To: Michael Webb

From: Wei (Edwin) Chen

Date: February 16th, 2017

Subject: Peer Review ENGL301 – LinkedIn Profile

**Summary**

As someone who is about the start a career, it’s essential to have a summary explaining your career interest. Letting employers know what industry you are interested in, what position you are looking for helps them identify if you are a potential fit.

**Professional and Volunteer Experience**

*Start with verb in past tense*

* Both the first bullet points for the sales representative and follow-up representative positions started with restating what the position is.
* The first bullet point for the sales representative position at Pepsi Co used present progressive tense.

*Focus on accomplishments.*

* The description for the follow-up representative lacks a bit of detail, it stated worked with appraisal companies mortgage brokers and financial institutions in Canada, US, and the Caribbean but didn’t provide the details of worked on what.

*Use logical format.*

* Used chronological order of experience obtained.
* Positioned volunteer experience in the very end seems to be a reasonable approach since it functions as a supplement information for the employers.

*Use bullet points.*

* Used bullet points to emphasize on achievements.

**Skills**

*Include skills relevant to your job search*

* It is unclear if social media is part of the marketing skill where you have experience promoting products or services via social media platform or just something you use for pleasure on a daily basis.

*Be specific on the skills included*

* Marketing is a broad topic and it would be nice to be specific on the area you are specialized in.
* Management also seem too broad and it is a little unconvincing to be a skill a newly graduated candidate have.

*Every skills on your resume is a fair game*

* Keep in mind that every skill put in the resume is a fair game in an interview. The interviewer could have you come up with a sales pitch on the spot, they could ask specific questions on marketing concepts like 3C, 4P, horizontal integration, vertical integration, they could also ask technical questions on excel such as v-look up, pivot table. Make sure you are familiar with the skills on the resume and is comfortable of being tested on them.