

Peer Review of Mitchell Prost's LinkedIn Profile

Reviewer: Evan Ruiz

Author: Mitchell Prost

URL: <https://www.linkedin.com/in/mitchell-prost/>

Subject: LinkedIn profile review

Hello Mitchell,

Happy Wednesday! I hope you had a wonderful Halloween weekend. I, recently, examined your LinkedIn profile and was very impressed. I did, however, have some thoughts on how it could be improved. I've attached my notes below:

Initial Impressions:

- Amazing! Your profile absolutely caught my eye, and made the initial review process seamless and enjoyable. As there is a wide variety of profiles, I appreciate the fact that you took the time to make yours "pop."

URL:

- Good job! I like that way that you created a custom URL that includes your name. This is a simple, yet effective, change that makes your profile seem much more professional.

Profile Picture/ Background Photo":

- The stark color contrast between the two photos really caught my eye. I especially enjoyed how you listed your personal email at the centre of your background photo. I might consider, however, using a more personal photo for your background. Outside of looking professional, this is a great opportunity to show who you are. Consider using a background photo that tells where you're from, what you're interested in, etc.

Connections:

- It's great to see that you've been active on LinkedIn. Building your "network" can help offer many new professional opportunities. I noticed, however, that you are at 431 connections. If you are able to get over 500 connections it will, outside of looking like a more established profile, make you more visible to recruiters.

About Section

- Your "about" section is well written and concise, however, I think that you should keep the "visible" length in mind. The viewer shouldn't have to press "see more" to know what your professional goals are. So, I might consider writing your first sentence as "Undergraduate science student at the University of British Columbia, seeking a career in Student Affairs." Lastly, I noticed a small spelling mistake in the first sentence of the third paragraph. It should be "intend" vs "intent" and "graduation" vs "graduations."

Experience:

- The details of your experience are well written/ formatted nicely and I'm able to visualize your career growth within individual jobs. I have no suggestions on improving your experience. Wonderful job!

Liscences & Certifications:

- In my opinion, this is the strongest aspect of your profile. These certifications show that you've gone the extra mile to hone in on your craft. Well done!

Volunteer Experience:

- You should be able to provide context to specify what you've done while volunteering. I would consider providing specific, bulleted examples, to tell why it was important to you and what you learned from it.

Skills and Endorsments:

- I think that this is a small, but important, aspect of a LinkedIn profile. Don't be afraid to endorse others that you've worked with (odds are they might do the same). Based on your profile you, clearly, have good teamwork, organizational, and leadership skills. See if you can get more people to endorse you for those characteristics.

Mitchell, I want to reiterate how well done your LinkedIn profile is. As a result, I had to be much more specific with my critiques. With just a few small fixes, I think your profile could be amazing! Please feel free to reach out with any questions you might have. In the meantime, have a wonderful week!

Warm regards,

Evan Ruiz