<h1 style="text-align:center;">LinkedIn Peer Review</h1>

TO: Jen-Ai, Lai
FROM: Timothy Goh
DATE: February 10, 2016
SUBJECT: **Review of Your LinkedIn Profile**

Jen Ai's LinkedIn URL: http://ca.linkedin.com/in/jenailai

Initial impression:
You presented yourself as both personal and professional on your LinkedIn profile. You have done a good job listing your skills and background in a clear and logical manner. Below are some comments which you may want to consider:

Profile photo:
An excellent pick for your LinkedIn profile. The background was free of distractions and you were the focus of the photo. The profile photo looks professional and seems to be taken quite recently.

Summary:
I believe that summary should be short and concise. It should take no more than a minute to read and capture the reader's attention. I find that your summary can be quite long. You might want to consider trimming bits of your summary. You should also add the word 'to' in your sentence "…the ability (to) meet deadlines" for a smoother flow.

You should also consider breaking down this sentence into smaller chunks: "I have gained valuable skills in qualitative research methodology and interview ethics through firsthand experience designing and conducting interviews to examine social and cultural influences on patient-care provider relationships and treatment efficacy."

Experience:
You did a great job describing what each experience entails by listing them down in a concise manner. The writing quality here is solid and requires no major revisions.

Education:
This section contains all the required information. No major revision needed.

Volunteer Experience:
You included two volunteer experiences. Each volunteer experience is followed by a description of activities that were carried out. You did a good job including the duration (number of years) that you volunteered for. This is particularly important because it shows your level of commitment.

Organization:
Formatting for each section looks professional. You included an appropriate amount of information. Any extra information would have been too much and any less would have made it harder for readers to understand.

Conclusion:
Overall, your profile was well constructed with few to no spelling error. I hope that my recommendations would help you bring your LinkedIn profile to the next level. Please let me know if you have any questions.