

# The power of LinkedIn

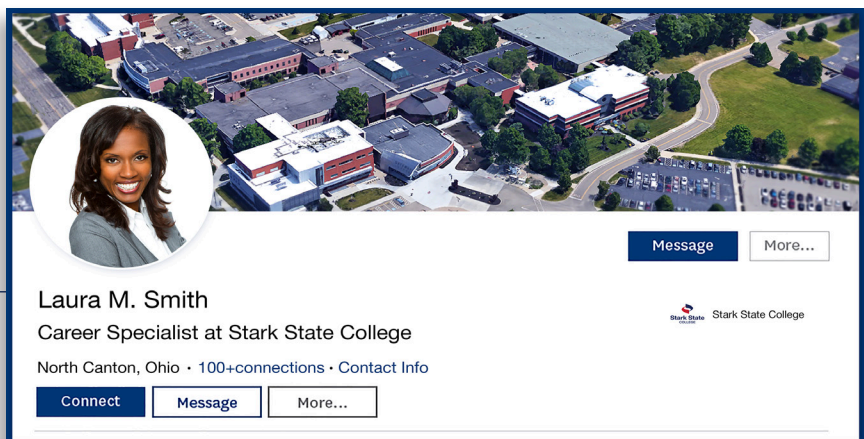
**tailor your profile • connect/network • search jobs/apply**

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

## tailor your profile

### Your first impression: add a photo

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



### Add background banner photo: communicate your values, skills and professional identity

- this should reinforce who you are and visually support the written portions of your profile to align with your personal brand

### 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 2023.*

**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

## Need help with your LinkedIn account?



### Contact Career Services

call 330-966-5459 • email [careerservices@starkstate.edu](mailto:careerservices@starkstate.edu) • visit M104

## Create your about section: tying it all together

Tie 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.*

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? 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 \_\_\_\_\_.)

### About

I am a results-oriented professional with advanced skills in sales, communications, and relationship building. Successful at exceeding established goals, I intentionally seek to maintain a customer-focused perspective.

Whether in a sales, communications, or marketing role, one of my favorite aspects of the job has always been forming relationships. Listening to my customers or program participants share the various needs they have, and then being able to collaborate with internal or external teams to offer real solutions is extremely rewarding.

## 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.*

### Experience



#### Renewal Sales Representative

Diebold Nixdorf

Jan 2021 - Present • 1 yr 4 mos

Part of the Americas Banking Sales Operations Team, managed 2021 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 2021
- 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.

## Your education: pivot into the professional world

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

### Education



**Kent State University at Stark**  
Bachelor of Arts - BA, Psychology  
2022 - 2024



**Stark State College**  
Associate of Arts - AA, Psychology  
2020 - 2022

## 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

#### 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

### 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

#### 19,618 alumni

Start year

1900

End year

2022

< Previous

Next >

##### Where they live

+ Add

19,469 | United States

9,099 | Canton, Ohio Area

6,254 | Cleveland/Akron, Ohio Area

##### Where they work

+ Add

219 | Stark State College

214 | Summa Health

175 | Aultman Hospital

#### 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

## 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,

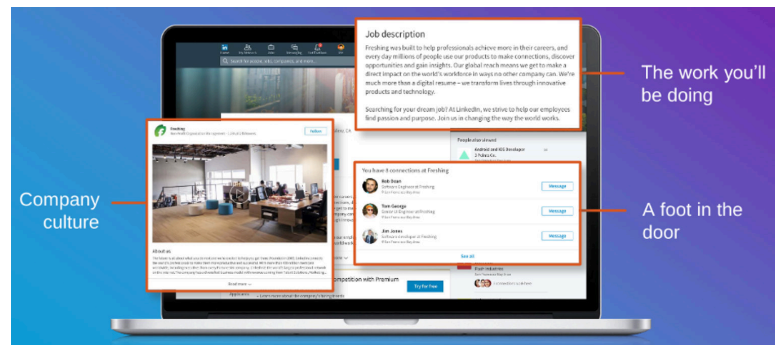
I very much enjoyed your Econ 201 class last year. It's actually what inspired me to major in Economics. May I add you to my network?

Regards,  
Megan

## search for jobs/apply

### Learn what's out there

- 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 or 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

- 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

Edit public profile & URL

Add profile in another language

### Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/lauramsmith

### 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

