-quality, business professional head-shot of yourself.

HEADLINE

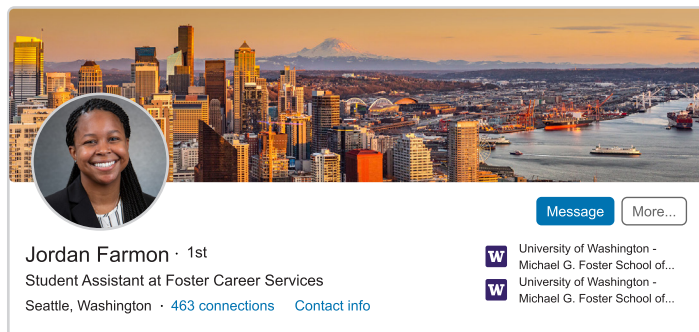
Write a short, memorable slogan for your professional brand or list your current position.

WEBSITE

Change your LinkedIn URL to match your name. It's totally free!

SUMMARY

Your summary statement should resemble the first few sentences of your best written cover letter. Be concise and confident about your qualifications and goals.



TWO

EXPERIENCE SECTION

Experience can include part-time jobs, internships, full-time jobs, and leadership roles. Use full sentences to highlight key job functions using numbers whenever possible. Your LinkedIn profile should not need to be a direct copy of your resume!



PRO TIP: Link the company's LinkedIn page to your account.

VOLUNTEER EXPERIENCE & CAUSES SECTION

Include any extracurricular clubs, volunteer work, or unpaid work experience you find relevant. Feel free to attach links, presentations, videos, etc. to showcase your work.

Experience



Career Peer Coach

University of Washington - Michael G. Foster School of Business

Jan 2017 – Present, 2 yrs 11 mos

Greater Seattle Area

Work with WordPress posting bi-weekly articles for Foster Career Center website interviewing 35+ students about work experiences. Give feedback to 15 students per week by editing/proofreading resume and cover letter content. Designed "Art of Storytelling" and "Relocating for Opportunity" slide

Volunteer Experience



Mentor

Young Executives of Color (YEOC)

Sep 2016 – June 2018, 1 yr 10 mos

Education

Supervise, support and encourage a group of approximately 10-12 high school mentees throughout a 9-month program. Mentees include students with a diversity of academic abilities, socioeconomic and ethnic backgrounds and underrepresentation.

THREE

EDUCATION SECTION

Be sure to include information about all institutions you have attended. Include you major. Study abroad and summer institutions are also important to include.

Don't be shy! If you have a strong GPA and/or honors/awards, note them as well.

Feel free to list activities, honor societies, and/or club memberships here.

Include relevant courses from within your major and outside of your major to showcase technical and soft skills you've gained.

Education



University of Washington - Michael G. Foster School of Business

Bachelor's Degree, Business Administration

Accounting

2016 – 2020

- Dean's List: 4 Quarters

- Diversity Minor

- Study Abroad Tahiti Summer 2013

- Freshman Direct Program Admit 2012 (1 of 200 students admitted to the Foster School as a high school senior)

Activities and Societies: UW Relay for Life, TEDxUofW, Husky Sales Club, Foster Student Ambassador, YEOC

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ACCOMPLISHMENTS

Include any scholarships, case competitions, or academic achievement.



PRO TIP: Don't include the award amount. Do not include how many people competed for the award if the information is available.

Accomplishments

2 Honors & Awards

Second Place at UW HFS Case Competition

Jan 2017 • Housing and Food Services

- Created a business presentation to improve the check-in process at Area 01, an entertainment center at University of Washington
- Examined the internal structure of Area 01 to streamline operational processes and improve customer experience
- Projected the cost of implementation, revenue and break-even point of these investments using appropriate financial assumptions

Dean's List

Awarded to students who receive a 3.5+ GPA for the quarter

SKILLS & ENDORSEMENTS

This section is an excellent place to include key words and phrases that a recruiter or hiring manager might type into a search engine to find a candidate like you.

Endorsements can be given by connections for top skills you've listed on your profile.

Skills & Endorsements

Add a new skill

[Take skills quiz](#)

Microsoft Excel - 17

Andy Rabiloy and 16 connections have given endorsements for this skill

Public Speaking - 14

Coco Wang and 13 connections have given endorsements for this skill

Leadership - 10

John Charlton and 9 connections have given endorsements for this skill

[Show more](#)

GROUPS

Joining groups is a smart way to strengthen the professionalism if your profile and show your desire to connect with people who have common interests. For example, search for "Foster Career Services" to be connected to peers and employers.



Foster Career Services Group, 340 members

Foster Career Services group is intended to serve as a professional resource for prospective students, current students, alumni, faculty, staff, recruiters, employers, and anyone else affiliated with the Michael G. Foster...

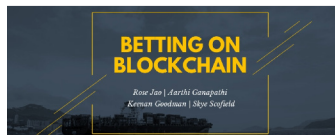


Foster School of Business Group, 3,126 members

The University of Washington Business School was founded in 1917. In 2007, the School became the Michael G. Foster School of Business in honor of \$50 million in contributions from the Foster Foundation.

ADDING MULTIMEDIA

Add examples of projects you've worked on like a presentation from a case competition or Capstone class. Include any videos, flyers, or links to other websites you find relevant.



GBCC Presentation 2017



Russell Investments Case Competition

COLLECT DIVERSE RECOMMENDATIONS

Endorsements from connections help build credibility. Try to have a recommendation for each position you have posted on LinkedIn. Ask professors, internship coordinators, employers and professional mentors for recommendations.

Recommendations

[Received \(1\)](#)

[Given \(1\)](#)



Zak Sheerazi
Associate Director
Foster Career Services

December 16, 2015, Zak managed Mindori directly

I have had the privilege of working with Mindori at the Foster Undergraduate Career Center for the past 1.5 years. As one of my peer coaches, Mindori has executed a variety of projects at a high level including starting a vlog, redesigning PowerPoints and implementing new workshops. Additionally, this year sh... [See more](#)