LinkedIn Profile Review Template

Visual performance

- Profile picture
  - Clear, professional, plain background – good!
- Overall aesthetic
  - Simple, concise, information is clearly available. Work experience looks a bit hard to read
- Conciseness
  - Clear and to the point
  - Paragraphs would be more easily readable in bullet form and would reduce the word count while still conveying the same information.
- Personalized URL
  - The current URL is cynthia-zheng-9a1a5617b. Changing it to a better URL can lend more credibility to the page.

Personal summary

- Concise details
  - The personal summary is clear and concise
- Description of career interests
  - Personal interests are listed but professional interests are not. Including future career interests shows foresight and planning.
- Specific accomplishments
  - It may be a good idea to include personal accomplishments to highlight skills in the personal summary area
- Tone
  - The tone is good: professional, concise, to the point, and in the active voice

Work experience

- Work experience is relevant
  - Good work with the work experience! It is all relevant and makes for a strong profile

- Sufficient details are included
  - All of the work experience has enough details for employers to view.
- Information is presented in an easy to read manner
  - The information could be presented in a better manner. For example, the work experience at Princeton is all in short fragment sentences, one after another. Consider putting these in bullet points instead. This will make them easier to read.

Education

- Listing of formal education
  - The formal education appears to be incorrect. A first degree must be established before a second degree is achieved, but only the second degree is listed. Ensuring that all formal education is listed will pass more information to future employers.
- Listing of licenses and certifications
  - Good use of a certification to showcase linguistic skills; including others if possible showcases well-roundedness and intelligence.

Skills

- Listing of skills
  - Three skills is far too few for a LinkedIn profile. Consider adding other skills like teamwork, software development, Japanese, statistics, linear algebra, etc
- Multidisciplinary skills
  - Consider adding skills not just in software development but in all aspects of professional life.
- Endorsements from peers
  - The best way to get endorsements is to endorse other people. Try endorsing peers! It is very likely that they will send endorsements back.

Interests

- Interested in potential employers
  - There are no interests in potential employers listed. Adding companies by liking their pages shows them that you are more actively interested in their company.
- Interest in professional and non-professional organizations
  - Expanding the list of interests by listing more organizations beyond UBC shows a more well-rounded profile.
- Interest in charitable organizations
  - It comes across well when interest is shown in charitable organizations. Variety, Easter Seals, and the BC Children's hospital are good places to start.

Final Comments

You have a strong LinkedIn profile with a lot of good work experience, but it could use some more work to make it better-rounded. Below is a summary of improvements that could be made:

- Listing more skills and certifications
- Showing more interests in future employers by liking their pages
- Showing more interests in multi-disciplinary organizations by liking their pages
- Endorsing peers to have them return the favour
- Consistency in formatting and diction lends better credibility
- Listing all formal education conveys more information to potential employers
- Changing the URL to an easier-to-remember one

Thank you for taking the time to read my comments.