



LINKED IN PROFILE SUMMARY AND PERSONAL BRANDING

Communicating your personal brand on social media can take many forms. The two most important are your Professional Headline and your Profile Summary. Be sure to update your headline and summary often to keep them fresh. Complete this worksheet to help craft your personal headline and summary.

Sample Headlines:

Communications Specialist | Seeking Marketing/PR Internship International Relations

Senior Pursuing Law Degree

Honors English Major | Blogger | Technical Writer | Photographer Economics Senior and Aspiring Financial Analyst

Music Major and Education Minor Pursuing a Career in Secondary Education

Your turn:

Writing Your LinkedIn Profile Summary:

The summary or “About Me” section of your profile is an easy way to highlight key qualities employers are searching for and to show off your personal accomplishments and goals.

Basic Summary Format:

- 1. Introduction:** Who are you? What is your brand statement? Get the reader’s attention!
- 2. Background:** Summary of education, experience, companies, organizations
- 3. Uniqueness:** What are your specialties, key strengths, top skills? How are you unique?
- 4. Academic/Career Achievements:** 3-5 key achievements from college or work, can use STAR (Situation/Task, Action, Result) statements
- 5. Call to Action:** Contact information, ask them to visit your website/portfolio
- 6. Specialties:** Almost like a footnote, a great place for keywords

Some questions to help guide you:

1. What is an action statement that describes you and your professional goals. Think beyond just a job title or major.

2. What are you most proud of having accomplished in your academic or work life so far? How does this relate to your future goals?

3. What are you looking for right now and in the future? Try to be specific.

Now take what you wrote in the previous three steps and put the information together in a way that is easy to read and has a logical flow.

The samples below demonstrate how others have promoted their unique brand through their LinkedIn summary.

Sample 1

I'm a second year Critical Media & Cultural Studies major at Rollins College with an interest in marketing, advertising, and social media. Through my coursework and leadership roles on campus, I have enhanced my social media, communications, and event planning skills. Currently, I am seeking a summer internship to apply my experience through social media outreach, developing marketing plans and digital marketing, and conducting customer research.

Specialties

- Event planning
- Social networking and marketing
- Account management
- Microsoft Office (Word, PowerPoint, Excel)
- Adobe CS5.5 Suite (Photoshop, Flash)

I enjoy networking with other professionals and sharing best practices.

Sample 2

I am currently a junior at Rollins College majoring in Music and minoring in Education. Additionally, I hold an Associate of Arts degree and have foundational knowledge in music history, music theory, and conducting. Teaching has always been a passion of mine which has led to tutoring jobs at two colleges and instructing beginning students in piano.

I am seeking internships, summer jobs, and shadowing opportunities in the field of education. Please feel free to connect with me.

Sample 3

Highly qualified and enthusiastic Special Education professional seeking opportunities to teach Special Education Adapted Curriculum in a self-contained classroom, grades K-8.

Areas of expertise include:

- Self-motivation, initiative with a high level of energy
- Able to inspire, comfort, build self-esteem
- Excellent communication and listening skills, both child- and parent-oriented