

Building a Professional Brand on LinkedIn

Creating a compelling professional brand is important in today's competitive job market because employers are seeking more ways to evaluate the potential of a candidate.

Why LinkedIn?



Market your skills, strengths, and experiences



Connect with WSC alumni, professionals, and recruiters



Gain insight on industries, organizations, and opportunities



Apply for internships and job opportunities

With more than a billion members worldwide, the LinkedIn platform offers a variety of benefits for students as they break into their career fields of interest through:

- Serving as a job and internship search to discover opportunities.
- Facilitating professional connections in fields of interest.
- Keeping students up to date on the latest industry trends.

Source: <https://www.linkedin.com/feed/update/urn:li:activity:7130192671003791360/>

Using LinkedIn to Find Internships

LinkedIn is a powerful tool for finding opportunities:

- Use the job search feature: You can search for internships based on your field of interest, location, and more.
- Leverage your network: Reach out to your connections about potential opportunities. Even if they don't have an open position, they might know someone who does.
- Stay active and engaged: Post updates, participate in discussions, and share relevant articles. This keeps you on the radar of potential employers.

Ways to Leverage LinkedIn

To start networking on LinkedIn:

- Connect with people you know: Start by connecting with your classmates, professors, and family friends in professional fields.
- Reach out to alumni: LinkedIn allows you to find alumni from your institution. They can provide valuable insights and connections in your field of interest.
- Join groups and participate in discussions: This strategy will increase your visibility and keep you informed about industry trends and job and internship openings.
- Follow companies and influencers: Stay updated on job openings, company news, and industry trends.

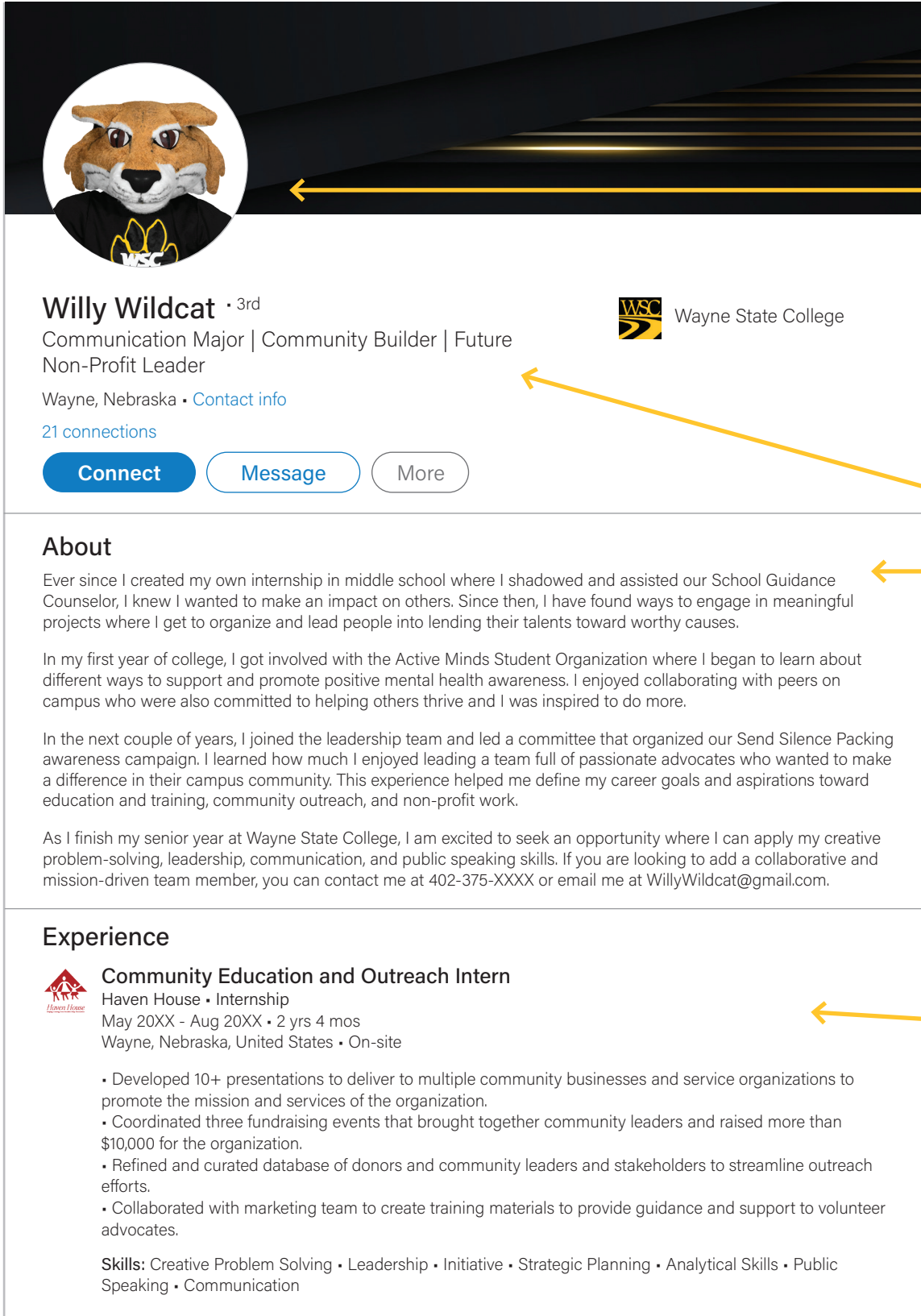
Scan Willy's QR code to join Wayne State on LinkedIn!



Maximize Your LinkedIn Profile

An optimized profile can increase visibility and engagement on LinkedIn.

LinkedIn Profile Checklist



Willy Wildcat • 3rd
Communication Major | Community Builder | Future Non-Profit Leader
Wayne, Nebraska • [Contact info](#)
21 connections
[Connect](#) [Message](#) [More](#)

Wayne State College

About


Ever since I created my own internship in middle school where I shadowed and assisted our School Guidance Counselor, I knew I wanted to make an impact on others. Since then, I have found ways to engage in meaningful projects where I get to organize and lead people into lending their talents toward worthy causes.

In my first year of college, I got involved with the Active Minds Student Organization where I began to learn about different ways to support and promote positive mental health awareness. I enjoyed collaborating with peers on campus who were also committed to helping others thrive and I was inspired to do more.

In the next couple of years, I joined the leadership team and led a committee that organized our Send Silence Packing awareness campaign. I learned how much I enjoyed leading a team full of passionate advocates who wanted to make a difference in their campus community. This experience helped me define my career goals and aspirations toward education and training, community outreach, and non-profit work.

As I finish my senior year at Wayne State College, I am excited to seek an opportunity where I can apply my creative problem-solving, leadership, communication, and public speaking skills. If you are looking to add a collaborative and mission-driven team member, you can contact me at 402-375-XXXX or email me at WillyWildcat@gmail.com.


Experience


 **Community Education and Outreach Intern**
Haven House • Internship
May 20XX - Aug 20XX • 2 yrs 4 mos
Wayne, Nebraska, United States • On-site

- Developed 10+ presentations to deliver to multiple community businesses and service organizations to promote the mission and services of the organization.
- Coordinated three fundraising events that brought together community leaders and raised more than \$10,000 for the organization.
- Refined and curated database of donors and community leaders and stakeholders to streamline outreach efforts.
- Collaborated with marketing team to create training materials to provide guidance and support to volunteer advocates.

Skills: Creative Problem Solving • Leadership • Initiative • Strategic Planning • Analytical Skills • Public Speaking • Communication

 **Professional Headshot**
Your profile photo is the first thing noticed, so make sure it's professional.

 **Compelling Headline**
Draft a brief statement that will spark interest that may include information such as a title, your unique skills, your experiences, or your career aspirations.

 **Summary/About Section**
This section is like your digital elevator pitch, so be sure to share your interests, skills, experiences, and career goals. Sprinkle in keywords that are relevant to your field to increase being included in search results.

 **Experience Section**
List and describe your internships, part-time jobs, and relevant course projects that demonstrate your interest and experience in your field of interest.

Experience



Vice President

Active Minds Student Organization
September 20XX - May 20XX • 1 yr 9 mos
Wayne, Nebraska, United States • On-site

- Led a committee of eight peers through regular meetings and email communication to plan the Send Silence Packing campus event each fall.
- Collaborated with 10+ officers through regular meetings and emails to outline meetings and events for the academic year.
- Coordinated the revision of the by-laws through collaboration with the executive board and submitted them to the National Organization.

Skills: Collaborative Leadership • Event Planning • Conflict Resolution • Communication

Education



Wayne State College

August 20XX - May 20XX
Grade: Junior

Activities and societies: Active Minds, Career Scholars Program, Lambda Pi Eta



Education Section

Include Wayne State College and the degree you are pursuing, plus add courses, extracurricular activities, and academic honors.

Projects

Communication Art Department

January 20XX - May 20XX



Associated with Wayne State College

- Led a team in developing a comprehensive communication strategy for a mock campaign.
- Conducted in-depth market research to identify the target audience and tailor messaging.
- Crafted compelling content, including persuasive press releases, and engaging social media posts.
- Presented the strategy to peers, receiving positive feedback for creativity and strategic thinking.

Skills: Critical Thinking • Strategic Planning • Public Speaking • Time Management



Projects

Whether you worked on a project for a school assignment, or created your own, talk about what you did and how you did it.

How to Write a LinkedIn Summary

Think of your LinkedIn summary as a digital elevator pitch that should provide a clear idea of who you are, what sets you apart, and describes your career interests and aspirations.

- Hook readers with a strong opening statement to spark interest
- Share what you do and why
- Speak to your experience in the field (even if you're just getting started)
- Sprinkle in keywords from your field to boost your searchability
- Highlight your unique qualifications, skills, and professional interests
- Share what kind of opportunities you're looking for and include your contact information to make it easier to reach you
- Make sure to break up your content into smaller chunks to ensure it's easy to read

Drafting Crafty LinkedIn Headlines

Check out these examples to help you conceptualize how to write your LinkedIn summary.

Position | Skills or Experience | What you are seeking

Financial Analyst Intern | Problem Solver | Data Nerd

Major | Skills or Strengths | What you are seeking

Education Major | Child Whisperer | Future Elementary Teacher

Current Position and Organization | Sentence on what you do

Peer Mentor | Wayne State College | Mentor incoming students to provide support in their transition to college

Example 1:

Financial Analyst Intern | Problem Solver | Data Nerd

I was the nerdy elementary kid who enjoyed doing math problems in my free time, and ever since then, I knew my future career would involve problem-solving and my love for numbers.

I am currently a third-year finance major at Wayne State College who interned at (XYZ Organization) in Norfolk, Neb., last summer. After my internship, I realized how much I enjoyed financial analysis and tackling real-world business challenges. I feel energized and accomplished when I get to collaborate with a team to evaluate and forecast financial data.

I am looking forward to my senior year when I get to take Intermediate Managerial Finance, Financial Accounting and Analysis, and Money and Banking and Investments. These courses will provide even more background knowledge in profit and loss management, and operational and capital efficiency.

I am looking for opportunities to serve as a financial analyst for a mid-sized company in Nebraska. You can contact me at WillyWildcat@gmail.com if you have interest in learning more about how I can contribute to your organization or if you would like to connect professionally on LinkedIn.

Crafty headline to spark interest

An opening statement to hook the reader and spark interest

Share what you are doing and why. Sprinkle in some keywords to increase searchability.

A call to action sharing the types of opportunities you are looking for and how to contact you

Example 2:

Education Major | Child Whisperer | Future Elementary Teacher

Ever since I taught my little brother how to write his name, I knew I wanted to be a teacher. Teaching a child something new and seeing their face light up with pride is the most exhilarating feeling.

Between being a teacher's aide, working with kids in an after-school program, and working as a Peer Mentor for the First Year Experience program at WSC, I've spent many hours in the classroom. I especially enjoy focusing on early childhood learning and helping young children develop and learn new skills.

As I finish my senior year at Wayne State College, I am excited to learn more about child development and classroom best practices through my student teaching experience. I hope to be an elementary teacher who inspires my students and provides them with a strong foundation to build from.

If you are looking to hire an elementary school teacher at your school or district for the 2024-2025 school year, please contact me at WillyWildcat@gmail.com.