

TEMPLATE: LinkedIn Peer Review

Reviewed by: Erica Friedman, CARE Team Member
For: Renzo Gaviola, CARE Team Member
Date: January 16th, 2019

First Impressions

The profile looks great; it is well-organized and complete; information is relevant, and the tone is professional. The personalized URL adds a professional touch.

Suitability of Profile Photo

Very good. The photo is clear and professional, but not too serious; gives a friendly impression.

Content Review

Headline:

- LinkedIn has chosen the default option, your current position at UBC. I suggest you personalize it to make a stronger impression, and increase the likelihood of appearing in searches.
- Use your stated objective to formulate a stand-out headline. This article helped me: <https://www.forbes.com/sites/williamarruda/2018/05/08/how-to-write-the-perfect-headline-for-your-linkedin-profile/#56f09fe31e8a>

Summary:

- All the necessary elements (i.e. skills and objectives) are clearly stated.
- For brevity and impact, I suggest formatting your skills into a bullet list.
- **Skills:** You have diverse work and volunteer experience.

The skill "Photography" is interesting; to stand out, consider briefly expanding on it.

Don't hesitate to include acquired skills in your summary, even if the work/volunteer experiences don't reflect your current professional objectives.

Teamwork, communication (written/verbal), leadership, CRM, and event planning are transferable skills; they are valuable for many positions, across industries.

This article explains transferable skills: <https://www.wikijob.co.uk/content/interview-advice/competencies/transferable-skills>

Here's an example from your profile:

Carousel Theatre experience -

- Trained volunteers -> leadership skills
- Created content...social media -> social media/content writing

Work Experience:

- Impressive list of diverse work experience.
- Good thinking to include the poster with the UBC position!

- I suggest including one or two sentences describing what UBC Student Housing and Hospitality Services is, and a bullet list of your responsibilities; potential employers may be unfamiliar with the service. Also, your other work experiences include descriptions.
- The remaining descriptions are good; I suggest editing some of the bullet points further.

For example, under Carousel Theatre you wrote:

Updated program manuals and instructions booklets which assists in the training of new employees

I suggest:

Updated employee training manuals and instruction booklets

- For uniformity, consider including a bullet list in the YouthHack description.
- Include links to your articles in the description of your work at Philippine Daily Inquirer.

Education:

- This section looks good; I enjoyed reading your accomplishments at Ateneo de Manilla University. Having two different entries is a bit confusing; it might make sense to combine them; in the description, breakdown high school/university studies, years, and achievements.
- UBC appears twice; I suggest deleting the lower one.
- Consider adding specific courses that align with your current objectives.

Volunteer Experience:

- Nice, with diverse entries
- I suggest matching your experiences with specific skills, and including them in a bullet list. See my comment above re: skills.

Skills & Endorsements:

- Endorsements are important – good job!
- You have the minimum number of skills (5) for a profile; the more skills you add, the greater chance of appearing in searches. I suggest reviewing your educational, work and volunteer experiences, and think about the skills that you have gained; add them to your profile.
- Please see my comment above re: skills.

Accomplishments:

- Excellent work!

Interest and Groups:

- Nice representation

Conclusion:

I really enjoyed reviewing your LinkedIn profile. You present as friendly, professional, adaptable, and able to work independently or in a team. My suggestion for improvement is to focus on adding skills. Don't undersell yourself.

If you have any questions, please feel free to contact me.

Good luck!