

LinkedIn Guide



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□ PROFILE

- photo of you (alone) should be high-quality, professionally dressed, forward facing and smiling (you may also consider using your company logo)
- concise, impactful and memorable professional 'slogan' or headline
- include what you're seeking now – and professional plans for the future
- use an appropriate email address and personalized URL

□ SUMMARY

- write in first-person and describe what motivates you and your work skills
- be concise about your experience, qualifications and what you can bring to a prospective company
- use clear and confident language
- use keywords and phrases that recruiters might search for (e.g. 'time management', 'teamwork', 'data analysis')

□ EDUCATION



- do not include highschool
- list schools, degrees achieved, program names and dates
- include any study abroad summer programs
- include GPA if 3.5 or higher

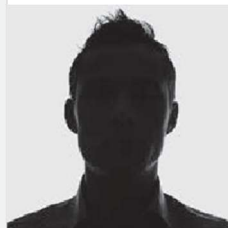
□ EXPERIENCE

- list relevant jobs held, including part-time, contracts, volunteer, field placements or co-op placements
- begin accomplishment statements with a verb (e.g. "Increased..." or "Enhanced...")
- list all positions at a company to demonstrate how you progressed and took on more responsibility
- link to samples of quality work projects, photos, or videos relative to specific jobs
- explain not just what you did, but also the results of your work



□ VOLUNTEER EXPERIENCE & CAUSES

- list organizations that you have supported and been involved with to demonstrate your interests, values and personality


 Search for people, jobs, companies, and more...  Advanced



Joe Seneca
Social Media Branding Specialist | Seeking Marketing Internship
Toronto Area | Marketing and Advertising
Current Calkers & Rubicsky
Previous Yummy Fast Burgers Company
[Improve your profile](#) [Edit Profile](#) **153** connections

 www.linkedin.com/in/joeseneca  **153** connections


Background

 **Summary**


A second-year Business Administration Management Diploma student with an interest in marketing, advertising, and social media / Seeking a summer internship to apply my experience with product or service branding / Excels in social media outreach, developing marketing plans, digital marketing and conducting customer research.

Specialties:

- Event planning, B2B and B2C
- Social networking and marketing
- Account management
- Microsoft Office (Word, PowerPoint, Excel)
- Adobe CS5.5 Suite (Photoshop, Flash)

 **Education**

Seneca College, Toronto Ontario
Business Administration Marketing Advanced Diploma
2018 – 2021


 **Experience**

Advertising Co-op Placement
Calkers & Rubicsky
January 2020- April 2020 (4 months) | Toronto, ON

- Provided customer support for accounts including Meraton Hotels, Reds Shoes and Longas Markets.
- Collaborated with a variety of departments including Account Management, Public Relations and Finance.
- Prepared briefs, PowerPoint presentations, competitive reports and presentation boards.
- Promoted company brand, cross-promoted industry collaborations, and engaged fans through Facebook and Twitter.
- Delivered critical support during production of Jerry Krane commercials and Sanjon online media videos.

Server and Event Planner
Yummy Fast Burgers Company
January 2018 - August 2020 (2 years 8 months) | Toronto, ON

- Planned events and activities for parties of 20 to 100 people.
- Advertised event packages through social media and print ads in local newspaper.
- Provided excellent customer service, maintained cashier drawer and ensured accurate daily cash records.
- Worked 20 hours per week while attending school full time.

 **Volunteer Experience & Causes**

Volunteer
Homes for Humans Abroad
July 2011 – August 2011 (2 months)

- Participated as international volunteer in Costa Rica for four weeks.
- Collaborated with team members to build decent houses for families in need.

□ SKILLS & EXPERTISE

- share eight skills that reflect your skills & expertise
- select skills that contacts/references can endorse
- be sure to list both professional and soft skills
- you can also remove endorsements if you find people are endorsing you for skills that don't accurately describe your strengths

□ ORGANIZATIONS

- to which you belong
- describe how you participate(d)

□ PROJECTS

- add examples of your writing, analysis, design portfolios, to specific experience or to your summary by hyperlinking to rich media, documents or presentations
- choose projects that are relevant to your career field
- include name, completion date (or range), a URL (if available), team members (if they are on LinkedIn) and a description of learning or accomplishments
- highly recommended for creative fields such as design, multimedia production, the visual arts, journalism, or writing/editing and technical fields such as information and technology

□ COURSES

- add any courses that highlight the skills most relevant to your jobsearch
- include course names and the associated institution
- if you lack work experience in the career you are pursuing, include brief course descriptions using key skills

□ HONOURS & AWARDS

- list any recognition in classes, languages, certifications, or team projects
- any prizes or awards earned in or out of school
- GPA, if it is 3.5 or higher

□ RECOMMENDATIONS

- ask those with whom you have worked closely to provide recommendations
- give recommendations to others makes people more likely to respond to your request

Skills

Marketing
Advertising
Presentations
PowerPoint
Marketing and Communications
Sales
Social Media Marketing
Adobe Creative Suite
Product Marketing

Organizations

Seneca Students for Global Human Rights Member

December 2018 – May 2021 (2 years 6 months)

- Fundraised and created awareness on campus of social justice issues.
- Volunteered time, money and resources to help manage events and programs.

Projects

World Priority Business Simulation Project December 2018 – December 2018

- Forecasted markets, implemented new technology initiatives, maintained budget and managed production.
- Achieved the Warren Buffet Award denoting the highest cumulative shareholder return and stockprice.

Courses

Seneca College, Toronto Ontario

- Financial Evaluation
- Marketing Management
- Strategic Analysis

Honors & Awards

The Achievement Award Program UC Berkeley

- Four-year scholarship awarded to community-minded students with a proven track record of academic success

Recommendations



Sally Seneca

"Joe is a 'go-getter!' He is very smart and a creative individual. I enjoyed working on group projects or assignments for school with him and he contributed greatly to our success."

OTHER CONSIDERATIONS

- find relevant keywords by browsing job listings and other people's profiles that appeal to you
- build your network by starting with classmates, professors, teaching assistants, family, friends, and work colleagues past and present
- add, remove and rearrange entire sections of your profile to highlight your most impressive areas near the top
- there are opportunities to network by being a member of a "Group"- if you're a member of the same group as another user, you can bypass the need to be a first-degree connection in order to message them
- advanced search feature: search for jobs by keyword, title, industry, location, company, experience level and more
- allow others to see who you are if you view their profile through your Settings (click your thumbnail image in the top right and click Manage next to Privacy & Settings)