

LinkedIn GUIDELINES

ELEMENT	CRITERIA
Profile Photo	<ul style="list-style-type: none"> <input type="checkbox"/> Friendly, approachable appearance <input type="checkbox"/> Can be professional headshot, quality photo taken with phone, or use Career Center's headshot photobooth
Headline	<ul style="list-style-type: none"> <input type="checkbox"/> Engaging, attention-grabbing headline <ul style="list-style-type: none"> • Reflection of personal brand • Summarizes goals/interests • Entices readers to explore your profile • Ex: "Aspiring advertising professional and motivated Villanova student"
About	<ul style="list-style-type: none"> <input type="checkbox"/> This section briefly: <ul style="list-style-type: none"> • Describes previous experience related to career goals • Emphasizes relevant skills, goals and accomplishments • Conveys direction, ambition and passion • Uses professional but personal "voice" • Contains keywords relevant to industry
Experience	<ul style="list-style-type: none"> <input type="checkbox"/> Includes all work experiences from resume <input type="checkbox"/> Features past jobs, internships as well as major, relevant projects/experiences that align with career goals <input type="checkbox"/> Descriptions encapsulate skills, duties and accomplishments from each role <input type="checkbox"/> Contains keywords relevant to industry
Organizations	<ul style="list-style-type: none"> <input type="checkbox"/> All clubs or organizations included with description of responsibilities/contributions and position title, if any
Education	<ul style="list-style-type: none"> <input type="checkbox"/> Full education history provided including institution(s), date(s), degree(s), honors and any study abroad experiences
Volunteer Experience & Causes	<ul style="list-style-type: none"> <input type="checkbox"/> All volunteer experiences or causes are added and are relevant to interest area, major, industry, personal brand, etc.
Skills & Endorsements	<ul style="list-style-type: none"> <input type="checkbox"/> Ten or more skills are listed and endorsed by others
Courses	<ul style="list-style-type: none"> <input type="checkbox"/> All relevant and important courses listed with full titles and dates to show specific knowledge base

ADDITIONAL CONSIDERATIONS

ELEMENT	CRITERIA
Recommendations	<ul style="list-style-type: none"> <input type="checkbox"/> Seek recommendations for any major jobs or internships listed <input type="checkbox"/> Request from former managers or supervisors
Interests	<ul style="list-style-type: none"> <input type="checkbox"/> Follow companies, thought leaders and groups relevant to career goals and industry focus
Connections	<ul style="list-style-type: none"> <input type="checkbox"/> Aim for over 100 quality connections <ul style="list-style-type: none"> • Peers, relatives, teammates, neighbors, professors, present and past supervisors, current and former colleagues, coaches, clergy, Villanova Alumni Group, etc.
Public Profile & URL	<ul style="list-style-type: none"> <input type="checkbox"/> Edit profile's visibility to contacts and public <input type="checkbox"/> Customize your profile URL for easier sharing with your network



LinkedIn Profile Checklist

PHOTO: You can use your cellphone camera in front of a plain background or use the Career Center's headshot photobooth. Wear a nice shirt and smile!

HEADLINE: Tell people what you're excited about now and the cool things you want to do in the future.

ABOUT/SUMMARY: Describe what motivates you, what you're skilled at, and what's next.

EXPERIENCE: List the jobs you held (even part-time) & any other relevant experiences (paid or unpaid) along with what you accomplished at each.

ORGANIZATIONS: Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

The screenshot shows a LinkedIn profile for David Xiao. At the top, there is a search bar and a navigation menu. The profile header includes a profile picture of David Xiao, his name, title 'Econ Major and Aspiring Financial Analyst', location 'San Francisco Bay Area', and industry 'Financial Services'. It also lists his previous company as 'Berkeley Ventures' and his education at 'University of California, Berkeley'. There are buttons for 'Improve your profile' and 'Edit Profile', and a '153 connections' badge. Below the header is a 'Background' section with a 'Summary' subsection. The summary text reads: '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.' Below the summary is an 'Experience' section featuring a job entry for 'Venture Capital Internship' at 'Berkeley Ventures' from May 2013 to September 2013. The description states: 'Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.' There is a thumbnail image of a presentation titled 'INTRODUCTION TO VENTURE CAPITAL' with the caption: 'A presentation I gave to my classmates, based on what I learned at Berkeley Ventures'. At the bottom is an 'Organizations' section with an entry for 'Berkeley A Capella' as 'Lead Singer' from March 2012 to Present, with the description: 'Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.'

Continued >>

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 or recognition 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

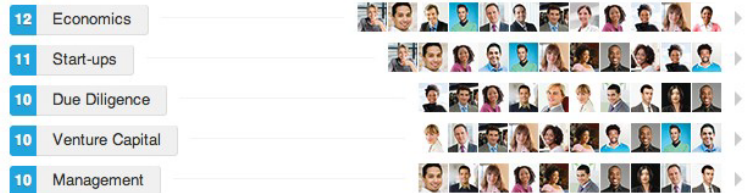
Skyline High School

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...



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