



Career Center  
Lewis & Clark College  
go.lclark.edu/career\_center  
503-768-7114

## **LEWIS & CLARK COLLEGE CAREER NETWORK**

L&C Net is a group of alumni and parents who have volunteered to act as “career experts” to L&C students and alumni in transition. Hosted as a private group in LinkedIn, members live throughout the US and abroad and represent a cross-section of industries and professional careers. L&C Net is an informational resource and guidelines are in place to help you build relationships with alumni and parent volunteers.

### **JOINING L&C NET**

All active students at Lewis & Clark College have access to L&C Net. To join, users must have a LinkedIn account.

### **NETWORKING TIPS**

**Networking is one of the best ways to learn about potential professions and organizations.** Check out the Informational Interviewing handout from the Career Center for more information about how to network.

### **LINKEDIN PROFILE**

LinkedIn (www.linkedin.com) is the world’s largest professional network. It can connect you with trusted contacts and help you exchange knowledge, ideas, tips, and opportunities with a broader network of professionals. For some tips on building your profile, check out the Career Center’s social media handout and see infographics below.

LinkedIn allows you to:

- **Establish your personal profile** – LinkedIn profiles rise to the top of search engine results, enabling you to **control the first impression employers get when searching for you** online. The more you complete your profile, the more professional and prepared you will appear to potential connections, recruiters, and future employers.
- **Summarize goals and highlight skills** – By writing a professional summary integrating your goals, you allow others to quickly learn about who you are and what you do. Include your best skills and talents in your profile and ask your connections to endorse you.
- **Get advice** – Pose questions to the career experts in L&C Net and request informational interviews to gain insight about industries, navigating career paths, and preparing for graduate school and/or other future endeavors.

- **Find experts and ideas** – The search feature on LinkedIn lets you explore the broader network by name, title, company, location, and other key terms that will help you find the knowledge you're looking for.
- **Explore opportunities** – The search engine, company search tools, and job board showing who you know at different companies all make LinkedIn a **great resource to learn about new opportunities**.



# LinkedIn Profile Checklist

**PHOTO:** It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

**HEADLINE:** Tell people what you're excited about now and the cool things you want to do in the future.

**SUMMARY:** Describe what motivates you, what you're skilled at, and what's next.

**EXPERIENCE:** List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

**ORGANIZATIONS:** Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

**David Xiao**  
Econ Major and Aspiring Financial Analyst  
San Francisco Bay Area | Financial Services

Previous: Berkeley Ventures  
Education: University of California, Berkeley

153 connections

www.linkedin.com/in/davidxiao/ Contact Info

**Background**

**Summary**

I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing?

As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies.

**Experience**

**Venture Capital Internship** Berkeley Ventures  
Berkeley Ventures  
May 2013 – September 2013 (5 months) | Berkeley, CA  
Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.

**INTRODUCTION TO VENTURE CAPITAL**  
Berkeley Ventures

A presentation I gave to my classmates, based on what I learned at Berkeley Ventures

**Organizations**

**Berkeley A Capella**  
Lead Singer  
March 2012 – Present  
Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.

**EDUCATION:** Starting with college, list all the educational experiences you've had - including summer programs.

**VOLUNTEER EXPERIENCE & CAUSES:** Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

**SKILLS & EXPERTISE:** Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

**HONORS & AWARDS:** If you earned a prize in or out of school, don't be shy. Let the world know about it!

**COURSES:** List the classes that show off the skills and interests you're most excited about.

**PROJECTS:** Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

**RECOMMENDATIONS:** Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

The screenshot shows a LinkedIn profile for a student at the University of California, Berkeley. The profile is organized into several sections:

- Education:** University of California, Berkeley, Economics, B.A., 2010 - 2014 (expected).
- Volunteer Experience & Causes:** Big Buddy, Skyline High School, September 2012 - May 2013 (8 months) | Education. Mentored an Oakland high school student through the college application process, helping him get into his dream school.
- Skills & Expertise:** Most endorsed for... Economics (12), Start-ups (11), Due Diligence (10), Venture Capital (10), Management (10).
- Honors & Awards:** The Achievement Award Program, UC Berkeley. Four-year scholarship awarded to community-minded students with a proven track record of academic success.
- Courses:** University of California, Berkeley. Microeconomic Theory (Econ 101A), International Monetary Economics (182), Public Economics (230A).
- Projects:** Venture Capital Financing in India, May 2013. For our International Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper. 5 team members. David Xiao (Econ Major and Aspiring Financial Anal...) and Paul Smith (Student at UC Berkeley) are listed as team members.
- Recommendations:** Received (2). Venture Capital Internship, Berkeley Ventures. Tim Lee (Partner) wrote: "David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities. We don't normally hire undergrads as interns but after working with David, we will again!" November 13, 2013, Tim managed.

Want more LinkedIn tips for students? Check out [students.linkedin.com](http://students.linkedin.com)





# Building a Great Student Profile

Showcase your experience and professional interests on LinkedIn!

1

## Write an informative profile headline.

Your headline is a short, memorable professional slogan. For example, "Honors student seeking marketing position." Check out the profiles of students and recent alumni you admire for ideas.

2

## Pick an appropriate photo.

LinkedIn isn't Facebook. Upload a high-quality photo (your profile will be 7x more likely to be viewed) of you alone, professionally dressed. No party shots, cartoon avatars, or puppy pics!



3

## Show off your education.

Include all your schools, major(s) and minor, courses, and study abroad or summer programs. Don't be shy – LinkedIn is an appropriate place to show off your GPA, test scores, and honors or awards.

4

## Develop a professional Summary.

Your Summary statement is like the first few paragraphs of your best-written cover letter – concise and confident about your qualifications and goals. Include relevant work and extracurriculars.



5

## Fill "Skills & Expertise" with keywords.

This section is the place to include keywords and phrases that recruiters search for. Find relevant ones in job listings that appeal to you and profiles of people who have the kinds of roles you want.

6

**Update your status regularly.**

Posting updates helps you stay on your network's radar and build your professional image. Mention your projects, professional books or articles, or events you're attending. Many recruiters read your feed!



7

**Show your connectedness.**

Groups you join appear at the bottom of your profile. Joining some shows that you want to engage in professional communities and learn the lingo. Start with your university and industry groups.



8

**Collect diverse recommendations.**

The best profiles have at least one recommendation for each position a person has held. Recruiters are most impressed by recommendations from people who have directly managed you.

9

**Claim your unique LinkedIn URL.**

To increase the professional results that appear when people search for you online, set your LinkedIn profile to "public" and create a unique URL (e.g., [www.linkedin.com/in/JohnSmith](http://www.linkedin.com/in/JohnSmith)).



10

**Share your work.**

You can also add actual examples of your writing, design work, or other accomplishments on your profile, where you can share rich media or documents. What better way to sell your skills than to show employers exactly what you can produce?



**Get a Great Profile.**

Get going at [www.linkedin.com](http://www.linkedin.com)

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