



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.

The screenshot shows a LinkedIn profile for David Xiao, an Econ Major and Aspiring Financial Analyst. The profile includes a professional photo, a headline, a summary, an experience section with a video thumbnail, and an organizations section.

Profile Header: David Xiao, Econ Major and Aspiring Financial Analyst, San Francisco Bay Area | Financial Services. Previous: Berkeley Ventures, Education: University of California, Berkeley. 153 connections.

Background Section:

- 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 at Berkeley Ventures (May 2013 - September 2013, 5 months). Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.
- 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 Ana...
  **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

LINKEDIN MESSAGES

REQUESTING TO CONNECT

Dear Mr. Vader,

I am a USD environmental studies sophomore exploring careers in environmental compliance, and I found your profile through the USD alumni connections on LinkedIn. Would it be possible to schedule a short meeting or phone conversation with you to learn from your experience in the field? Thank you for your consideration.

FOLLOWING UP ON A JOB APPLICATION

Dear Ms. Thomas,

I am a communications studies junior at the University of San Diego, and I recently submitted my application for the Social Media Intern position that you posted on LinkedIn. I have met with Jane Smith and John Doe, who are University of San Diego alumni working in your organization, and they both strongly encouraged me to apply. I am very excited about the prospect of contributing my work to your social media marketing campaign. If you are able to provide a timeline of when I could expect to hear updates on my application, I would greatly appreciate it. Thank you so much for your time and consideration.

ASKING FOR AN INTRODUCTION

Dear Professor Walter:

I noticed that you are connected on LinkedIn with Ms. Jane Smith, a medical device sales representative from XYZ Company. As we discussed in the past, I am very interested in exploring sales careers related to the medical and surgical devices, and I believe there is much I can learn from Ms. Smith's experience. Would it be possible for you to connect me with her? I would really appreciate your help. Thank you for considering my request.

See page 42 for more tips on communicating with employers.