



tailor your profile • connect/network • search jobs/apply

Build your professional brand. Get noticed by your future boss and recruiters.

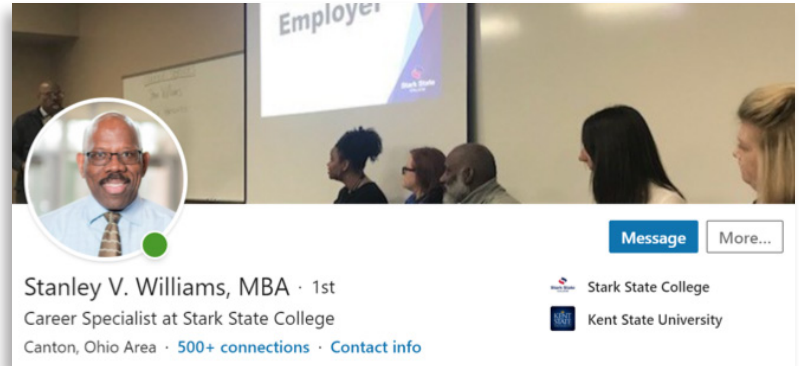
tailor your profile

Your first impression: Add photo

- photo should be professional - no selfies
- recent (not dated/old)
- you alone in the photo
- from the shoulders up
- neutral background

Add background behind photo: Action shot

- showing you in your element; demonstrating a skill (click edit pencil in right hand corner, parallel with headshot photo)



Create your headline: Get aspirational

- for students: year + major/minor + passion/area of interest/what you're seeking next (*internship? part-time job? Make sure to include the industry*)
 - *example 1: First year marketing major, passionate about social media marketing, seeking internship for summer 2020.*
 - *example 2: Engineering graduate excited about tech opportunities seeking an entry-level position.*
- once you're hired and you're no longer looking for a position, you may change the headline to your job title
- LinkedIn will automatically default to your most recent job title

Create your about section: tying it all together

Ties your experience, personality and top skills together. Very similar to your elevator pitch. *Don't have a good elevator pitch developed? Come see us in Career Services!*

Experience



Renewal Sales Representative

Diebold Nixdorf

Jan 2019 – Present · 1 yr 4 mos

Part of the Americas Banking Sales Operations Team, managed 2019 renewal cycle for \$35 million in service contract revenue for regional accounts in Canada, part of Great Lakes and Southeast

A well-developed elevator pitch will tell:

- what brought you to where you are now (choosing your major, going to college, etc.)
- what are you involved in now, learning now, that you are enjoying. What skills are you building?
- where do you want to go? What do you want to do in the future? Next? (Internship, study abroad, gain more experience in _____.)

Need help with your LinkedIn account?

Contact Career Services • call 330-966-5459 • email careerservices@starkstate.edu • visit M104



Develop your experience: Share your accomplishments

- this information comes from your resume (make an appointment with Career Services to have your resume reviewed)
- include internships, summer jobs, part-time, volunteer and unpaid work along with what you accomplished at each. Focus on skills learned, as opposed to tasks
 - *example: learning customer services skills as a cashier will be more important to employers than your ability to bag groceries*

Your education: Pivot into the professional world

- add your school, major and degree
- if you graduated with honors, include here

Your skills: How they find you

- include a minimum of five skills, whether learned in class or from jobs
- align skills with career path you're seeking
- include both your technical and soft skills

connect/network

Skills and endorsements

- it's important to give endorsements as well as receive them
- if you request an endorsement, offer to write one for that person

Map your future with the alumni tool

- find alums who work in jobs, companies and cities that interest you
- type your school's name in the LinkedIn search box. Click on your school. Choose the alumni tab underneath the name of the college.
- connect with alumni for help.

For example:

Dear John,
I found your profile through the SSC alumni network. I'm a current student and would like to talk with you about your path to Amazon. Amazon is my top choice employer for next year so I'd love to get your perspective.

Would you be available for a 20-minute phone conversation?

I look forward to hearing from you,
Sarah

Experience



Renewal Sales Representative

Diebold Nixdorf
Jan 2019 – Present · 1 yr 4 mos

Part of the Americas Banking Sales Operations Team, managed 2019 renewal cycle for \$35 million in service contract revenue for regional accounts in Canada, part of Great Lakes and Southeast territories. Provide support for account executives, service delivery managers, and internal cross-functional business units. Initiate coverage changes, assist with invoice discrepancies, prepare contracts and proposals.

- Achieved 101% of Q2, 104% of Q3, and 108% of Q4 retention goals in 2019
- Added \$382,000 to contract through cross/up-selling during four-month incentive period
- Secured first 5-year contract for a regional account in Canada
- Selected to lead bi-weekly team huddle as part of sales transformation initiative

Education



Kent State University at Stark

Bachelor of Arts - BA, Psychology
2020 – 2021



Stark State College

Associate of Arts - AA, Psychology
2018 – 2019

Skills & Endorsements



Training · 96



Endorsed by Marvin Montgomery (The Sales Doctor) and 8 others who are highly skilled at this



Endorsed by Thomas S. Fries and 2 other mutual connections



Leadership · 81



Endorsed by Xavier Lemon and 2 others who are highly skilled at this



Endorsed by Susan Dukeman and 5 other mutual connections



Coaching · 59



Endorsed by Marvin Montgomery (The Sales Doctor) and 1 other who is highly skilled at this



Endorsed by Susan Dukeman and 4 other mutual connections

17,858 alumni

Search alumni by title, keyword or company

Start year

1900

End year

2021

< Previous Next >

Where they live

+ Add

17,497 | United States

8,216 | Canton, Ohio Area

5,633 | Cleveland/Akron, Ohio Area

Where they work

+ Add

216 | Stark State College

194 | Summa Health

162 | Aultman Hospital

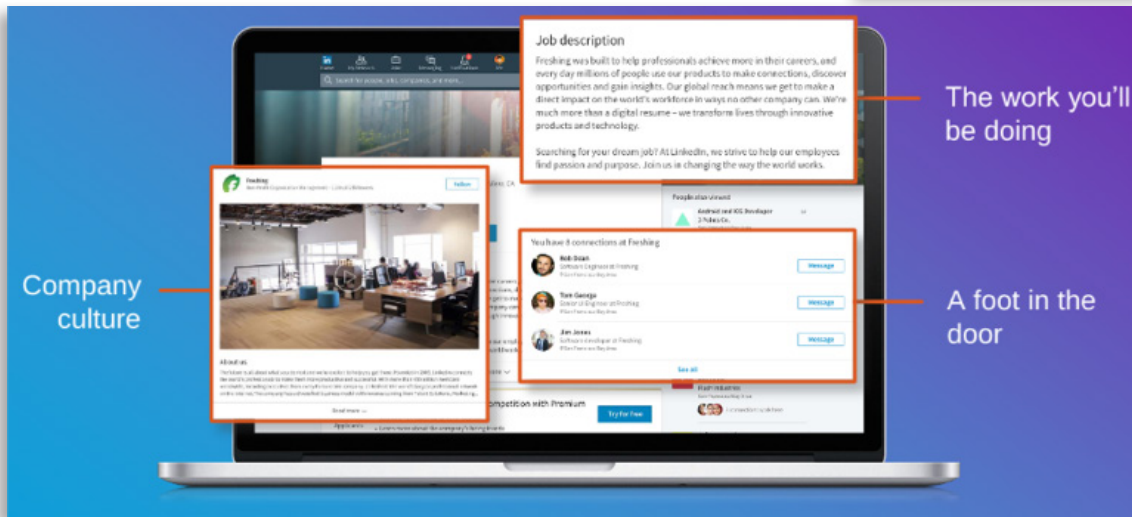
Getting a referral is still the best way to find a job

- the top way companies recruit is through employees referring people they know
- connect with people you know starting with friends, family, classmates, mentors, teachers and professors by inviting them to join your network.

Dear Professor Smith,

I very much enjoyed your Econ 201 class last year. It's actually what inspired me to major in Economics. May I add you to my network?

Regards,
Megan



<https://www.slideshare.net/linkedin/the-students-guide-to-linkedin>

Search for jobs/apply

- learn what's out there by searching job descriptions
- click on the jobs icon at the top of your LinkedIn screen
- find valuable information on the work you'll be doing, the company culture and find SSC graduates that work for the company
- utilize the set up job alerts feature to be the first to hear about new jobs in your field

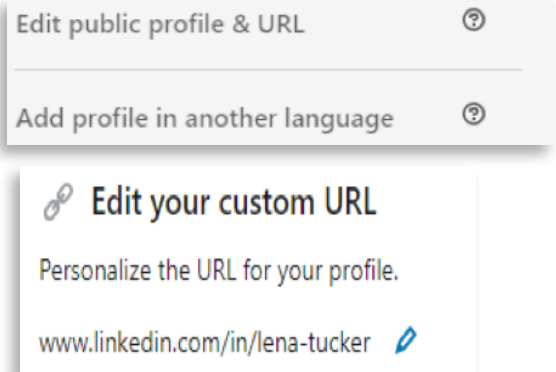
Additional information

As you're creating your profile, you can add information in the following areas:

- honors and awards
- projects
- courses you've taken to validate your skills/qualifications
- organizations

Customize/shorten your LinkedIn URL by removing the numbers and letters

- go to your public profile settings page
- in the top box on the right hand side, click on edit public profile and URL
- in edit your custom URL box, click on the pencil. Follow the instructions and save.
- if your first and last name is unavailable, because it's already in use, consider adding your middle initial.



Use the LinkedIn tool bar to ...

- manage your network: click on my network
- find a job or internship: click on jobs
- communicate effectively on LinkedIn: click on messaging
- improve your notifications: click on notifications