

ENGL 301 - LinkedIn Peer Review

To: Jolene Wong, member of Pen & Paper

From: William Ho, Student WH

Date: February 05, 2015

Subject: Peer review for LinkedIn profile

First Impression:

Jolene's LinkedIn profile starts off strong with a profile picture that gives off a professional tone mixed with a friendly personality. Her name and the headline are all clearly visible with the inclusion of keywords, a customized url and an industry to allow easier searching through the LinkedIn site. Over her experiences the reader can clearly see the number of connections she has created and can continue to see how they are spread over both junior and professional levels.

Summary:

From her summary we get a clear idea of her work ethic, objectives and acquired skills by her writing style and use of keywords and clear phrasing. It covers Jolene's passion for learning, current goals and projects at UBC and how her past experience compliments her current skill set. Her use of specific keywords and voice when discussing her current goals shows her wanting to achieve her goals as a computer scientist and to aid a future employer as both a skilled individual and team player. The only thing that would improve the summary would be the inclusion of any forms of media that would further differentiate her from her peers.

Experience:

Jolene's work and volunteer experience is extensive and only become more focused towards her current field of study. This can easily be seen from how it is listed in chronological order and flows nicely after the summary. Each work and volunteer experience is documented with a few brief sentences on her tasks, role and acquired skills in that position. With such a long detailed and keyword heavy list of academic experience, her barista and McDonald work history seem out of place in comparison. They do not have the same level of depth in their descriptions and I believe can be removed to move faster onto her volunteer work.

Jolene's volunteer work tells of how community oriented and involved she is in the chemistry department of UBC. The MUG Leader and events committee description are not broken into points like the others so feels out of place. A bit more description in the secretary volunteer experience and events committee experiences would flush out the section.

Comments on Structure:

The layout of the LinkedIn profile should start from the most important and relevant to least and this is the case for Jolene's LinkedIn page. A small change I would make would be to move the project section below volunteer experience. As a reader I felt a disconnection after having to skim over the projects to get to the work experience. This may be different if the potential employer is actively seeking previous project experience over work experience in their hiring. Leaving the least important awards, languages, skills tier and interest lasts.

Final Impressions:

Overall the LinkedIn profile is a strong summary of a Jolene's dedication to her field and work experience in computer sciences and chemistry within UBC and the community. Small changes to the layout and descriptions will improve the strength and truly make the page stand out from other UBC students in her field.