

Madeleine Leroux's Peer Review of Jasmin Senghera's LinkedIn Profile

First Impressions

The profile looks like it has been created with care and attention to detail. All the LinkedIn fields have been filled out, and the banner adds a personal touch. Overall, it is a very visually appealing profile page.

Quality of Content

Professional Summary

The summary contains many relevant keywords related to your field, which enhances the profile page's searchability. The wording is clear and concise. However, in the last paragraph the mentioned personality traits do not have information to support them. Including examples of great communication skills will help convince the reader of the provided abilities.

Quality of Headline

The headline is biographical, but doesn't describe the intent. From my LinkedIn research, it is best to describe intentions in the headline so others can easily search for potential candidates. However, it is concise and the headline shows up in its entirety in search results.

Work & Volunteer Experience

The use of "action" words is great. However, quantifiable examples in your work and volunteer experience are missing. How many aerial photos circulated? How many site searches were performed?

Education

UBC is properly listed and linked to.

Visuals

Quality and Appropriateness of Profile Picture and Banner

While it is a nice photo, it is a little dark and out of focus for a LinkedIn profile picture. A picture where the eyes are clearly visible, and the face is clearly distinguished from the background would "pop" more and be more professional. Adding a banner was nice touch to personalize the page, and to distinguish it from others.

Cohesive Organization

Work experience is listed in a consistent chronological order and is easy to read. The method to list past experience (bullet points) was consistent in each entry. It's a visually appealing profile.

Grammar/Typos

- In the professional summary, the last sentence of the first paragraph has too many commas.
- In the same paragraph, I believe the word “greatly” can be omitted.
- Focused only has one “s”.

Completeness

All the fields have been filled out, and it looks like the profile has taken lots of time and effort. The inclusion of interests shows engagement, and the personalized URL makes it easy to access the page.

Concluding Comments

The profile is complete and enjoyable to read. The following are some suggestions for improvements:

- Proofreading the profile one more time
- Providing quantifiable examples in the experience and summary

Please visit Jasmin's profile page [here](#)

Please view my Peer Review Template [here](#)