

LinkedIn Profile Review Template

Reviewer: Brent Hanover

Reviewee: Cynthia Zheng

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Profile Link: <https://www.linkedin.com/in/cynthia-zheng-9a1a5617b/>

Visual performance

- Profile picture
 - Clear, professional, plain background – good!
- Overall aesthetic
 - Simple, concise, information is clearly available. Work experience looks a bit hard to read
- Conciseness
 - Clear and to the point
 - Paragraphs would be more easily readable in bullet form and would reduce the word count while still conveying the same information.
- Personalized URL
 - Your current URL is cynthia-zheng-9a1a5617b. It would be better to change to a URL that is more personalized.

Personal summary

- Concise details
 - Your personal summary is clear and concise
- Description of career interests
 - Personal interests are listed but professional interests are not. I would recommend including what kind of future work you'd like to be involved in.
- Specific accomplishments
 - It may be a good idea to include personal accomplishments to highlight your skills in your personal summary area
- Tone
 - Your tone is good: professional, concise, to the point, and in the active voice

Work experience

- Work experience is relevant
 - Good work with your work experience! It is all relevant and makes for a strong profile

- Sufficient details are included
 - All of your work experience has enough details for employers to view.
- Information is presented in an easy to read manner
 - The information could be presented in a better manner. For example, your work experience at Princeton is all in short fragment sentences, one after another. Consider putting these in bullet points instead. This will make them easier to read.

Education

- Listing of formal education
 - I think your formal education is incorrect here. It's my understanding that you're pursuing a second degree in computer science, which implies that you have a first one that is not listed. I would also include that you're currently a student because it is unclear whether or not you're currently in school
- Listing of licenses and certifications
 - Good use of a certification to showcase your linguistic skills, I'd recommend including others if possible

Skills

- Listing of skills
 - Three skills is far too few for a LinkedIn profile. Consider adding other skills like teamwork, software development, Japanese, statistics, linear algebra, etc
- Multidisciplinary skills
 - Again, consider adding skills not just in software development but in all aspects of your professional life.
- Endorsements from peers
 - You don't actually have any endorsements. The best way to get endorsements is to endorse other people. Try endorsing your peers; I guarantee they will endorse you back.

Interests

- Interested in potential employers
 - You don't have any interests in potential employers listed. Try to add companies that you would be interested in working for to this area.
- Interest in professional and non-professional organizations
 - While you have UBC listed, it's a given that if you go to the school you are interested in it. Expand your interests by listing more organizations you have interest in.
- Interest in charitable organizations
 - It comes across well when you're interested in charitable organizations. Variety, Easter Seals, and the BC Children's hospital are good places to start.

Final Comments

You have a strong LinkedIn profile with a lot of good work experience, but it could use some more work. I think that if you take some time to add skills and interests, and redesign your work experience section, it will come across as a much more active and involved page. Please take my advice into consideration to turn a good profile into a great one.