LinkedIn Peer Review Form

LinkedIn Profile Name:	Jenny Zhang
Peer Reviewer:	Emily Krisnamurti
Date Reviewed:	October 27th, 2019
LinkedIn URL:	https://www.linkedin.com/in/jenny-zhang-821914196/

Criteria	Feedback & Comments
Headline - Does it describe their career profile? - Does it have a good and professional profile picture (i.e. good lighting, appropriate smile, HD picture). - Do you instantly know their current job role? - Do they provide a good and easy URL to find based on their name?	• The headline of the profile provides a clear headline of her current job role. It also shows a good profile picture, with a great and engaging smile. • The profile picture, although great, can be improved. You can use professional headshots, or the very least, a much more HD picture of you, instead what it seems like a selfie. URL can also be changed into something more simple, and not use numbers, and just your full name.
Profile Summary - Does the profile tell you a story about that person? - Is it straightforward and easy to understand? - Does the profile summarizes their future career path and aspirations? - Does the profile highlight their skills? - Is it too lengthy or too short?	• The profile summary is straight-forward and easy to understand. It clearly states her current job role and a short summary about the experiences she's had, as well as her interest outside of the professional field which is a good addition to helping people learn more about her as a person. • To improve, perhaps it would be good to add what your goals, aspirations are for your future career path. You stated "multiple qualities" that you've learned, it would also be good to state what those qualities are. Summaries although called summaries, tend to be longer because that's when you really share your story and sell yourself to potential job seekers, so it's okay to go even longer!

Criteria	Feedback & Comments
Experience, Education, License & Certification and Volunteer Experiences - Does the profile highlight any experiences? - Do they put their experiences, education, license & certification in chronological order? - Do they explain their job descriptions in each experience they put? If so, is it clear, concise and straight-forward? - Are they able to differentiate between experiences and volunteer experiences?	• This profile shows and describes all the experiences she's had. She included her highest education as well as license/certification she received. The job descriptions are also very short and clear, and she put in chronological order, from the most recent to the latest. The profile shows the ability to differentiate between an actual experience and volunteer experience. • To improve, one might suggest to put the description of the experiences in point form. It would also be great to put all of the education she has, including high school and perhaps her high school diploma, which can be really convinient for job seekers when they want to access your educational background thoroughly.
Skills & Accomplishment - Does the profile provide any skills and accomplishment? - Are the skills and accomplishment provided relevant to the whole profile? - Are they organized and structured? - Do they show a significance to why they are being shared? - Are there any endorsement from their peer?	• The profile does indeed provide skills and accomplishment, that are relevant to her career journey based on the experiences she provided. They are all organized and stuctured. • Although I'm aware this is a new profile, perhaps the next stage of improving any linkedin profile is to find coworkers who are willing to endorse you on the skills you have, which increases your credibility.
Grammar, Punctuations and Writing Style - Are there grammatical error in the profile? - Is the writing style professional and formal? - Are there some words, sentences or statement that are inappropriate to be used in a LinkedIn profile?	• Overall, great punctuation and writing style. The profile shows great professionalism.

Concluding Comments:
(Explain the overall quality and impression of the profile you reviewed and how you would suggest the individual to improve their LinkedIn profile)

Overall, I think you did a great job with your LinkedIn profile considering you just started. The biggest feedback I would give you is to just make the best out of each and every aspect of those LinkedIn profile. Although, it's a good start, as time goes and as you get more adjusted with LinkedIn, I'm sure you will find ways to make your profile even better. I hope this peer review helps you navigate and improve your LinkedIn profile.