LinkedIn Profile Self-Review

Getting Started

☐ Location is updated and accurate.
☐ “Sharing job changes, education changes, and work anniversaries from your profile” is set to “No.”
☐ Profile contains a professional looking photograph.
☐ Public Profile URL is customized using some combination of your name.

Headline

☐ Headline highlights who you are, what you do/want to do, and “Carnegie Mellon.” Keywords relevant to the industry/jobs you are targeting are included.

Summary

☐ Summary highlights your academic/professional past, present and future.
☐ Summary is concise, with the most important information in the first two lines.
☐ Keywords relevant to your field of study and career interests are included in your summary.
☐ Optional: Multimedia such as your resume, portfolio, etc. are included.

Experience and Projects

☐ Content from your resume (academic, professional, and/or research experience) is included in corresponding sections.
☐ Status as a graduate student at CMU is not included in “Work experience.”
☐ Experience and/or project entries include results, achievements and keywords.
☐ Academic/research projects are included in the “Projects” section of LinkedIn only.
☐ Content within each entry is formatted consistently and written in a consistent manner (i.e. always use bullet points or never use them).

Education

☐ Undergraduate and graduate degrees are included. Information from high school is not included.
☐ GPA is listed when applicable (you won’t have a CMU GPA until after your first semester).
☐ Optional: Relevant scholarships, academic awards, leadership experience, etc. is listed.

Skills

☐ Technical skills in which you are proficient are included.
☐ Soft skills or work categories in which you have demonstrated professional expertise and are relevant to your career interests are listed.
☐ Skills are listed in order of importance/relevancy to your job/internship search.

Depending on your background and experiences, you may choose to include some of the following:

- Relevant Coursework, Extracurricular Experience, Volunteer Experience
- Patents awarded, Publications, Professional Certifications
- Professional Organization Memberships, Honors & Awards, Foreign Language Proficiency