

## Career Skills: Resume and LinkedIn

### PART ONE: Mentor Preparation

Job, internship, and fellowship applications are among the most common applications that college students submit. All typically require a resume and cover letter, but a less spoken and equally important part is the student's social media presence – specifically, the LinkedIn profile. Over the past few years, LinkedIn has become a major player in building professional relationships, exploring the job market, and creating dialogue throughout a range of industries. Many employers refer to LinkedIn in the initial stages of reviewing an applicant's materials, so it has become a somewhat expected feature in the career development landscape. The LinkedIn profile itself is a quick and professional snapshot of the student's professional accomplishments and connections, and impacts how an application reader or potential employer responds to them.

As you talk with your mentee about updating their resume and creating a LinkedIn profile, keep these goals in mind:

- Your mentee should be able to identify the main elements of a resume and effectively convey their education and expertise on a one-page resume.
- They should also be able to explain the importance of a LinkedIn profile for career growth, create a LinkedIn profile, and navigate its central features (search for open positions, request a connection, send a message, and comment on dashboard posts).

To prepare, pull up your own resume and your LinkedIn profile. Reflect on how you decided on the structure you currently have, and what you like or don't like about each platform. Be ready to share your reflections with your mentee!

These exercises should take you about half an hour to go through, spending 15 minutes on your mentee's resume, then 15 minutes on LinkedIn (we mentioned cover letters above, but that will be in the Internship Search module). It is important to note that good resumes and LinkedIn profiles are constantly being edited and updated, so please make sure your mentee understands that these are works in progress!

### PART TWO: Resumes

At this point you've almost certainly heard about resumes and probably have one on file, but did you know that you should be reviewing and updating it frequently – as often as every semester? It's common to update your resume based on changes in education, professional experience, and even as you apply to different types of opportunities. Let's walk through how to review your resume and make the edits. This activity should be helpful to you no matter what state your current resume is in – if you want to start from scratch, here's your chance!

Pull up the most recent version of your resume and share it with your mentor. You'll want to have the same understanding of your existing experience and education before diving in. Talk your mentor through how you



decided on the structure you currently have and what you like or don't like about it.

Next, look at your mentor's resume! What do you like about it, and what is unclear or confusing?

Then, with that feedback in mind, draft your new resume!

1. Begin by looking over the resume template below, and using the headings of each section (education, work experience, other experience, skills) to brainstorm a list of relevant and recent experiences related to each section. That might look like this:

*Experience:*

- *Chipotle cashier*
- *On-campus tutor through the Writing Center*
- *Babysitting for local families in high school*

*Other Experience:*

- *Volunteer at the ASPCA animal shelter*
- *Member of Student Government*

Quick tip: You should *only* include high school experience if you are still in their first year of college. Sophomores and up should only include experiences since being in college.

2. Then, take your list of experiences and insert them into the resume template below by updating the "Title", "Place", and date lines. Any experiences that you are still doing should go first, followed by the most recent experience that you completed, working backwards in time from there. Just put things in the right section for now – you'll come back later to edit the descriptions.
3. Finally, use the resume template as a guide to add phrases describing each experience in no more than two bullet points, and always starting with a verb in the active voice. Don't forget to make all previous experiences in past tense, but current experiences in present tense (*managed vs manage*).

It will take a bit of patience in formatting, but in the end you'll have a beautiful, clear resume! Make sure to save this with your full name + the word "Resume" in the file name (example: Jane James Resume.doc). Ideally, save it in Google Drive or another cloud platform so you can access it any time you need to.

## PART THREE: LinkedIn

LinkedIn can be the first visual snapshot of you that a potential employer or future coworker will see, and often before they even see or read your resume (or cover letter). It is a convenient way for a potential employer to get the basic professional details on who you are, but this also means that it's your first impression – and we know that first impressions mean a lot! LinkedIn is also a great resource to expand your network, so you want to keep it updated and active. You never know when a friend of a friend will want to connect over a new opportunity.

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**Take these four steps to get started on LinkedIn:**

1. Go to LinkedIn.com and follow the steps to sign up for a free account.
2. Use the “How to Build Your LinkedIn Profile” info sheet to build out your profile. It can take you as little as 15 minutes to get it up and running, but of course you can spend as much time as you’d like tweaking the details.
3. Request a connection with your mentor.
4. Join a group based on your career interests or your school.
5. Give a reaction or leave a comment on a post in the group.

Once you’re comfortable navigating LinkedIn, you should connect with classmates, coworkers, professors and former teachers, and other people in your network. Keep in mind that communication and posts on LinkedIn typically take a more formal tone, but you can still make meaningful connections and have interesting conversations!

**Submitting Applications through LinkedIn:**

Aside from making connections with your professional community and having a place to display your experience, LinkedIn has a job search portal with an easy application process. As companies post job openings, LinkedIn gives you the option to quickly apply with just a few clicks to send in your resume (and sometimes cover letter). That means it’s all the more important to align your LinkedIn profile with your resume – you want to make sure you’re messaging the same information from all angles.

# NAME

123 Main Street  
Dallas, TX 12345

EMAIL  
PHONENUMBER

## Education

Warrant T. White High School  
Senior (Graduation: June 2019): (STEM Academy? Collegiate Academy?)

Fall 2015 - Present  
GPA:

## Work Experience

*[Work Title]*

[Fall 2015 - ?]

### [Work Place]

City, State

- [Verb such as “Managed”, or “Assisted”, or “Mentored” .... Followed by description]
- [Same structure as first line, but state different part of your job]

*[Work Title]*

[Fall 2015 - ?]

### [Work Place]

City, State

- [Verb such as “Managed”, or “Assisted”, or “Mentored” .... Followed by description]
- [Same structure as first line, but state different part of your job]

*[Work Title]*

[Fall 2015 - ?]

### [Work Place]

City, State

- [Verb such as “Managed”, or “Assisted”, or “Mentored” .... Followed by description]
- [Same structure as first line, but state different part of your job]

## Other Experience [Artistic Endeavor, Community Service, Religious Group, Organization, etc.]

*[What title did you have?]*

[Fall 2015 - ?]

### [Place where you did this activity]

City, State

- [Verb such as “Created”, or “Organized”, or “Planned” .... Followed by description]
- [You may or may not need second line of description, but if you can try to have two lines for everything]

*[What title did you have?]*

[Fall 2015 - ?]

### [Place where you did this activity]

City, State

- [Verb such as “Created”, or “Organized”, or “Planned” .... Followed by description]
- [You may or may not need second line of description, but if you can try to have two lines for everything]

*[What title did you have?]*

[Fall 2015 - ?]

### [Place where you did this activity]

City, State

- [Verb such as “Created”, or “Organized”, or “Planned” .... Followed by description]
- [You may or may not need second line of description, but if you can try to have two lines for everything]

**Skills:** [Languages (ex. Fluent English; Fluent Spanish; Proficient French; Basic Modern Greek);  
Computer/technology skills; Any other relevant skills]

## HOW TO BUILD YOUR LINKEDIN PROFILE

Think of your LinkedIn profile as an interactive resumé. It is a summary of your professional experience, interests, and capabilities that is designed to attract the attention of important people who are searching for you online—recruiters, networking contacts, and graduate school admissions officers. A strong profile is a key differentiator in the job market.

### 1. COMPLETE = MORE LIKELY TO GET NOTICED

Users with complete profiles are 40 times more likely to receive opportunities through LinkedIn. Think broadly about all the experience you have, including summer jobs, unpaid internships, volunteer work, and student organizations. You never know what might catch someone's eye.

### 2. DISPLAY AN APPROPRIATE PHOTO

Remember that LinkedIn is not Facebook. If you choose to post a photograph—and we recommend you do—select a professional, high-quality headshot of you alone. Party photos, cartoon avatars, and cute pictures of your puppy do not fit in the professional environment of LinkedIn.

### 3. DEVELOP A PROFESSIONAL SUMMARY

Your summary statement should resemble the first few paragraphs of your best-written cover letter – concise and confident about your goals and qualifications. Present it in short blocks of text, or bullet points, for easy reading.

### 4. CRAFT AN INFORMATIVE HEADLINE

Your profile headline gives people a short, memorable way to understand who you are in a professional context. Examples include “Student, National University” or “Recent honors grad seeking marketing position.”

### 5. SHOW OFF YOUR EDUCATION

Be sure to include information about all institutions you have attended. Include your major and minor if you have one, as well as highlights of your activities. It's also appropriate to include study abroad programs and summer institutes. Don't be shy—your LinkedIn profile is an appropriate place to show off your strong GPA and any honors or awards you have won.

### 6. FILL YOUR “SPECIALTIES” SECTION WITH KEYWORDS

“Specialties” is the place to include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. The best place to find relevant keywords is in the job listings that appeal to you, and in the LinkedIn profiles of people who currently hold the kinds of positions you want.

### 7. FILL IN YOUR EXPERIENCE

Keep your network informed about your past positions and professional accomplishments. Take the time to fill in bullet descriptions of what you did in each of your positions as well.

## ADDITIONAL QUICK TIPS

### 1. SHOW YOUR CONNECTEDNESS

Joining LinkedIn Groups and displaying the group badges on your profile are the perfect ways to fill out the professionalism of your profile, and show that you have the desire to connect to people with common interests. Start with the Hope College Alumni Association—alums love to connect with students. Then find volunteer organizations or professional associations you already belong to. As a member, you can comment on discussions, find exclusive job listings, and meet new people!

### 2. USE YOUR INBOX

Contrary to popular belief, networking doesn't mean reaching out to strangers. The best networks begin with those you know and trust, and then grow based on personal referrals. Start building your LinkedIn network by connecting to friends, relatives, internship colleagues, and professionals you know in the "real world." Connect to people who can speak to your professional work abilities, and people whom you feel confident endorsing their professional work abilities.

### 3. SHARE YOUR WORK

Another way to enhance your LinkedIn profile is to add examples of your writing, design work, or other accomplishments by displaying URLs or adding LinkedIn Applications. By including URLs, you can direct people to your professional website, blog, or online portfolio. Through Applications, you can share a PowerPoint presentation or store a downloadable version of your résumé.

### 4. CLAIM YOUR UNIQUE URL

To increase the professional results that appear when people type your name in a search engine, set your LinkedIn profile to "public" and claim a unique URL for your profile (for example: [www.linkedin.com/in/yourname](http://www.linkedin.com/in/yourname)). This also makes it easier to include your LinkedIn URL in your email signature.

### 5. DO YOUR HOMEWORK

Before an informational interview, a job interview, or a networking get-together, use LinkedIn to learn about the background of interests of the people you are scheduled to meet. Access Company Pages to research organizations and their employees, and use Advanced Search to find people you are meeting or identify potential employers.

### 6. LEND A (VIRTUAL) HAND

As you build connections and group memberships, think about what you can do to support other people. Comment on a classmate's status update, forward a job listing that fits the criteria of a friend, or write a recommendation for a summer job colleague.

### 7. COLLECT RECOMMENDATIONS

Nothing builds credibility like third-party endorsements. Think about soliciting recommendations from professors, internship coordinators and colleagues, employers, and professional mentors. Often a good way to receive them is to give them!

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**8. UPDATE YOUR STATUS REGULARLY**

Update your status to stay on other people's radars and enhance your professional image. Tell people about events you're attending, major projects you've completed, professional books you're reading, or any other news that you would tell someone at a networking reception.

**9. STEP AWAY FROM THE COMPUTER...**

There's a perception that young people are only comfortable communicating online, so be sure to support your online networking with real human contact. Set up phone calls, attend live events, and send snail mail notes to people you interact with on LinkedIn. Remember that online methods should supplement (not replace) in-person relationship building.

