

ENGL 301 LinkedIn Peer Review Form

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LinkedIn Profile Review

Initial impressions: A very well organized and professional LinkedIn profile page. From reading through your LinkedIn profile, it is clear that you have many years of experience developing online communications and campaigns. The elements chosen for inclusion in the LinkedIn profile served a clear purpose and would inspire confidence in any employer looking for a campaigner with great credentials, organization, and communications skills.

Profile photo

Comments: Great profile photo! High definition and great contrast between the black and white photo with the green banner. The banner has the added benefit of signaling to employers and peers that you possess skill in online communications and design right off the bat.

Cover photo

Comments: A cover photo could be added to help personalize your page, though the new LinkedIn cover photo template works here.

Summary

Comments: Wonderful summary of your skills and experience. The tone of the summary is friendly, professional, and enthusiastic, and you do a wonderful job of telling a story while listing your extensive experience and qualifications. The personal touches in the summary are great, and your passion for the work you do comes through wonderfully.

Activity

Comments: You could use the activity section to display your posts, interests, and share articles related to your field. You are obviously knowledgeable and experienced in your field and your peers would undoubtedly be interested in hearing your thoughts on a variety of issues and lessons learned through your years of political and labour organizing.

Experience

Comments: Well-organised experience section, and a good idea to have included the most relevant work experiences for your field. It may help to keep the layout of each experience consistent. For example, you could decide to use either bullet points or paragraph style for this section and keep edit the profile so that it is consistent for each of the listed experiences.

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Education

Comments: Great! I would perhaps include some highlights or a brief sentence summarizing the coursework or degree. Perhaps you could mention here if you have any major research projects, interests, or courses you wish to highlight. One thing to look into: there may be a duplicate for your most recent bachelor's degree. It appears twice (one reads 'Bachelor's degree, Computer Science' and the other 'Bachelor's degree, Computer Science, 3') though both are at the same university and the same dates.

Accomplishments

Comments: The accomplishments section could be used to highlight languages, projects, and campaigns you have worked on. As a digital campaigner, it may be useful to point to specific projects that you have been a part of.

Skills and endorsements

Comments: Great that you have highlighted your computer science skills in this section. Employers will be able to see quickly which programs and technologies you have experience with. Another way to elevate your profile – perhaps as a long-term project - would be to seek former colleagues or peers offer endorsements.

Concluding thoughts: Wonderfully organized, professional, and interesting LinkedIn profile. Includes all the information an employer might need to see that you are a skilled and experience digital campaigner, as well as a personable and passionate individual. With a few small adjustments and some consistent engagement with the platform, I am sure you will see traffic to your page and employment opportunities come your way.