



LINKED IN CHECKLIST

COMPONENT	EXAMPLE	YOUR WORK
<p>Profile headline:</p> <ul style="list-style-type: none"> <input type="checkbox"/> 120 characters <input type="checkbox"/> Who you are 	<p><i>“Recent college grad with degree in biology looking for a pharmaceutical sales position”</i></p>	
<p>Your Summary</p> <ul style="list-style-type: none"> <input type="checkbox"/> 5 to 10 lines <input type="checkbox"/> Concise summary of what makes you unique; what you can do <i>FOR THEM</i> <input type="checkbox"/> Opportunity to display your marketable skills 	<p><i>“I am a recent college graduate with a degree in Biochemistry from ABC College. Although I enjoy the research aspect of my major, I found that I thrive in an environment where my analytical skills and problem solving skills are at the forefront. I am seeking a position in environmental consulting: I completed an internship in environmental research and won 2 awards in my case study class on the environment.”</i></p>	

<p>Photo:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Professional headshot (need not be professionally taken) 	<p>N/A</p>	
<p>Education:</p> <ul style="list-style-type: none"> <input type="checkbox"/> List all institutions you attended <input type="checkbox"/> Include your major, minor, GPA <input type="checkbox"/> Study abroad programs <input type="checkbox"/> Community service, extra -curricular activities <input type="checkbox"/> Academic awards 	<p><i>Regis College, Weston, MA B.A. Management with a concentration in communications; Fall, 2010, Study abroad program, University of Paris Cum laude; Senior class president</i></p>	
<p>Your Status</p> <ul style="list-style-type: none"> <input type="checkbox"/> Events you're attending <input type="checkbox"/> Projects completed <input type="checkbox"/> Books you're reading <input type="checkbox"/> Update no more than weekly 	<ul style="list-style-type: none"> <input type="checkbox"/> <i>Thesis complete! (include title)</i> <input type="checkbox"/> <i>Attending job fair on campus. Hope to talk to Google!</i> <input type="checkbox"/> <i>Just read "7 Habits of Highly Effective People"</i> 	
<p>Recommendations (2-3)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Professors <input type="checkbox"/> Internship Coordinators <input type="checkbox"/> Former supervisors <input type="checkbox"/> Mentors 	<p><i>"Jessica started working in our lab in the fall of 2010 as a Student Laboratory Assistant. Her work was outstanding and she was a role model for other students. My impression of Jessica, having supervised her for two years, is she is an</i></p>	

	<p><i>intelligent, meticulous, and extremely hard working researcher and will be a positive addition anywhere.”</i></p>	
<p>Experience</p> <ul style="list-style-type: none"> <input type="checkbox"/> List company name and location <input type="checkbox"/> List title and one sentence description of responsibilities <input type="checkbox"/> Create a bulleted list of quantifiable results 	<p><u><i>ABC Company</i></u> <u><i>Business Development Associate</i></u> <i>Responsible for new customer acquisition and lead generation:</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Second highest producing representative on a team of 10 associates</i> <p><i>Managed Social media presence:</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Twitter presence increased 40%; Facebook active users increased by 18%</i> 	
<ul style="list-style-type: none"> <input type="checkbox"/> Public Profile <input type="checkbox"/> Claim unique URL <input type="checkbox"/> Include URL in email signature 	<p>www.linkedin.com/in/yourname</p>	