# Developing your LinkedIn Profile

### **Prole photo**

- · Most phone cameras are adequate. You don't need to hire a photographer.
- Make sure you can be easily recognised your usual hairstyle, glasses, etc.
- · Dress appropriately for your desired profession (from the collar upwards).
- Get someone else to take the photo. Stand several metres away.
- · Stand against a neutral background avoid distracting clutter in the image.
- Find a spot with good, diffuse lighting no shadows.
- · Relax, look at the camera, smile.
- Take several photos from different angles then choose the best.
- · Crop to head & shoulders only. You can zoom and adjust the photo after uploading.

#### ackground photo optional not available from mobile.

Choose an image that portrays your industry, location or personality.

- ٠ abstract pattern or scene.
- Make sure you have copyright permission to Canva.com can help with your own design.
- For best results, crop to a rectangular shape before uploading. You can adjust the position after uploading.
- There are many simple photo editors available E.g. Pixlr.com/express, befunky.com.

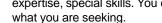




# Headline

Only the first 80 characters show in search result lists but, you can have a maximum of 120w, Conflict resolution / LawSoc president characters.

Or find a generic background image such as a summarise your field, industry focus,



- use the image DON'T take one from someones key words that employers will search foBusiness & Communications Student \* Social else's web page! Unsplash.com has free photos ok for the trending words used in job ads Media Savvy \* Seeking Marketing Internship for your industry and the key words used by
  - professionals in your field.
    - Try using a special character (e.g. / | \* + ) to Two to three short paragraphs is sufficient but separate concepts in your headline. e.g. Job you can have a maximum of 2000 characters. role or Degree qualification | Subject focus
    - Special Skills | Significant achievement | Future... (the role you want)











Examples:

Law student (final year) / Litigation, International

Master of Engineering student | Construction Management | Matlab, VBA, AutoCAD

expertise, special skills. You can also includespiring Product Designer studying Engineering + Creative thinker + SOLIDWORKS & AutoCAD

## Summary

- - Write in first person "I" as though you're introducing yourself to your reader.
  - Describe your: qualifications, experience, skills and achievements; career goals; interests and personal values.
  - Inject some personality be enthusiastic. Say why you are interested in what you do.
  - Include lots of key words use synonyms for some of your key skills that are listed elsewhere.

I'm in my second professional year of study towards a Bachelor of Engineering with in Mechanical Engineering at the University of Canterbury. My ultimate goal is to help products that break barriers and exceed existing expectations but right now, I'm seel an internship anywhere in NZ for summer 2018-2019, to gain experience in mechani engineering design or production.

I'm passionate about engineering and design, especially in applications that achieve performance for the end-user. I'm helping a friend to build a model jet boat and we're design tools to try and reduce the drag at high speeds. I gained experience in product and simulation through course projects and am enjoying using SOLIDWORKS and N