

LinkedIn Peer Review

English 301 Peer Review Form: LinkedIn Profile

Name of Reviewer: Taylor Smith

Author of LinkedIn Profile: Lia Slager

Date: March 4, 2019

Hello Lia,

After connecting with you on LinkedIn, and as per our course requirements, I have reviewed your profile with pleasure. You can find my review below, and following that you will see a pdf attachment of the template I created in order to review your profile.

First Impressions:

Very clean looking profile, Lia, easy to navigate. Your friendly profile picture is welcoming as it draws the reader in. You have completed all necessary sections on your profile, free of errors either grammatically or structurally. Your tone is consistent, as remains professional throughout.

Profile Picture:

As mentioned above, your profile picture is both professional and friendly, which welcomes the reader to your page. Not only are you pictured as a professional, you show that you are outgoing and approachable. Your picture is taken well, free of any obstructions that may prohibit the reader from seeing who you are.

Headline and Summary:

The way you utilize the headline is good, however, I might suggest you highlight an accomplishment in this section as well, which would draw the reader in even more. While your headline is concise, it is also simple, and even though simple is not bad your headline is often the second place a reader will view before continuing on.

Your Summary is well written and clearly describes your current and future goals. Also, you do a great job explaining your current work position, while also highlighting some skills you have obtained from past experiences. I believe the reader would want to hear more though. You have more space to expand on your achievements and skills. Use this section as an opportunity to really grab your reader's attention, making them want to connect instantly. Overall though, great summary, its clear and flows well from beginning to end.

Experiences and Education:

You have done a great job showcasing your current and previous educational/professional experiences. You have properly listed past employers and the dates you worked for them. Also, you have clearly shown your current educational path, as you list UBC as your current university, while also properly stating your degree's start and end dates. Lia, try to use the description section for your previous and current places of employment. This will give you an opportunity to highlight what you have learned.

Skills:

You have highlighted your skills well here, making proper use of this section. Your skills show you're performance driven and like to make decisions, while also possessing the skill of leadership, which goes a long way in most organizations.

Final Thoughts:

Really good job, Lia. Your LinkedIn profile is presented professionally, and makes use of all categories. The clarity of your profile really stands out, and I believe you are presented in a positive manner. My only suggestion is that you expand a bit more in a couple sections, and do not be afraid of talking yourself up.

[Link to Lia Slager's LinkedIn Profile](#)

[PDF attachment of Peer Review Form- Taylor Smith](#)

Best,
Taylor Smith