



Headline & Summary Worksheet

Profile Summaries and Branding Statements

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

Review the 3 page LinkedIn Summary Worksheet to help you answer the three questions below. Then, combine your answers into your LinkedIn profile summary. Try to use at least 3-5 of your keywords.

1. Begin with an action plan statement that describes who you are, not just a job title or your major.

2. Develop a statement about what you have accomplished in your academic or work life.

3. State what you are you looking for right now. What are your current goals? 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.

Still unsure what to talk about? Think of specific times you utilized the following skills.

The Top 10 Skills Employers Want in 2015 Graduates*

Employers seek candidates who can ...

- | | |
|---------------------------------------------------|--------------------------------------------------|
| 1. Be a team player | 2. Make decisions & solve problems |
| 3. Communicate verbally in/outside of the company | 4. Plan, organize & prioritize work |
| 5. Obtain & process information | 6. Analyze quantitative data |
| 7. Know technical knowledge related to the job | 8. Be proficient with computer software programs |
| 9. Create and/or edit written reports | 10. Sell and influence others |

Writing a Summary

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

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. Please feel free to contact me at 407-123-4567, ttar@rollins.com.

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 or contact me at jdoe@rollins.edu.

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
- Knowledge of developmental theory and corresponding practice of education
- Strong understanding of stress and time management techniques