

English 301 Peer Review Form: LinkedIn Profile

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### **First Impression**

The LinkedIn profile offers a thorough introduction towards academic and work experiences in a professional manner. All required fields are thoughtfully completed, and the profile elicits sophistication and personality. The use of a “personal note” is genuine and rationalizes the volunteer experience at Big Brothers Big Sisters. Please consider the following suggestions:

### **Summary**

- The summary provides a good combination of professional background information and intentions within the business industry. The use of several short paragraphs keeps the reader engaged effectively communicates expertise in Marketing and Mathematics.
- To keep the summary as concise as possible, it might be useful to combine synonymous words.
- “I have a passion for Mathematics and a love for marketing” can be written as “I have a passion for both Mathematics and Marketing”.
- It might also be useful to demonstrate the versatility, resourcefulness, and motivating nature. For instance, briefly mentioning a project that requires these skills.

### **Experience and Education**

- Very well written descriptions that demonstrate a reliable, competent and well-rounded individual
- Great use of action verbs
- Ensure all fields are completed to give the reader an idea of the roles in past experiences. It would be useful to know the tasks and achievements from Kumon since to highlight the intention of pursuing a field regarding Mathematics.
- The Annual Reports from The Rick Hansen Institute was very effective in eliciting knowledge and abilities. Showing examples of work at CPABC might be useful in highlighting expertise. For instance, mentioning events/strategies that one has supported/coordinated will draw more attention to expertise.
- Slightly shortening the descriptions might be useful. LinkedIn experience descriptions should not be read as a resume, thus more focus can be placed on large accomplishments rather than individual tasks.

### **Skills, Accomplishments, and Interests**

- Efficient use of the section to display relevant skills and accomplishments.
- Selecting more skills that are specific to a marketing role can be effective in displaying your expertise.
- Interests are applicable to your industry.

**Concluding points**

Overall, the maintenance of an active voice in the LinkedIn profile with great uses of action verbs kept the reader engaged. The profile is easy to follow and follows a chronological order. Writing is direct and to the point without unnecessary statements, showcasing a reputable background.

A few points to consider are:

- Combining synonymous words
- Completing all available fields to ensure maximum visibility of skills
- Shortening descriptions of your experience
- Selecting more specific skills

It has been a pleasure reviewing your profile. If you have any questions or concerns, please feel free to contact me at [christine1221@me.com](mailto:christine1221@me.com)