



# 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.

**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  
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.

**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.

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 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



# Building a Great Student Profile

Showcase your experience and professional interests on LinkedIn!

1

## Write an informative profile headline.

Your headline is a short, memorable professional slogan. For example, "Honors student seeking marketing position." Check out the profiles of students and recent alumni you admire for ideas.

2

## Pick an appropriate photo.

LinkedIn isn't Facebook. Upload a high-quality photo (your profile will be 7x more likely to be viewed) of you alone, professionally dressed. No party shots, cartoon avatars, or puppy pics!



3

## Show off your education.

Include all your schools, major(s) and minor, courses, and study abroad or summer programs. Don't be shy – LinkedIn is an appropriate place to show off your GPA, test scores, and honors or awards.

4

## Develop a professional Summary.

Your Summary statement is like the first few paragraphs of your best-written cover letter – concise and confident about your qualifications and goals. Include relevant work and extracurriculars.

5

## Fill "Skills & Expertise" with keywords.

This section is the place to include keywords and phrases that recruiters search for. Find relevant ones in job listings that appeal to you and profiles of people who have the kinds of roles you want.





6

**Update your status regularly.**

Posting updates helps you stay on your network's radar and build your professional image. Mention your projects, professional books or articles, or events you're attending. Many recruiters read your feed!



7

**Show your connectedness.**

Groups you join appear at the bottom of your profile. Joining some shows that you want to engage in professional communities and learn the lingo. Start with your university and industry groups.



8

**Collect diverse recommendations.**

The best profiles have at least one recommendation for each position a person has held. Recruiters are most impressed by recommendations from people who have directly managed you.

9

**Claim your unique LinkedIn URL.**

To increase the professional results that appear when people search for you online, set your LinkedIn profile to "public" and create a unique URL (e.g., [www.linkedin.com/in/JohnSmith](http://www.linkedin.com/in/JohnSmith)).



10

**Share your work.**

You can also add actual examples of your writing, design work, or other accomplishments on your profile, where you can share rich media or documents. What better way to sell your skills than to show employers exactly what you can produce?


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# Tailoring Your LinkedIn Profile to Your Goals

A perfect LinkedIn profile? No such thing. What you need is a profile that's perfectly you.

1

## Get clear on your audience.

Think about who you're trying to impress. Going after a high-tech start-up job? Write for entrepreneurial techie types. Unsure? Create a strong general profile that shows you're a professionally minded student who's eager to learn.

2

## Use the headline to broadcast your ideal job.

Your Summary headline doesn't have to be a job title. The best student headlines promote who you are and what you want to do after graduation. Stuff like "XYZ University honors student & aspiring public relations associate."



3

## Post a photo.

Profiles with photos get viewed much more often than those without. Pick a professionally appropriate headshot of you alone. No baseball caps, puppies or prom photos! (Bonus points for a smile.)

4

## Show some passion.

A LinkedIn profile is more than a resume. You can tell a story and be bold. Win points with employers for your enthusiasm about the job you want. For ex., you might begin your Summary with: "I'm a budding journalist who can hit the ground running in a newsroom."



5

## Include keywords.

Use keywords and phrases recruiters search for. Find examples from job descriptions you're going after, or profiles of people who have the jobs you want, and pepper them throughout the *Summary* and *Skills & Expertise* sections.

6

## Be smart about adding sections.

Complete the profile sections designed just for students, such as *Courses* (for anything related to your desired industry), *Volunteer Experience & Causes* (to help round you out), *Projects*, *Languages*, *Certifications*, *Organizations*, and more.



7

## Mention the most relevant experience.

The *Experience* section can and should include internships, extracurriculars, part-time positions, and volunteer work. But it's okay to leave off experiences you're no longer interested in or that don't fit with your current goals.

8

## Ask for recs and endorsements.

Request recommendations from bosses or teachers. Ask them to mention specific qualities and skills that align to your career goals. Even a short rec is better than nothing! Any of your connections can now also endorse skills for jobs you want.

9

## Join LinkedIn Groups that line up with your goals.

Group memberships appear on your profile, so even if you don't have experience, they show you're credible and are actively building a network in your desired field. Start by searching the groups directory.

10

## Check your work.

As a final step, ask a career counselor, friend or family member to review your profile. Ask if your reviewer can describe your goals just by looking at your profile. If the answer is no, then go back to the top of this list and start making some revisions!

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# Build Your Personal Brand on LinkedIn

In today's working world, your professional online brand is key. LinkedIn can help you build one. Here's how.

1

## Be authentic.

The best online identities are real, honest, and focus on what makes you unique and what you can offer. Personal branding is not about sales or spin.

2

## Create a distinctive profile headline.

Your LinkedIn headline is the first description that people will see. Make it count. Good headlines are clear, confident, and use terms people search for.



3

## Avoid clichés.

Words like "creative," "extensive experience," and "team player" appear on so many profiles that they're almost meaningless. Find unique ways to describe your skills.

4

## Be visible.

Stand out by updating your status with projects you're working on, stuff you're reading (and your opinions on them), and events you're attending. Your brand is not just who you are; it's what you do.



5

## Build brand associations.

You're judged by the company you keep. By building your LinkedIn network, you're building your personal brand. Connect with colleagues, classmates, and others.



6

**Add to your knowledge.**

Differentiate yourself by knowing your industry deeply. Read up on topics you care about (as a start, check out LinkedIn Today, Channels, and Influencers).



7

**Share in LinkedIn Groups.**

Every Group post you make and question you answer is an opportunity to market yourself and to build your credibility. Groups are also a great way to learn industry lingo.



8

**Be personal.**

Customize connection requests or any other message on LinkedIn to your recipient. People will appreciate the personal attention.

9

**Be consistent.**

Make sure all the pieces of your professional footprint are consistent and send the same message – from your LinkedIn profile to your resume to other social networks.



10

**Give generously.**

Helping others is a crucial way to build your own personal brand. Give advice, share job leads, provide endorsements, and congratulate people on their successes.


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# How to Communicate Effectively on LinkedIn

Ensure your messages, comments, and updates stand out from the crowd.

# 1

## Be authentic.

Communicate on LinkedIn the same way you would in professional interactions outside of LinkedIn. No need to be overly formal or change your style – be real, be you, but be professional.

# 2

## Customize your connection requests.

Instead of using the generic “I’d like to add you to my professional network on LinkedIn” message, tailor each request. Remind him/her where you met or explain why you want to connect. They’ll be more likely to respond.



# 3

## Be responsive.

Reply within a few days to connection requests, personal messages, or comments on group discussions you post. Stay on top of your LinkedIn inbox! This will keep you top-of-mind with people and opportunities.

# 4

## Research before reaching out.

Review a person’s profile before contacting him/her on LinkedIn. You’ll make a stronger connection by highlighting things you have in common or specific aspects of his/her experience you want to discuss.



# 5

## Be targeted and personalized.

Stay away from stuff like, “Hi everyone – I’m sorry for the mass message!” Your connections are more likely to respond to personalized messages. If you do want to announce something in a mass way, use a status update instead.

6

**Be careful with introductions.**

If you're asked for an introduction to someone in your network, remember that your reputation is on the line. Unless you're confident in recommending someone or you know the connection well, it's okay to politely refuse.



7

**Keep it short and sweet.**

In today's busy world, no one wants to read long, dense paragraphs on their computer or smartphone. Keep your profile summary, messages, group discussion postings, and recommendations clear and to the point.



8

**Proofread.**

Remember that everything you post on LinkedIn could be seen by a wide audience (even private messages could be forwarded or saved). Represent yourself well by double-checking spelling, grammar, style, and tone.

9

**Give more than you take.**

Balance your needs on LinkedIn with those of your connections. In addition to updating your own status and asking for help or connections, try commenting on other people's updates and helping with their requests.



10

**Always say thank you.**

When someone answers a question you've posted, provides an introduction, suggests a job, or otherwise helps you on LinkedIn, send him/her a thank you message. The golden rule applies online just as much as it does in person.


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# How to Network on LinkedIn

Get connected and get your career going.

# 1

## **100% complete = 40x more opportunities.**

Building connections starts with people seeing all you have to offer. Members with complete profiles are 40x more likely to receive opportunities through LinkedIn.

# 2

## **You're more experienced than you think.**

Think broadly about all your experience, including summer jobs, unpaid internships, volunteer work, and student organizations. You never know what might catch someone's eye.



# 3

## **Use your inbox.**

Networking doesn't mean reaching out cold to strangers. Start building your LinkedIn network by uploading your online address book (from your email account) and connecting to people you know and trust.

# 4

## **Get personal.**

As you build your connections, customize your requests with a friendly note and, if necessary, a reminder of where you met, who you met through, or what organization you have in common.



# 5

## **Join the "In" crowd.**

LinkedIn Groups can help you form new connections. Start with your school groups and reach out to alumni (they love to connect with students). Find volunteer organizations and associations you belong to.



6

**Lend a (virtual) hand.**

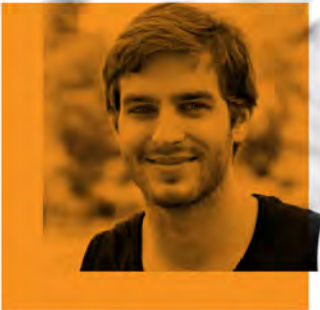
As you build connections, think about how you can support others. Comment on a classmate's status update or forward a job listing to a friend – your generosity will be returned!



7

**Update your status early and often.**

Networking isn't just about who you know; it's about who knows you. Stay on your network's radar by updating your LinkedIn status regularly – what you're reading, working on, and more.'



8

**Request informational interviews.**

As a student, don't ask professional contacts for a job. Instead, ask for a brief phone conversation to seek their job search advice. Alumni, family friends, and industry leaders are often willing to do so.

9

**Do your homework.**

Before an informational interview, a formal interview, or a networking event, use LinkedIn's Advanced Search and Company Pages to learn about the background and interests of the people you're meeting.



10

**Step away from the computer!**

Support your online networking with a real human touch. Set up calls, attend live events, and send snail mail notes to people you interact with on LinkedIn.

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# Using LinkedIn to Find a Job or Internship

LinkedIn is the place for students and recent grads to find jobs and internships. Here are some tips to get started.



# 1

## Become an expert.

Want to stand out and learn about industries you want to get into? Check out LinkedIn Today's news dashboard and Influencer posts for the top daily headlines, join Groups, and follow new industry-specific "Channels."

# 2

## Have a strong headline. Get noticed.

Your profile is not the place to be shy! Write a concise but descriptive headline like "XYZ University honors student & aspiring PR associate," "Entry-level creative professional," or "Finance major seeking investment banking internship."



# 3

## Include keywords.

Recruiters search LinkedIn for candidates. Use the key words and phrases they use. Find examples from job descriptions you're going after, or profiles of people who have the jobs you want, and pepper them throughout the *Summary* and *Skills & Expertise* sections.

# 4

## Take advantage of student profile sections.

Be sure to complete the profile sections designed just for students, such as *Courses*, *Projects*, *Languages*, *Certifications*, and *Organizations*. Keywords are good here too. Complete profiles get 40x more opportunities!



# 5

## Talk about all your relevant experience.

Experience doesn't have to be paid or full-time to be on your profile. Your *Experience* section can include internships, extracurriculars, part-time jobs, volunteer work, or projects that have given you real-world skills. You never know what might catch an employer's eye.

6

**Build your network.**

Grow your network by sending personalized LinkedIn connection requests to everyone you know – friends, family, neighbors, teachers, colleagues, classmates, and more.



7

**Ask your network for help.**

70% of jobs are found through networking. Once you connect, send customized messages (no mass emails!) to say you're job-hunting. Ask for advice, an informational interview, or if they know anyone in your desired field. Connect one-on-one and others will be willing to make the effort for you.



8

**Find "ins" where you want to work.**

Heard of LinkedIn [Company pages](#)? Visit them for organizations you want to work for and see if you're connected to anyone who works or has worked there. And check out LinkedIn's [Alumni Tool](#) to see what grads of your school are up to.

9

**Search the Student Jobs Portal.**

The Student Jobs Portal is just for you: It has all the entry-level job and internship postings on LinkedIn. Search by job role or review postings from featured companies. Apply for positions and the employer will be able to see your full LinkedIn profile.



10

**Get gutsy.**

Don't be afraid to reach out directly to a recruiter on LinkedIn. One strategy is to first apply to a position you want and then send a message to the recruiter who posted the opportunity (you can often find this information in the job posting). Good luck!

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