

LinkedIn Profile Reviewed: Lauren Hjalmarson ([LinkedIn Profile](#))

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Hello Lauren,

Thank you for inviting me to review your LinkedIn profile. I was impressed with the diversity in content, pictures, and work product. I have prepared feedback on three key areas considering this is a web based application and not a traditional written document. I have tried to capture the reader's perspective and provide relevant feedback as it relates to:

1. What a reader would think just looking at the profile (First Impression)
2. How the layout supports understanding as the reader moves through the profile (Page Design)
3. How the content supports the professional image and legitimizes the profile (Persuasive)

First Impression *The following feedback is based on what a reader might experience as their first impression viewing your LinkedIn profile. I have reviewed as a potential customer.*

<i>First impressions will determine whether a reader will want to read the profile or continue on.</i>	Overall, your LinkedIn profile is strong in the area of first impressions as I found myself drawn into your profile wanting to read the content without hesitation as I scrolled down the page. The use of well-placed multimedia including pictures, breaks the traditional black and grey LinkedIn colour scheme and keeps the reader's eye moving. Great job!
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	Your profile picture is well selected given the public and social media services Lion Speak specializes in and your relevant experience. The reader wants to see the face behind the brand and the photo provided is relatable and professional.
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Considerations	Consider the amount of categories available on the profile as my enthusiasm began to wane slightly not knowing how long the profile was (approximately at education) and I wanted to get back to reading from the top.
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Page Design *The following feedback is based on the effectiveness of the layout of words, graphics and how the two work to guide the reader and help them to understand and remember the information provided.*

<i>Page design will determine whether a reader understands and remembers information</i>	There is a vast amount of information provided clearly emphasizing an effort to provide as much information to the reader as needed. It is clear that this profile has taken both time and thought to develop.
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	Information ranged from personal expertise, education, projects, to volunteerism. Other information supported services through Lion Speak, the business recently opened in April 2016.
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	There was a strong call to action in the summary “...that’s where I come in” encourages the reader to continue reading with confidence that you have something to offer.
Considerations	<p>In the summary section, the information may cause some confusion as it reads both from a “personal” profile and a “business profile” with the Lion Head services. Consider adding “Lion Speak Owner” to the heading to create continuity. Consider moving the Lion Speak information to the beginning so that the personal experience supports the business services.</p> <p>Consider the tone of your writing as it can come across as slightly casual. For instance in the Summary section, third paragraph from the bottom you choose the statement “drop me a line!” Consider revising this to reflect the professional presence of the profile such as “Additional services available. All enquiries can be sent via email <email address> or by phone (xxx) 777-7777”. This will encourage the reader to follow up without questioning the professional integrity of Lion Speak or yourself.</p> <p>At times the content seems lengthy while at other times you effectively used white space and layout such as bullet lists (</p>

Persuasive *The following feedback is based on whether the information provided legitimizes the writer/profile to the reader.*

<i>Persuasive information will convince the reader of the legitimacy of the Profile.</i>	<p>Congratulations on providing several examples of “proof” that legitimizes your expertise to the reader including:</p> <p>Links to KelownaNow Picture and Chapter from Rory and the Coyote Link to Sweet Tweet Cartoons</p> <p>This provides actual proof that the reader can investigate and evaluate your expertise.</p>
Considerations	<p>As I continued to read through the profile the one area I thought would be key in improving the profile surrounds editing both the writing structure and the amount of information provided. Below are specific examples to consider, however, I encourage the writer to consider what is important for the reader to know (specific projects you’ve worked on) versus what is simply good to know (personal causes). Consider editing or removing the good to know elements so that the important information is more impactful.</p> <p>Consider removing educational accomplishments such as the Dean’s List and Scholar award. There is no doubt that these were important accomplishments, but in terms of “real world” accomplishments they signal a new graduate and yet, you have many professional accomplishments and work products. If at first you</p>

hesitate, it is understandable as we feel emotionally connected to our accomplishments; however, editing out irrelevant accomplishments can create a stronger emphasis on new/professional accomplishments that hold greater weight for your audience.

Consider how dates are chosen throughout the profile. You are not required to identify months (refer to experience). For instance, if you only stated the years you worked and not the months, the reader would see that you worked in 2013/2014/2015 and 2016. When displayed this way it covers gaps as the current information shows:

- Employment gap between 2010-2012
- Transient work history with 5 months employment in 2013, 4 months employment in 2014, 6 months employment in 2015 and currently 3 months employment.

Consider adding numeric outcomes to your experience/project descriptions. For example: I work grants – to – Completed 3 community grants resulting in \$15,000 program investment. I was a social media manager- to – Social media manager increasing twitter followers from 7,000 to over 20,000 followers in 24 months.

Final Comments

Thank you Lauren for sharing your LinkedIn profile. It shows great strength in juxtaposing URLs linking to actual work products with personal descriptions. I could see the efforts you made to “call the reader to action”, which is effective in keeping your reader engaged. I believe the considerations listed above can assist you as you continue to grow your career and business through LinkedIn. Please feel free to contact me with any questions or concerns.