

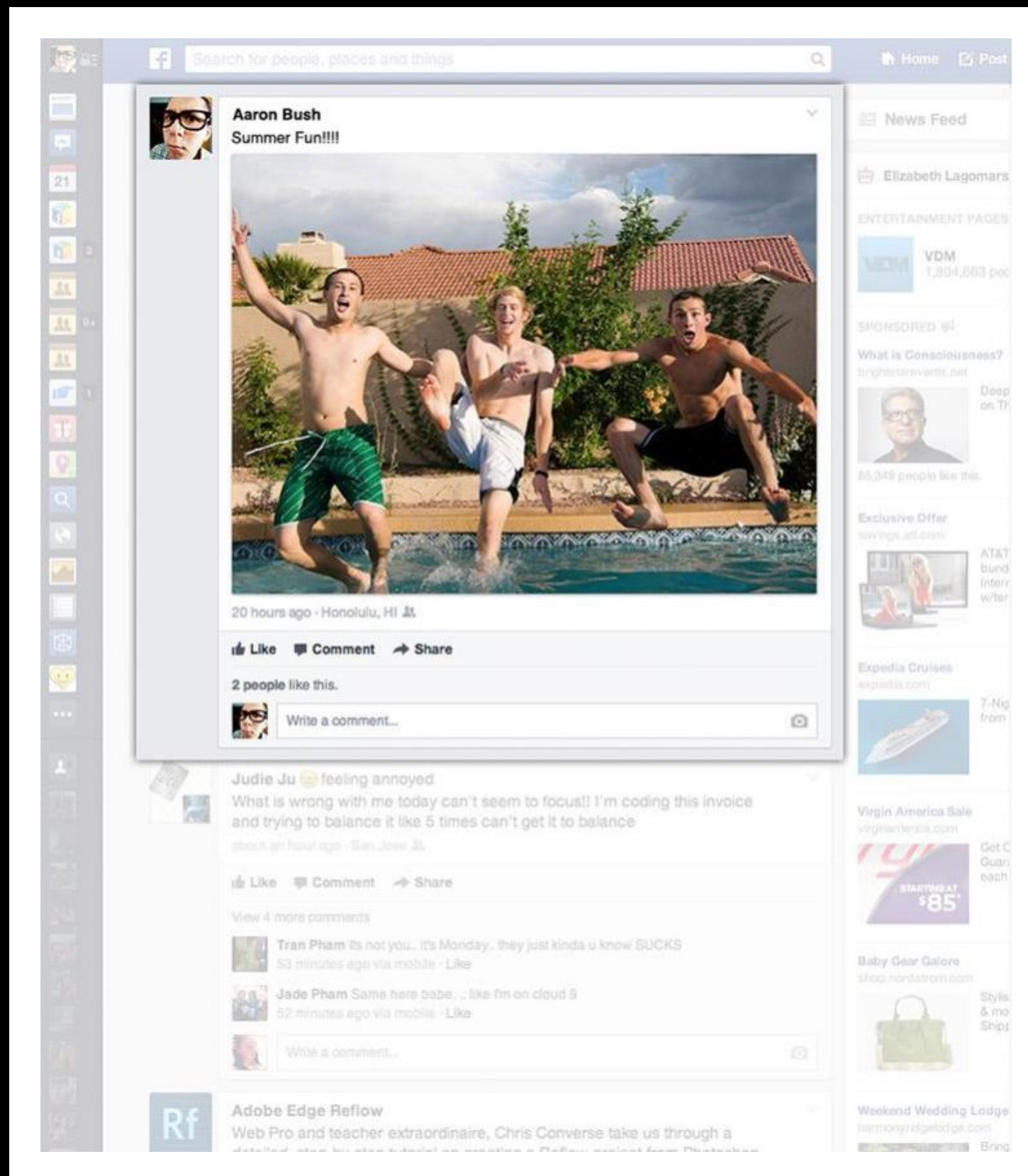
LinkedIn:

Profile Review

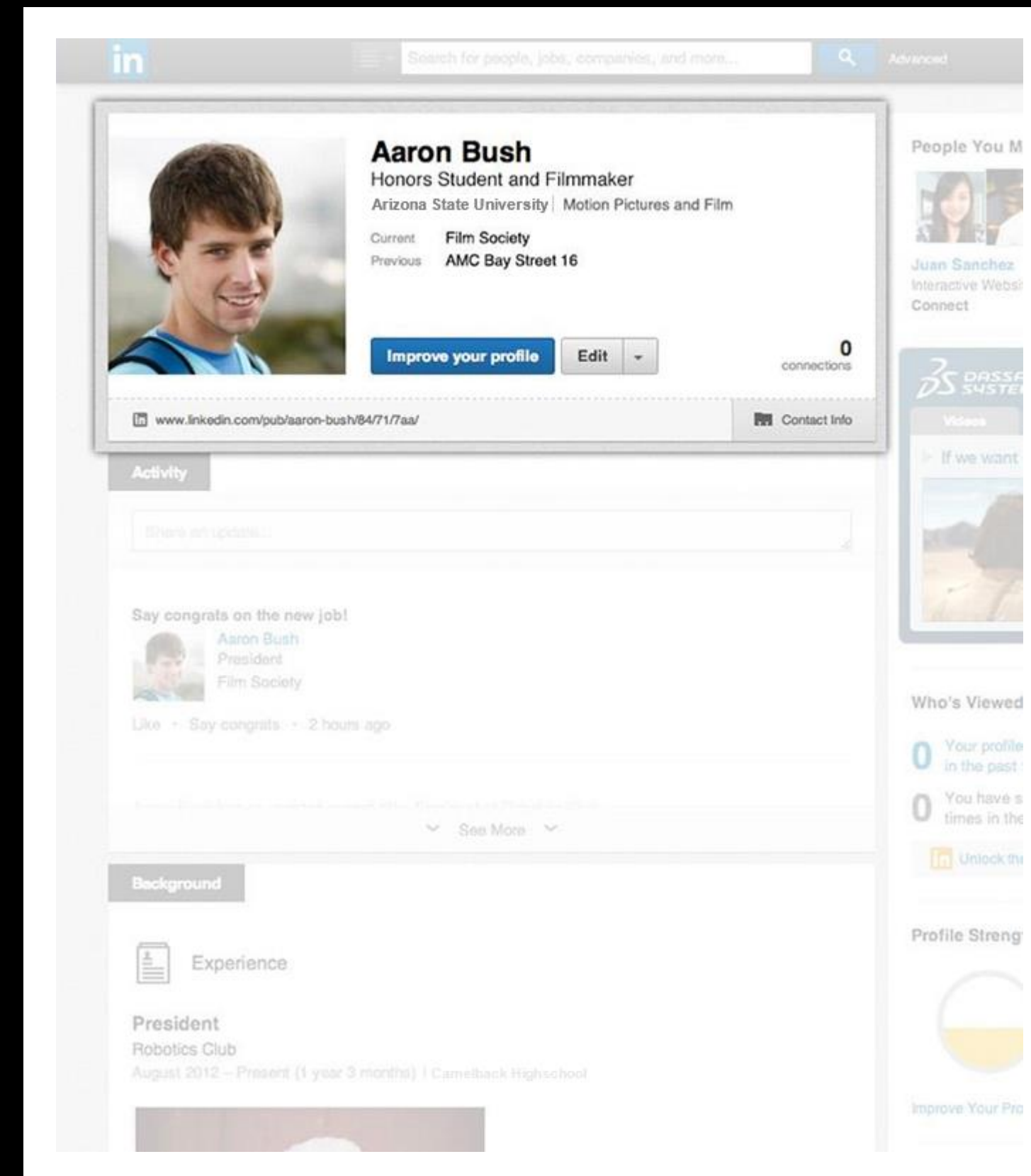
ASU Career and Professional
Development Services
Arizona State University

LinkedIn is a great way to jump-start our career!

While other social networks are used in your **personal life**



LinkedIn is a social network designed for the purpose of your **professional life**



You can launch your career using LinkedIn



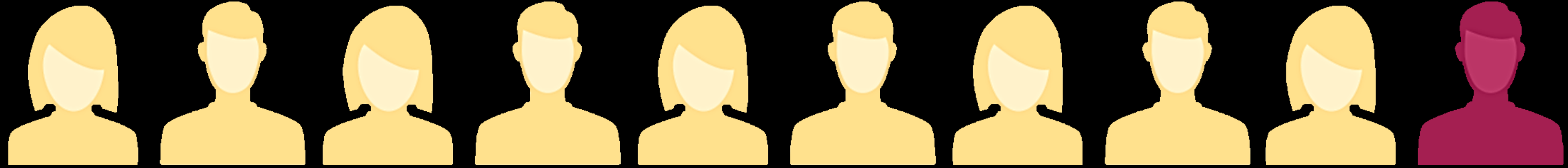
Build your brand



Get hired



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



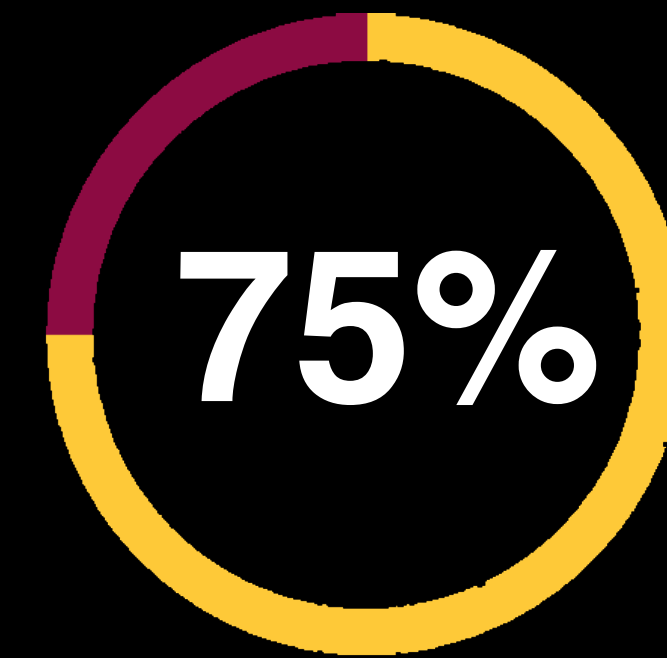
9 out of 10

Company recruiters use LinkedIn
and so should you...

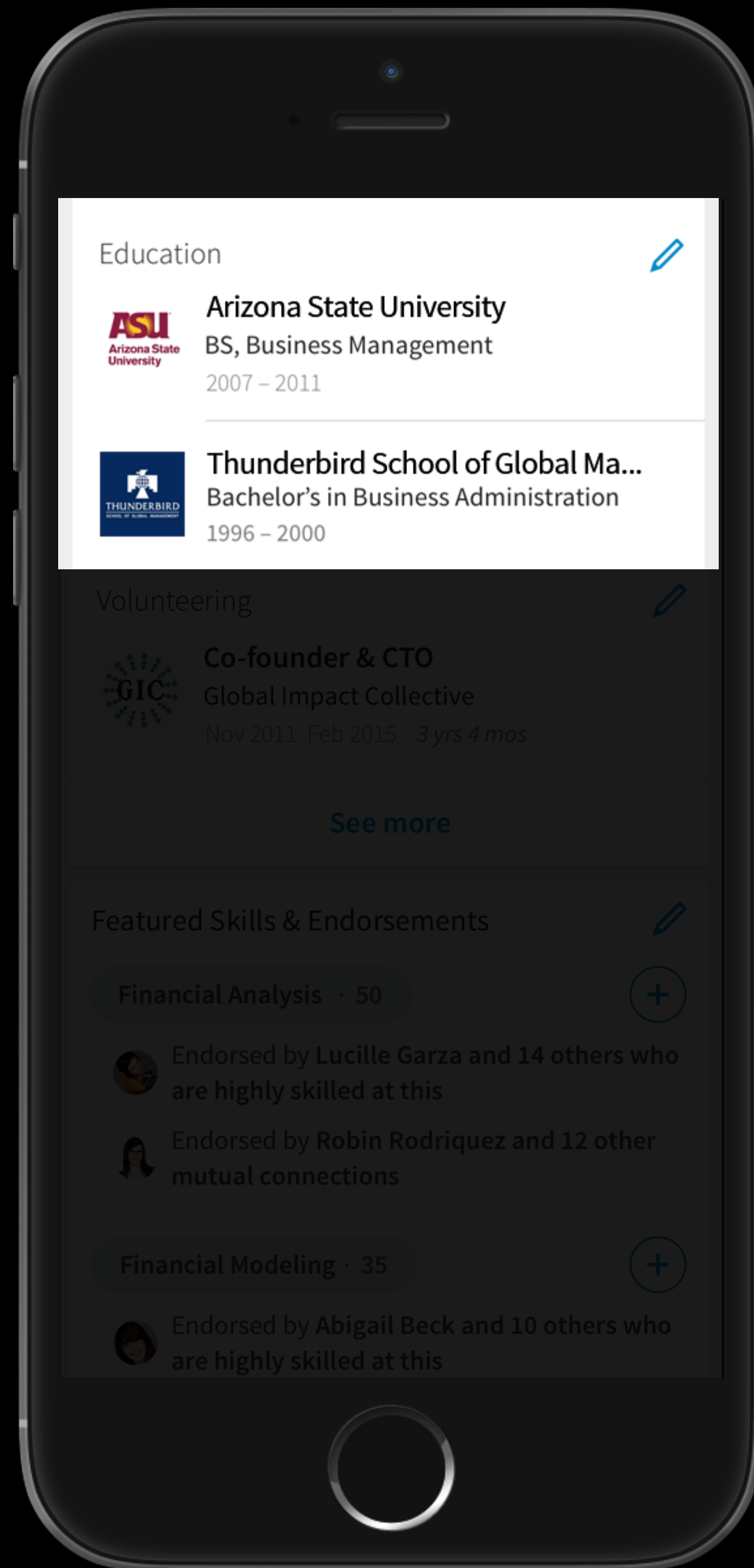
Here's how you can get recruiters' attention:

5 must-have profile sections

1. Education
2. Photo
3. Experience
4. Volunteer experience
5. Skills



of hiring managers look at
profiles to learn about
candidate



1

**Education:
the foundation of your career**

10X

**Members who list a school
get 10X more views on
average**

- ✓ **Add your school, major and degree**
- ✓ **Include clubs you lead and honors you've earned**



2

Photo:
**where you make your first
impression**

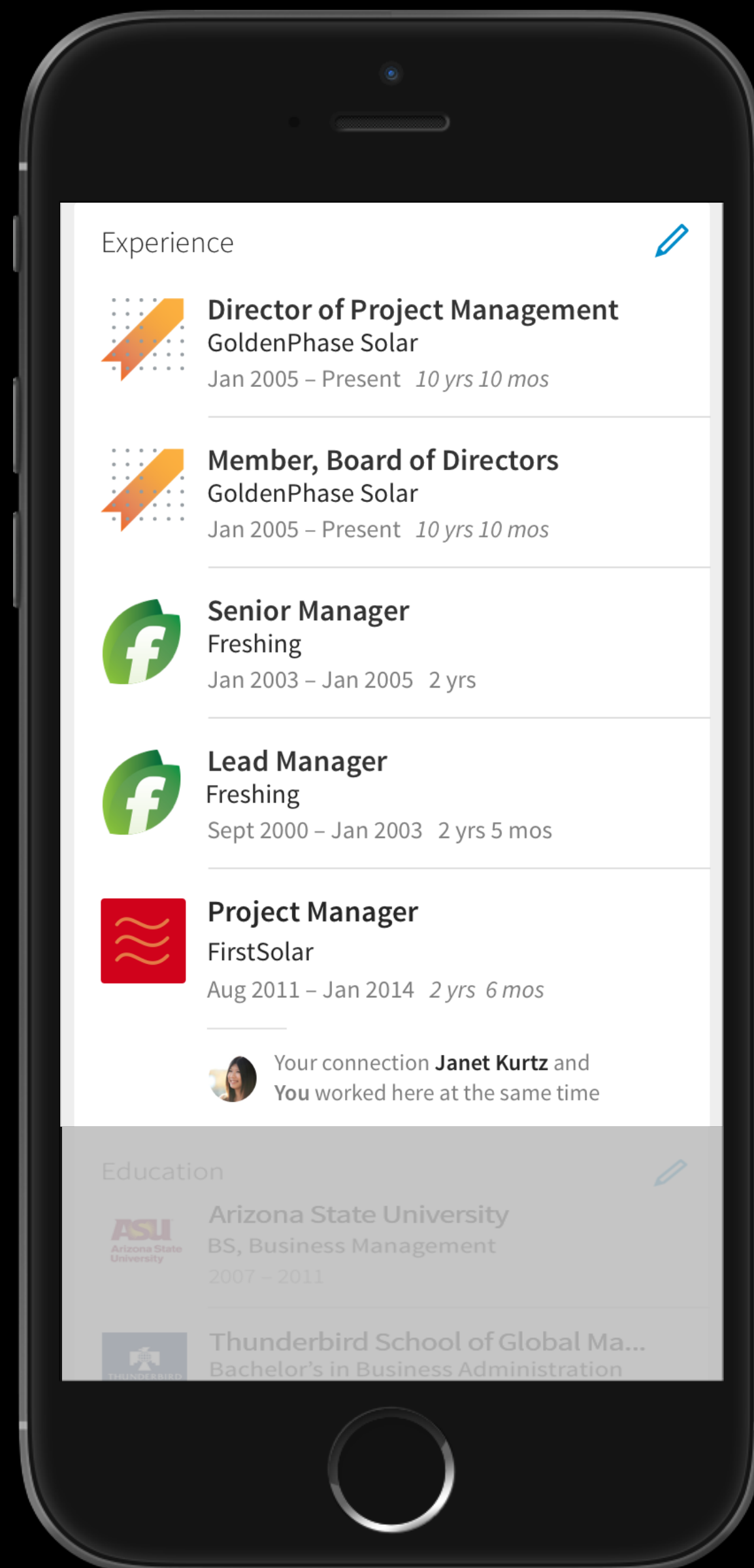
21X

**Profiles with photos get
21X more views on
average**

The shot should be:

- ✓ **You alone**
- ✓ **From shoulders up, smiling**
- ✓ **With a neutral background**

No fancy photographer needed



3

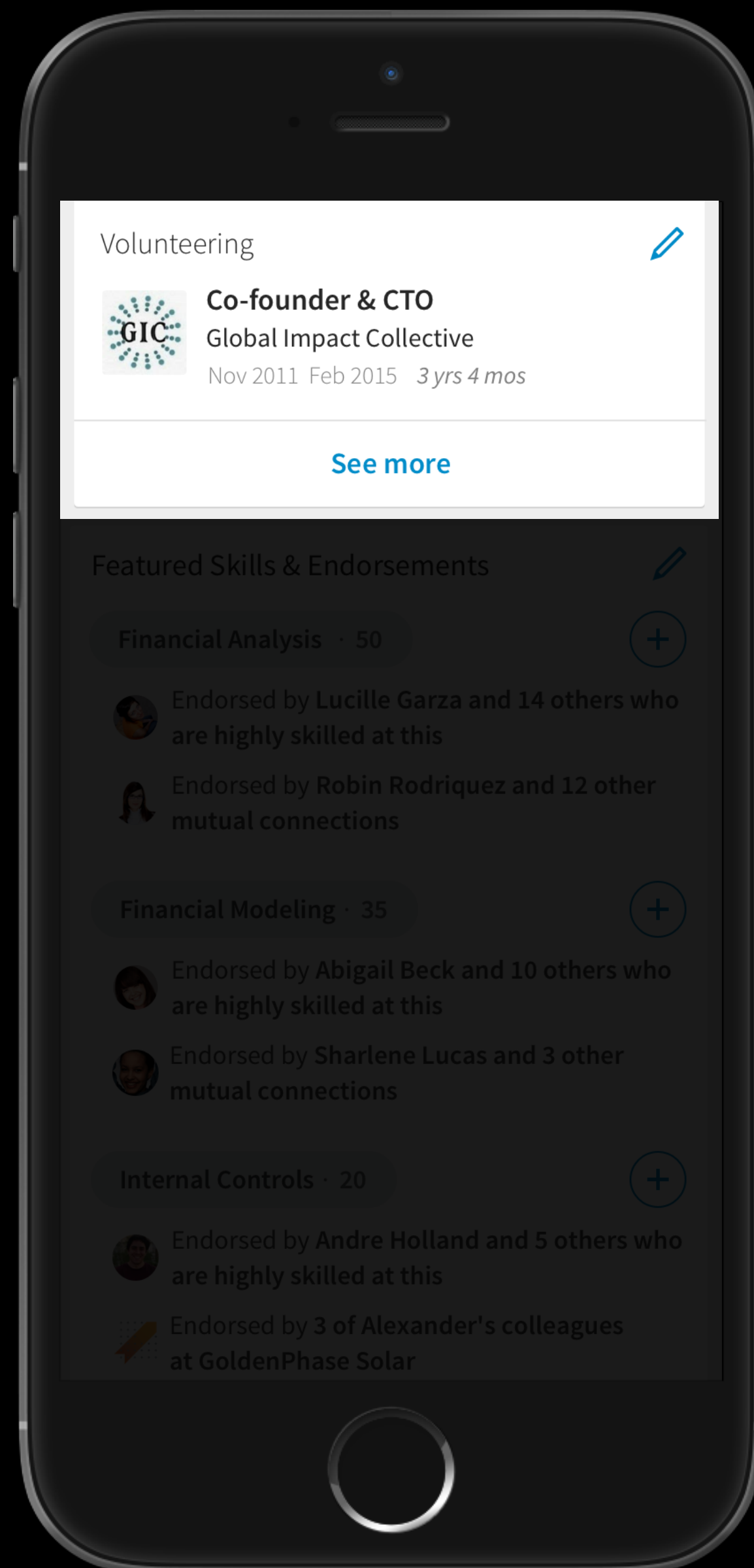
Experience:
show what you've achieved

36X

Profiles with two or more
positions are up to 36X
more likely to be found by
recruiters

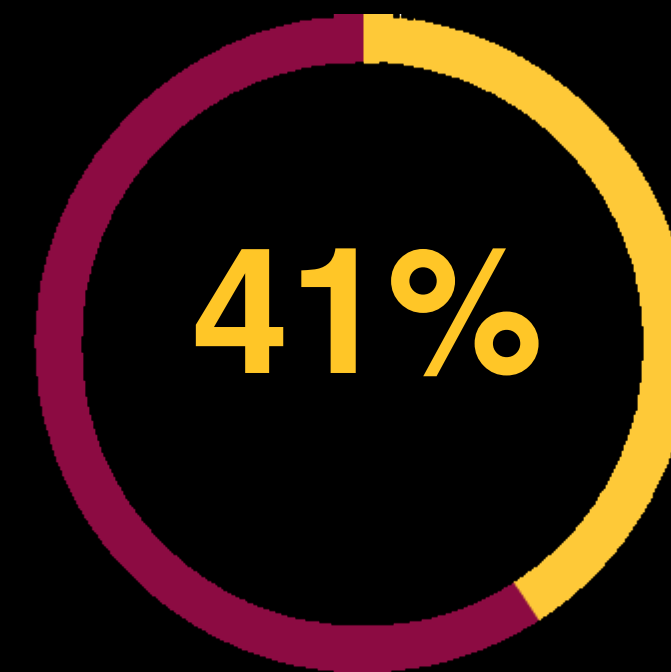
List internships, summer jobs, and part-time
jobs

Bonus: describe what you accomplished

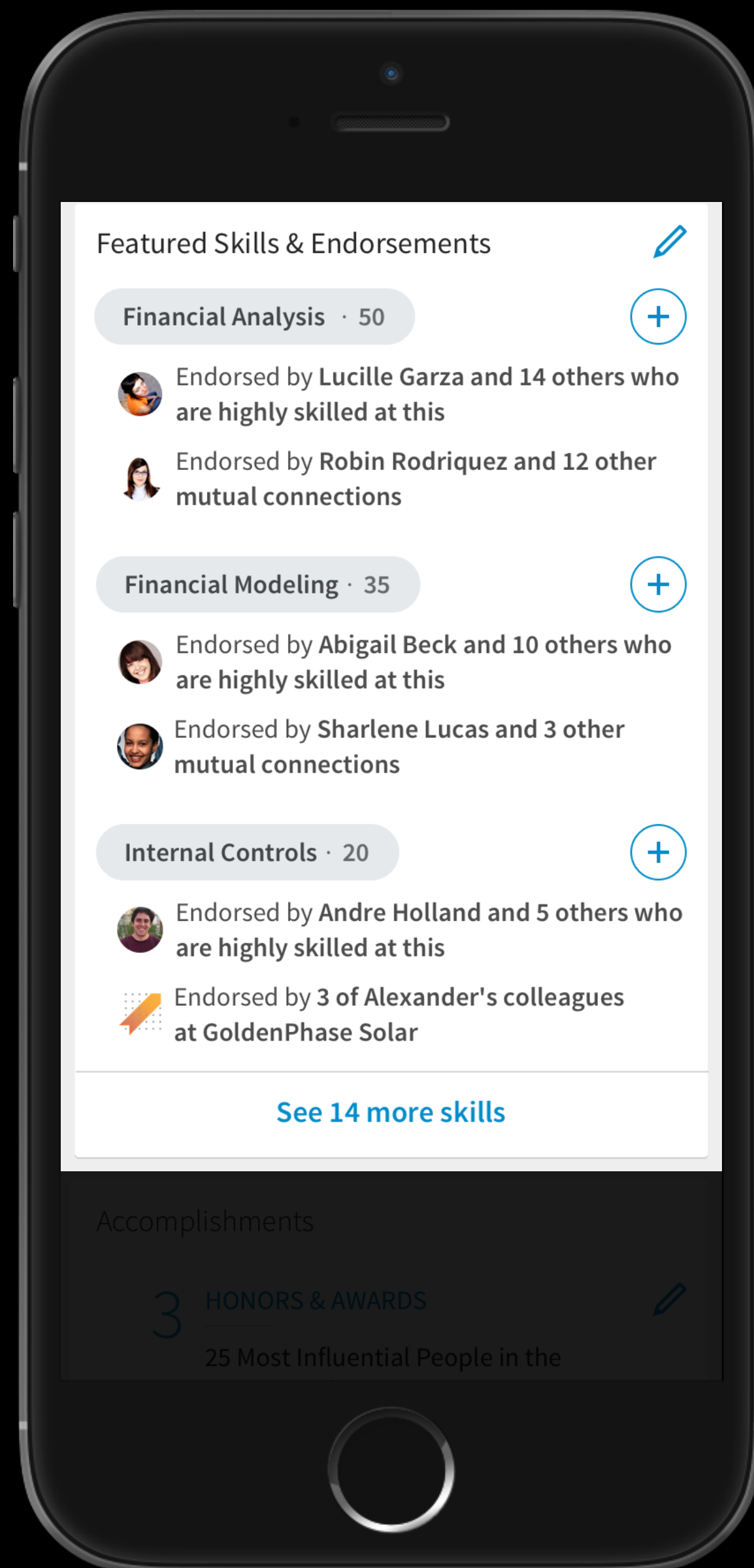


4

Volunteer Experience:
it counts so include it!



of hiring managers
consider volunteer
experience **equally as**
valuable as paid work
experience



5

Skills:
raise your ranking in recruiter searches

5+

If you list 5 or more skills, you'll get up to 17X more profile views

- ✓ Speak Mandarin?
- ✓ Know JAVA programming?

Add top skills you've learned in or outside of school



Get hired

Explore careers & contact people who can help you land that job

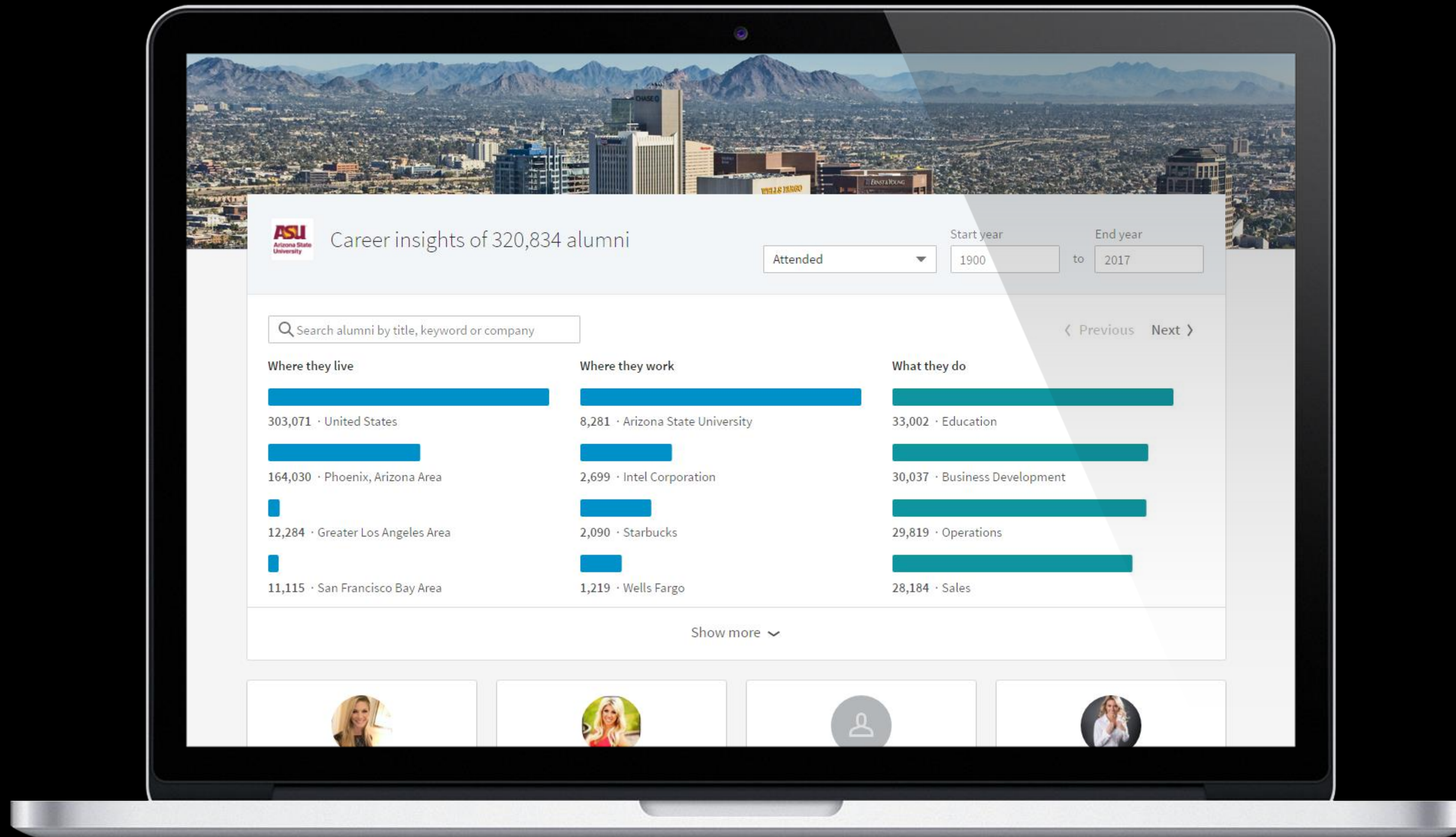
Your to-do list is overwhelming

- ✓ Get good grades
- ✓ Join clubs
- ✓ Have fun
- ✓ Sleep
- ✓ Choose a career
- ✓ Research companies
- ✓ Contact people who can help
- ✓ Search for jobs

Knowing where to start is half the battle

Start by mapping your future with the Alumni Tool

Find alums who work in jobs, companies, and cities that interest you



Getting a referral is still the best way to find a job



85% of jobs get filled
through employee
referrals



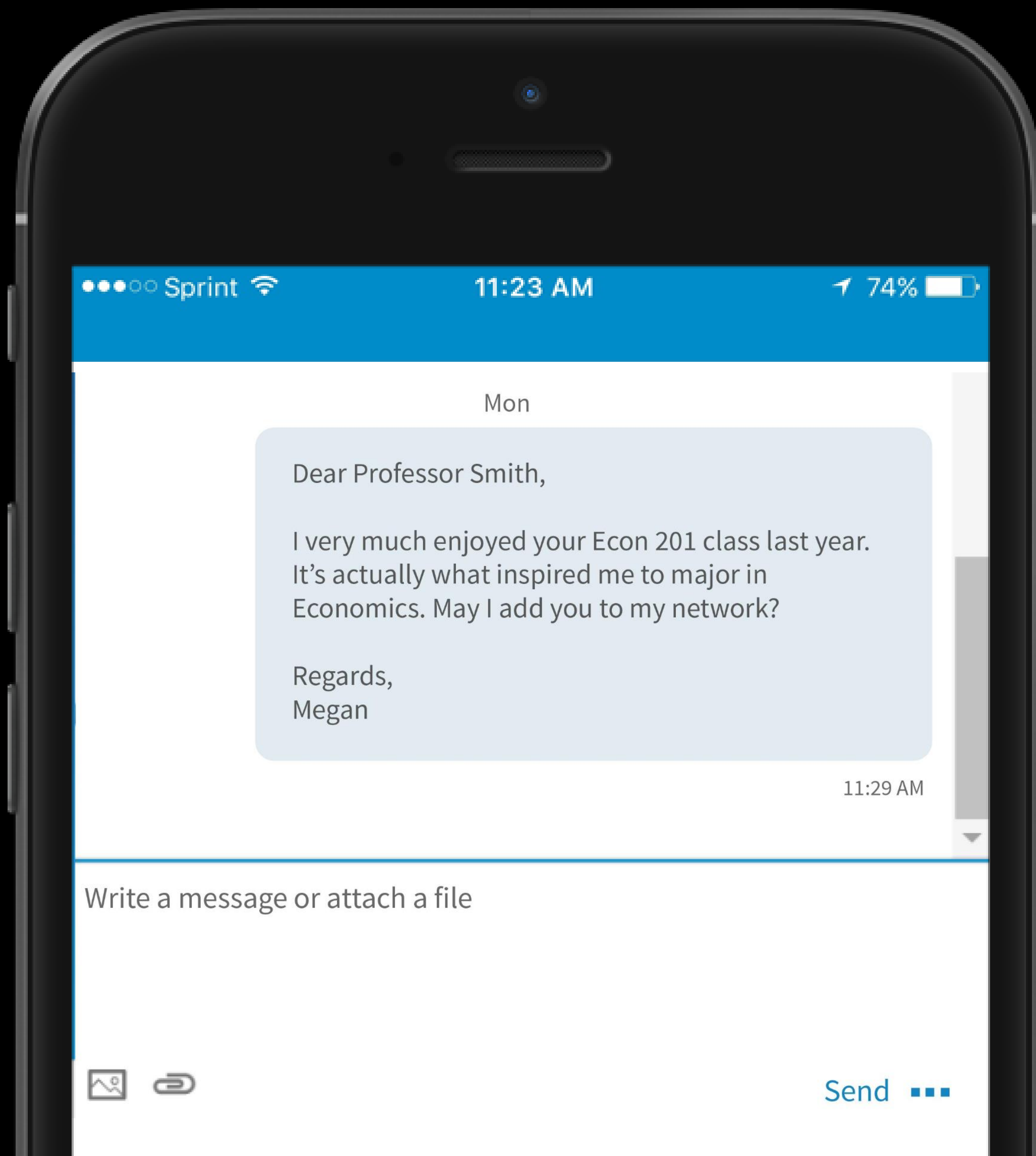
#1

The top way companies
recruit is through
employees referring
people they know

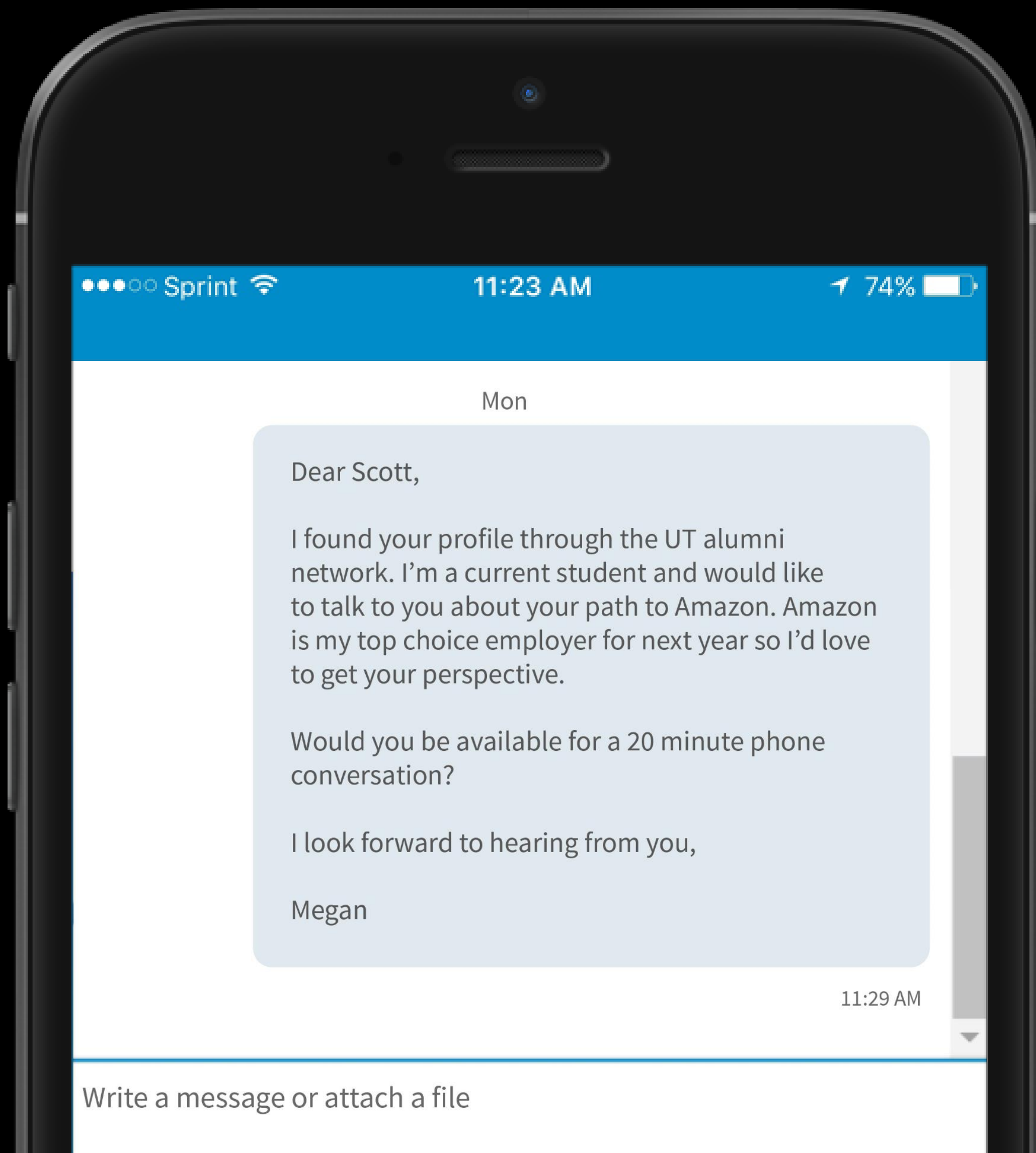
Connect with the people you know!

Start with friends, family, classmates, mentors, teachers and professors

Personalize your invitation so people remember who you are



Tap your connections and alumni for help



Why?

- ✓ They work in the jobs or companies that interest you most
- ✓ They can connect you with someone else who does

What to say?

- ✓ Who you are
- ✓ How you came across their profile
- ✓ How they can help you

Learn what's out there:

Browsing job descriptions

Job description

Freshing was built to help professionals achieve more in their careers, and every day millions of people use our products to make connections, discover opportunities and gain insights. Our global reach means we get to make a direct impact on the world's workforce in ways no other company can. We're much more than a digital resume – we transform lives through innovative products and technology.

Searching for your dream job? At LinkedIn, we strive to help our employees find passion and purpose. Join us in changing the way the world works.

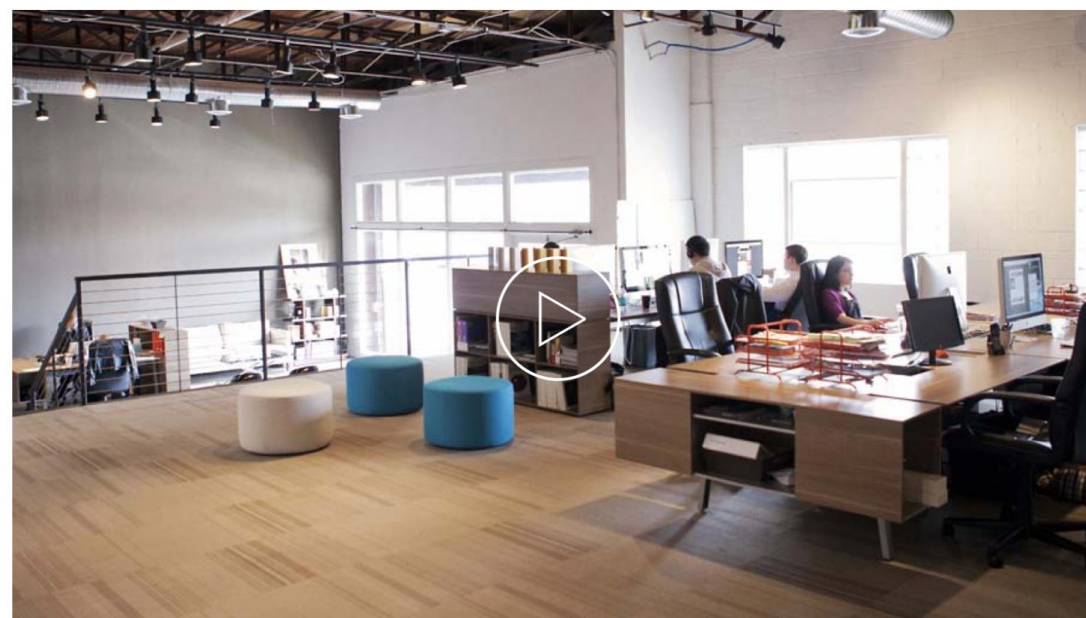
The work
you'll be doing

Company
culture



Freshing
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About us

The future is all about what you do next and we're excited to help you get there. Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 430 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions, Marketing...

Read more ▾

Applicants

• Learn more about the company's hiring trends

You have 8 connections at Freshing



Bob Dean
Software Engineer at Freshing
Phoenix Metropolitan Area

Message



Tom George
Senior UI Engineer at Freshing
Phoenix Metropolitan Area

Message



Jim Jones
Software developer at Freshing
Phoenix Metropolitan Area

Message

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door

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Follow Influencers

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Follow Industries

Become an expert by staying on top of trends and news

 handshake

The sooner you start...

... the further you'll go!

