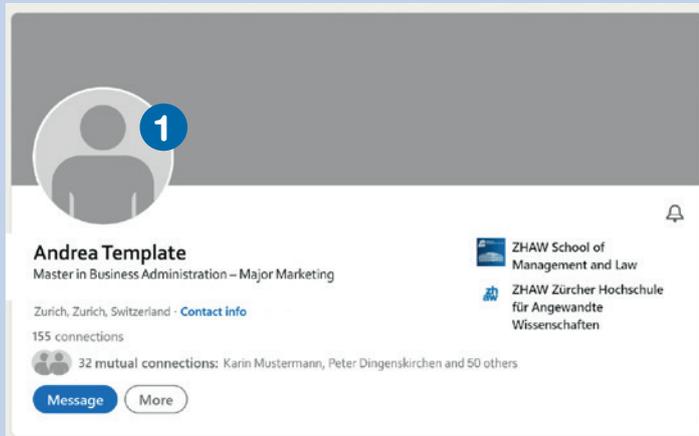


LinkedIn Profile

Career Services SML



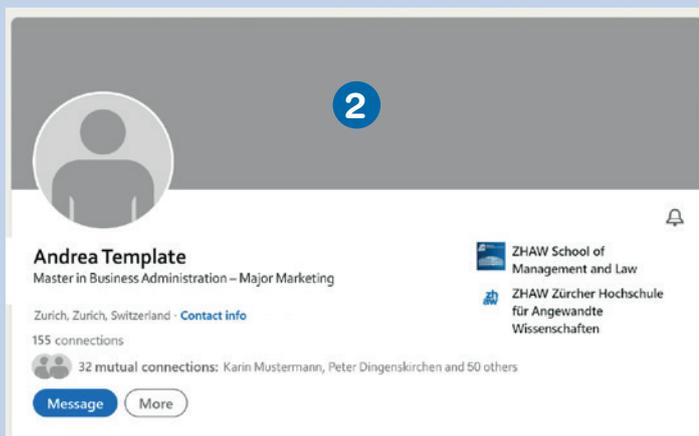
You never get a second chance to make a first impression. LinkedIn is no different. Visitors to your profile decide within milliseconds whether to take a closer look at your profile or not. Here you will find the most important tips on how to build your LinkedIn profile.



1 PHOTO

Use a recent application photo and crop the image to just your face, so it will still be easy to recognize you on the thumbnail in the newsfeed.

LinkedIn fact: With a photo, a profile will get 21 times more profile views than without.

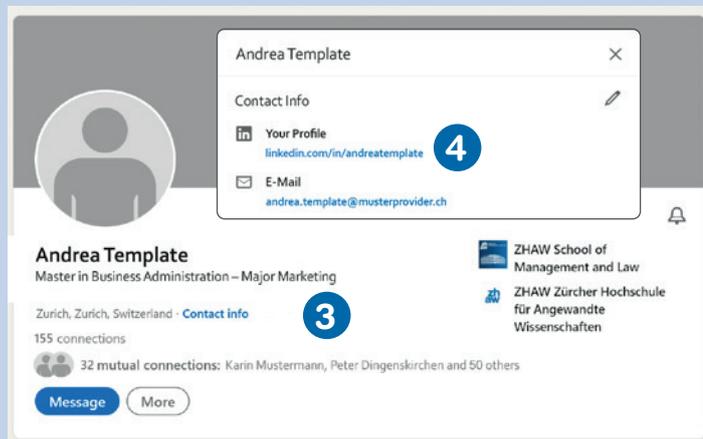


2 BACKGROUND IMAGE

The background image on your profile can be customized to help you present your career profile even better. Ideally, you integrate the message you have already developed for your profile slogan. If no suitable image material is available, a monochrome banner with a personal motto or claim is a good alternative.

Tip: Use the free graphics program [Canva.com](https://www.canva.com) to create your LinkedIn banner in minutes.

LinkedIn Profile



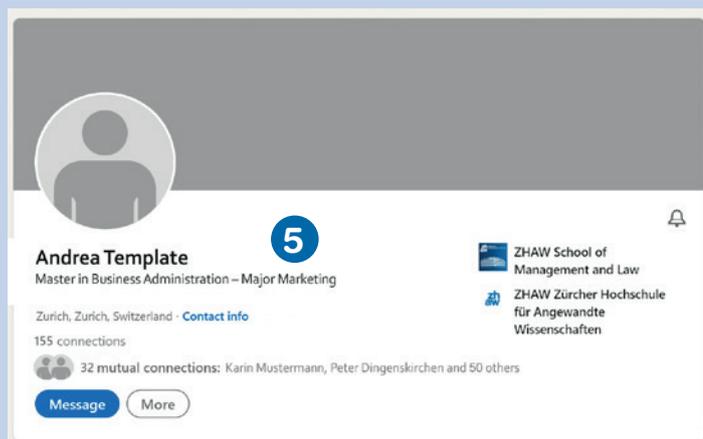
3 CONTACT INFO

Enter your general contact details here, which should include at least one (professional) email address. In the settings, enable your contacts to see your email address.

4 PROFILE URL

By default, the link to your LinkedIn profile contains your name and a few random numbers assigned to your profile. Customize the URL to display this format:

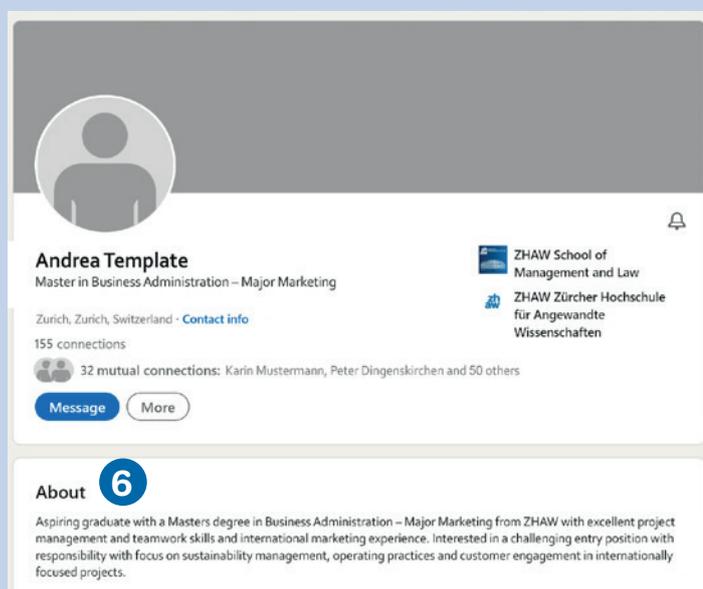
www.linkedin.com/in/firstnamelastname



5 PROFILE SLOGAN

Recruiters use keywords when searching for profiles. Add keywords related to your USP (unique selling proposition) in the field provided for your profile slogan (120 characters available).

LinkedIn fact: LinkedIn automatically adds your current position to this field unless you customize it.



6 INFORMATION / SUMMARY (ABOUT)

In this section, only the first four lines are displayed. Make sure the text in the first few sentences is exciting enough to motivate profile visitors to click the “view more” button.

A good LinkedIn summary contains the following information:

- Your experience in your focus area
- Your main skills and abilities – especially when looking for a job, it is worthwhile to research the skills required for your dream job and list them in your profile
- What you are good at and what your accomplishments have been
- What you are passionate about
- What type of role you are looking for (only if you are actively looking for a job, of course)

LinkedIn Profile

Experience

7



Junior Marketing & Communications Specialist (part-time, 60%)

Muster & Young Corporation, Zurich, Switzerland

Oct 2020 – today
Zurich

- Support product managers in improving the online customer experience
- Create and manage the global marketing materials catalog, i.e. writing of content and layouting
- Produce monthly reports outlining work activities and project progress

Education

8



ZHAW School of Management and Law

Master in Business Administration – Major Marketing

Sep 2020 – today

Volunteering

9



Project leader and mentor

Youth Services Center Wallisellen, Switzerland

01.2013 – today

- Helping plan and run events
- Support fundraising and donations by approaching sponsors
- Promoting Youth Service Center activities using various media and social networks
- Welcoming new members and assigning them to groups

Skills

10

Marketing

Endorse

Project Management

Endorse

Corporate Responsibility

Endorse

Show all 28 skills →

7 EXPERIENCE

List your practical experience and use keywords to describe what you did and what you have learned in the process. For you to appear prominently in LinkedIn searches, there should be at least three entries.

Remember: Internships are also work experience, and volunteering has provided you with many opportunities to expand your skills and competencies.

8 EDUCATION

Keywords can also be cleverly integrated into the education section. You can also list courses or business projects that could be helpful in the context of your desired position.

Tip: When naming the school, ensure that you enter it correctly (e.g., ZHAW School of Management and Law) so that the correct logo appears automatically. This ensures that you are linked correctly and that you are displayed as a student or alumna/alumnus of the SML.

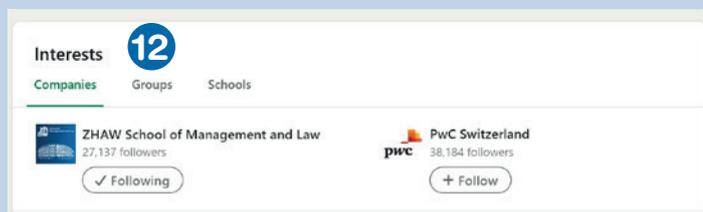
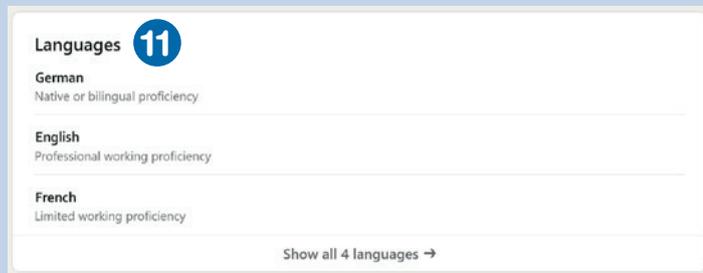
9 VOLUNTEERING

Here you can add extracurricular experience or activities, e.g., active involvement in a student association, scout leader. Explain your duties and responsibilities.

10 SKILLS

The skills you list in your profile help you present your abilities to other members, especially recruiters. This information will help them understand your strengths better. After listing your skills (max. 50), you can ask your contacts to confirm these skills. If someone confirms your skills, you are more likely to be discovered for job opportunities that match your skills. Ideally, you should think about your top three skills and highlight them; otherwise, the system will do it for you randomly.

LinkedIn Profile



11 LANGUAGES

Enter your language skills and indicate your current level.

Licenses & Certifications

You can additionally enter language diplomas and certificates for completed language courses in the section Licenses & Certifications.

12 INTERESTS

Add groups, companies, and personalities that currently interest you. This information influences what the LinkedIn algorithm shows you in your feed.



MULTILINGUAL LINKEDIN PROFILE

Are you applying in both English and German, or do you want to work in an international environment? You can set up your profile in several languages.

Tip: Make sure that the multilingual profiles are set up consistently in the respective language. A careless mixing of languages looks unprofessional.



PRIVACY & SETTINGS

Tip: Before editing your profile, adjust the setting to “no” under Privacy & Settings > Privacy > Profile Changes. Doing so will prevent your contacts from being notified every time you update your profile. When you are done with the editing of your profile you can adjust the setting again.



TIPS AND TOOLS

For more details, visit our Tips and Tools page at <https://career.sml.zhaw.ch>