

Your LinkedIn Profile



LinkedIn™ is a place to create and maintain an online presence as a burgeoning professional. Creating a strong LinkedIn profile can lead to positive long-term relationships with current and future employers, continuous networking with peers and creating a network of vast opportunities and knowledge.

After creating your profile with your name, general information and a professional head-shot, you'll need to focus on filling out some sections with more detail. Follow the below steps to create a powerful LinkedIn profile.

1. Summary

Underneath your name and title, this section is where you should create a compelling story about yourself, your skills and your interests. This should be a 3-5-line summary that entices peers and potential employers to connect with you.

2. Experience & Education

These two sections should reflect the work and learning experiences you've gained over the years. Include externships, internships, full- or part-time jobs and describe your role, responsibilities and the impact you had in either a bulleted or paragraph format. You don't have to list every position you've had. LinkedIn should be focused on those that are relevant to your current career path, and as you gain tenure in your field, you may want to go back and remove outdated or unnecessary information.

TIP

If you worked with well-known specific programs, software or products, be sure to list your experience with those too.

Under the Education section, include the school you attended, the years attended, the degree(s) you pursued and any relevant activities, groups or projects you worked on. [Fig. 1,2]

3. Skills and Endorsements

This section highlights where your knowledge and expertise are. Include any and all skills that are relevant to your career and professional interests. As you grow your network, your connections can endorse you for each skill. You will want this section to continue to improve overtime, and you should add any new skills you gain here during you career.



Figure 1

Figure 2

Figure 3

TIP

Give your connections endorsements to encourage them to give you them!

4. Accomplishments

If you speak multiple languages, have published papers or participated in a prestigious project, this is the section to show those things off! Use the Accomplishments section to showcase some of your greatest achievements and help yourself stand out! [Fig.3]

5. Interests

Follow Starkey Hearing Technologies, follow companies, people, universities, etc., for news, interests, etc. [Fig.4]

Develop this section by following companies (Such as Starkey Hearing Technologies), people, universities and other of-interest pages. You'll start receiving updates from each in your homepage newsfeed, which offers you the opportunity to engage and interact. Additionally, this section offers others insight into the things you are interested in.



Figure 4

Want to really stand out on LinkedIn?

To find true success on LinkedIn, we also recommend doing the following:

1. Join Groups of interest and engage in group discussions (Ex. International Society of Audiology).
2. Make sure your profile is public so people can easily find and connect with you.
3. Engage with others by sharing or interacting with content such as articles on topics you care about or that relate to your career or industry.
4. Endorse your connections and give recommendations when appropriate.
5. Ask for recommendations from faculty, former managers and peers.
6. Connect with peers, professors, figures of interest such as industry experts to grow your network.

TIP

Connecting with potential employers via individuals you've met via workshops or conferences is a great way to pave your way towards a great career!



For any questions about available career opportunities, student workshops, externships, or internships, please email CareerResources@starkey.com