

## ENGLISH 301 LINKEDIN REVIEW FORM

By Thu Vo

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Criteria	Sub-criteria	Comments
<b>First Impressions</b>		At first glance, your LinkedIn profile is very impressive. A customized URL helps you stand out from the crowd instead of the default numbered URL. You have a good amount of connections (120), which can be improved with time. Many sections in your profile have valuable information.
<b>Introduction</b>	<b>Profile Photo and Background Photo</b>	<ul style="list-style-type: none"> <li>• You have optimized the use of both Profile and Background photo.</li> <li>• Both photos have good quality and resolution. Your Profile photo has a simple background and you are the focus in the photo, which matches the LinkedIn guideline.</li> <li>• Your Profile photo is very professional. You dressed appropriately and has a slight smile, which draws positive feelings from the audience.</li> <li>• Your Background photo of a boat matches your expertise and career path as a Naval Architect, and does not overpower your Profile photo. I would suggest choosing a more colourful photo and perhaps a more impressive boat. The audience may assume you are into fishing from the current photo.</li> </ul>
	<b>Headline and Summary</b>	<ul style="list-style-type: none"> <li>• Your Headline and Summary are very brief and professional with well-chosen keywords that are relevant in your field. However, they are not very memorable to me because they are not effective in separating you from other people with the same background and skill level.</li> <li>• The use of a vertical bar in your Headline is very useful in separating two different sections. Perhaps you can add some more keywords to your Headline while keeping it concise.</li> </ul>

		<ul style="list-style-type: none"> <li>Your Summary is very direct and relevant to your career path. Again, I think you can further optimize this section by adding more details about yourself. You mentioned “hard-working” and “enthusiastic” but this section still lacks your personality. I would suggest expanding this section by picking out terms that differentiate you from other people and combine them with career-related keywords.</li> </ul>
<b>Required Sections</b>	<b>Work and/or Volunteer Experience</b>	<ul style="list-style-type: none"> <li>The Work and Volunteer experience sections highlight your career path. Perhaps adding more quantifiable evidence to your experience would be helpful. For instance, in your Boilermaker section, you can mention how fast you and your team conducted “time sensitive maintenance on the 25-1 Precipitator Unit” and what was the effect of this effective maintenance.</li> <li>The Work experience section is well-written with extensive relevant and continuous experience. Your use of bullet points has been quite effective in showcasing different points in each work experience. I would suggest using less “we” and more “I”. Be more specific on the achievement and less on the facts (e.g. how did you make the difference to the work?).</li> <li>The Volunteer experience, especially your experience as an Amateur Radio Operator, can be expanded. You can add more interpersonal skills from this position such as communication skill.</li> </ul>
	<b>Education</b>	<ul style="list-style-type: none"> <li>Your Education section has successfully started with the highest qualification on top, which is most attractive to audience at first glance.</li> <li>Listing your significant achievements under your Bachelor of Applied Science is very impressive. I would suggest writing brief descriptions for the other degrees that you have as well.</li> </ul>
	<b>Skills</b>	<ul style="list-style-type: none"> <li>Your skill section is quite broad and you have a good amount of skills under each subsection. Your skills are closely related to your field of work and the most highlighted on are on top of your list, which will attract the audience better.</li> </ul>
<b>Optional Sections (but highly recommended)</b>	<b>Licenses &amp; Certifications Endorsements &amp; Recommendations Accomplishment</b>	<ul style="list-style-type: none"> <li>You have a wide selection of Licenses &amp; Certifications that are directly related to your field, which is very eye-catching to the audience.</li> </ul>

		<ul style="list-style-type: none"> <li>You can also add relevant courses from your previous education to this section. Since you attended many schools, it is better to show what you learnt at these different institutions.</li> <li>You have a strong Accomplishment section. Having more visual effects such as photos of the boats you made would be very interesting. I would also suggest asking for recommendations from previous employers, especially from the Department of National Defence as you worked there the longest (10 years).</li> </ul>
<b>Grammar and Expression</b>	<b>Grammar and Flow</b>	<ul style="list-style-type: none"> <li>Overall grammar and writing flow is good.</li> <li>Good consistency in tone and language, professional throughout.</li> <li>Succinct and descriptive points throughout.</li> <li>However, you can consider using more action verbs follow by noun phrases in your sentences (e.g. Created 5 digital ship models which helped speeding up the building process by 2 times).</li> <li>Some sentences are too long and should be shortened or rephrased. <ul style="list-style-type: none"> <li>For example: "Conducted an in-depth corrosion survey of the hull of one of the Canadian Navy's Victoria-class Submarines, HMCS Corner Brook, while in dry-dock on behalf of the Department of National Defence as a member of the Designated Engineering Authority."</li> <li>Shortened version: "Conducted an in-depth Canadian Navy's Victoria-class Submarines' hull corrosion survey while in dry-dock."</li> </ul> </li> </ul>
	<b>Overall lay-out and design</b>	<ul style="list-style-type: none"> <li>Perhaps adding more visual effects such as photos or videos throughout your profile would add more personal touch.</li> </ul>
<b>Other suggestions</b>		<ul style="list-style-type: none"> <li>Nothing at the moment. Well done!</li> </ul>
<b>Conclusion</b>		<p>This is a great beginning for an excellent LinkedIn profile. I strongly believe with some edits and addition, your profile page will be very popular. Here are the overall suggested edits that you can consider:</p> <ul style="list-style-type: none"> <li>Change your background photo and add more graphics to your profile.</li> <li>Add more keywords or content details to your description</li> <li>Showcase your personality more with relevant keywords throughout.</li> <li>Rephrase or shorten some sentences to increase clarity and deliver stronger messages to the audience.</li> </ul>