

ENGL 301: Lesson 2:2 LinkedIn Peer Review

Date: 2016-10-18

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Hello Jade,

I would like to thank you for your LinkedIn Profile submission. Your profile is very impressive and professional. I would like to offer some feedback in hopes to improve your profile for potential employers.

First Impression

My impression of your LinkedIn profile page was very positive. You seem to have created a contextually clean profile that was easy to read. Your summary was short and simple which condenses the whole profile. Experiences section was in chronological order, and the education section was straight to the point. Looking into your past experiences, your passion for coaching soccer is evident, which many potential employers would see it in a positive manner.

Design & Visuals

Title Box

Your title box is clean and condensed; it is very pleasing to read. I would suggest changing “Canada Area” to a specific location so potential employers understand which location you have worked for in a single glance.

Profile Photo

Your profile picture is warm and welcoming. It shows confidence and style for potential employers. However, I would like to suggest a picture with a plain background when applying to a high level position.

Layout

The layout you have chosen is great. It will intrigue potential employers to continue scrolling down the page to understand you better. I would like to suggest that your education section be under the summary section, as it would highlight the fact that you are an undergrad.

Company Logos

The company and association logos that you have embedded into your profile is great for employers to visually understand quickly what the job is about.

Content

Effectiveness of the Summary

Your summary is very clean and to the point. However, the last sentence is redundant, as you have already written about your degree in the first sentence. Please consider revising, perhaps expanding on your ambition of becoming a high school teacher.

Level of detail

The general level of detail you have given is short and to the point. I would like to suggest that you expand on your role as a youth coach. The youth coach position is very impressive to potential employers; it would be better if you can impress them with more detail of your duties, responsibilities, and accomplishments.

Volunteer Experience and Achievements

Your experiences and achievements section is mostly relevant to your high school teacher goal. Perhaps you can exchange “Social Media Assistant Managing” to stream line your educator theme.

Grammar and Expressions

Your profile is largely without error in grammar and tone of expression. It is highly professional and concise. If I may suggest any changes, here are the following that can be improved.

- **MB School of Soccer** – Instead of “Coach for youth players aged 5-10” perhaps use “A coach for youth soccer players of age 5 to 10”
- **Richmond Girls Soccer Association** – Instead of “Coaching introductory level soccer for youth players ranging from ages 3-10” perhaps use “Coached introductory level soccer for youth players of age 3 to 10” & instead of “Responsibilities of preparing lesson plans and running soccer sessions for the Mini-Micro program...” you may choose to use “Responsibilities included preparing lesson plans, running the Mini-Micro soccer program, running Monday Night Skills Academy, and facilitating Spring Program.”

Education and Courses

Your education background seems a little bare. Perhaps consider adding which year of studies you are currently at is appropriate.

Conclusion

Overall, your profile is eye catching and very appealing. With some minor tweaks and some additions, your profile will catch potential employers’ interests.

To summarize my suggestions:

- Re-tool your title box to be more precise
- Consider rewording your summary section
- Consider adding more detail to your Youth Coach positions
- Streamline your volunteer section so it matches your high school teacher goal
- Consider revising clunky wording as suggested above
- Consider adding a little more detail to your education section

It was my pleasure peer reviewing your LinkedIn profile and I hope my suggestions can help you become that high school teacher you want to be. Please feel free to contact me at syl24@live.com for questions.

Thank you,

- Steven Lee