

# BUILDING A GREAT STUDENT PROFILE

SHOWCASE YOUR EXPERIENCE AND INTERESTS



## CRAFT AN INFORMATIVE PROFILE HEADLINE

Your profile headline gives people a short, memorable way to understand who you are in a professional context. Think of the headline as the slogan for your professional brand, such as “Student, National University” or “Recent honors grad seeking marketing position.” Check out the profiles of students and recent alums you admire for ideas and inspiration.

## USE A PROFESSIONAL PHOTO

LinkedIn is not Facebook. If you choose to post a photograph — and we recommend that you do — select a professional, high-quality headshot of you alone. That means no party photos, cartoon avatars, or cute pics of your puppy. Make sure to smile! Employers react more favorably to smiling faces.

## SHOW OFF YOUR EDUCATION

Include information about all institutions you’ve attended. Include your major and minor if you have one, as well as highlights of your activities. It’s also appropriate to include study abroad programs and summer institutes. Don’t be shy — your LinkedIn profile is an appropriate place to show off your strong GPA and any honors or awards you’ve won.

***Make sure to join the IC Alumni Group and Career Services at Ithaca College groups. They are great way to see exclusive content!***

## DEVELOP A PROFESSIONAL SUMMARY

Your summary statement should resemble the first few paragraphs of your best-written cover letter — concise and confident about your goals and qualifications. Include relevant internships, volunteer work, and extracurriculars. Present your summary statement in short blocks of text or bullet points for easy reading.

<b>Kevin</b> · 2nd Software Development Student   Seeking Full-Time Software Engineer Job  Java, PHP, JavaScript, C++  2020 Graduation
<b>Tristan</b> · 1st 3D Animator / Environment Artist / Digital Artist - Seeking Entry-Level Opportunity!
<b>Neelam</b> · 2nd Seeking Summer Internship for UI/UX and full stack development roles   Grad Student at University of



**Purdue University**  
School of Liberal Arts; Bachelor of Liberal Arts Degree, Public Relations  
2009 – 2013 (expected)  
Activities and Societies: Women In Communications, Center for Career Services Amassador, Boiler Gold Rush Team Leader, Liberal Arts Peer Partner, Marketing and Media Ambassador, John Purdue Club Host, Athletics Marketing & Promotions Intern

**Ben Davis High School**  
Honors Degree  
2006 – 2009  
I graduated in the top 10% of my class of approximately 853 students.  
Activities and Societies: BDTV: anchor/reporter Keyhole Yearbook: Editor in Chief

I’m a graduated MBA student at Mendoza College of Business, focusing on Finance & Investment, Business Analytics. I was selected to a team of top finance students to manage \$11 million long equities portfolio of the University of Notre Dame endowment.

I have over eight years working experience at a top-tier bank, 2 years on mortgage credit, and 5 years on corporate finance where I accumulated sufficient experiences of financial data analysis, business development, and client relationship skills. Also, I have a good command of data analysis tools, including SQL, Python, ForecastX, XLMiner, IBM/SPSS Modeler, and SAS Enterprise Mine.

In 2013, I created a new product which helped my client receive \$60 million in loans from Bank of China Seoul Branch.

## FILL "SPECIALTIES" WITH KEYWORDS

"Specialties" is the place to include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. The best place to find relevant keywords is in the job listings that appeal to you and the profiles of people who currently hold the kinds of positions you want.



## UPDATE YOUR STATUS WEEKLY

To stay on people's radar and to enhance your professional image be sure to "like" or comment on posts of connections that resonate with you. Tell people about events you're attending, major projects you've completed, professional books you're reading, or any other news that you would tell someone.



**Howard Cotton, SHRM-SCP, SPHR** · 1st  
Chief Marketing Officer and Business Intelligence at Genesee Valley Chapter of ...  
1mo

Today I officially received my Lean Six Sigma Green Belt certification. Over the years I've learned and practiced a number of different innovation methodologies. Lean Six Sigma was always a process I wanted to get certified in and now I am. Even if you're not working on a full blown LSS project you can still put the tools and processes to use in smaller scale activities. It's nice having this additional skill set in my tool kit. Always learning. Always improving. #greenbelt #innovation #leansixsigma #certification

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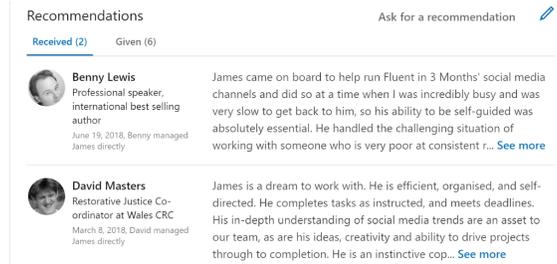
## SHOW YOUR CONNECTEDNESS WITH BADGES

Joining Groups and displaying the group badges on your profile are perfect ways to fill out the professionalism of your profile and show your desire to connect to people with whom you have something in common. Most students start by joining their university's LinkedIn group as well as the larger industry groups related to the career they want to pursue.



## COLLECT DIVERSE RECOMMENDATIONS

The most impressive LinkedIn profiles have at least one recommendation associated with each position a person has held. Think about soliciting recommendations from professors, internship coordinators and colleagues, employers, and professional mentors.



## CLAIM YOUR UNIQUE LINKEDIN URL

To increase the professional results that appear when people type your name into a search engine, set your LinkedIn profile to public" and claim a unique URL for your profile.

### Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/jenniferstill

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

Cancel Save

## SHARE YOUR WORK

Add examples of your writing, design work, or other accomplishments by displaying URLs or adding LinkedIn Applications. By including URLs, you can direct people to your website, blog, or Twitter feed. Through Applications, you can share a PowerPoint or store a downloadable version of your resume.

