

Career Services presents...

LinkedIn Toolkit



LinkedIn Toolkit

LinkedIn is not just a professional platform but a dynamic space for crafting your professional brand. It serves as a hub for showcasing your achievements and skills, connecting with professionals in your industry or related fields, and sharing your expertise through content creation. By actively engaging with the platform, you can expand your networks, conduct informational interviews, and reach out to recruiters and potential employers, ultimately gaining a competitive advantage in your job search journey.

Advantages of crafting a LinkedIn professional profile:

Networking Opportunities: LinkedIn offers a vast network of professionals, allowing users to connect with colleagues, alumni, industry peers, and potential employers. This extensive network provides valuable opportunities for career growth, business development, and knowledge sharing through informational interviews or coffee chats.

Career Advancement and Recruitment: An optimized LinkedIn profile serves as a digital resume, enabling users to showcase their skills, achievements, and professional journey. This visibility attracts recruiters and employers, enhancing career advancement opportunities and increasing the likelihood of being considered for job openings. It also helps applicants to reach out to employers showcasing interests and enthusiasm for the applied position.

Professional Branding: LinkedIn allows individuals to shape and strengthen their professional brand. By sharing insights, participating in industry discussions, and showcasing expertise, users can establish themselves as thought leaders in their field, fostering trust and credibility among peers and potential employers.

Learning and Industry Insights: Engaging with influencers, companies, and industry groups on LinkedIn provides users with valuable insights into the latest trends, advancements, and discussions within their field. This continuous learning fosters professional development and keeps users informed about industry changes. LinkedIn learning platform offers wide access to micro credentials and certifications to enhance skills.

Job Search and Internship Opportunities: Students can use LinkedIn to explore job and internship opportunities specific to their field of study. Many employers actively use LinkedIn for recruitment, making it a valuable resource for discovering entry-level positions, internships, and industry-specific opportunities.

Are you ready to maximize your LinkedIn profile? Follow the guidelines below to craft your professional brand on LinkedIn.

LinkedIn Optimization Guidelines

Name

- **Capitalize your first and last name:** Use uppercase letters for the initial letter of each word in your first name and last name.
 - ✓ Correct: John Doe
 - ✗ Incorrect: john doe
- **Include personal pronouns:** He/Him, She/Her, They/Them etc.
- **post-nominal initials or titles:** Specific letters or titles to indicate academic degrees, honors, or other distinctions.

For example:

Javier Lopez, CPA (indicating a CPA designation)

Manpreet Kaur, PMP (indicating a project management professional certification)

Mark Johnson, B.B.A. (indicating a Bachelor of Business Administration degree)

Profile Photo

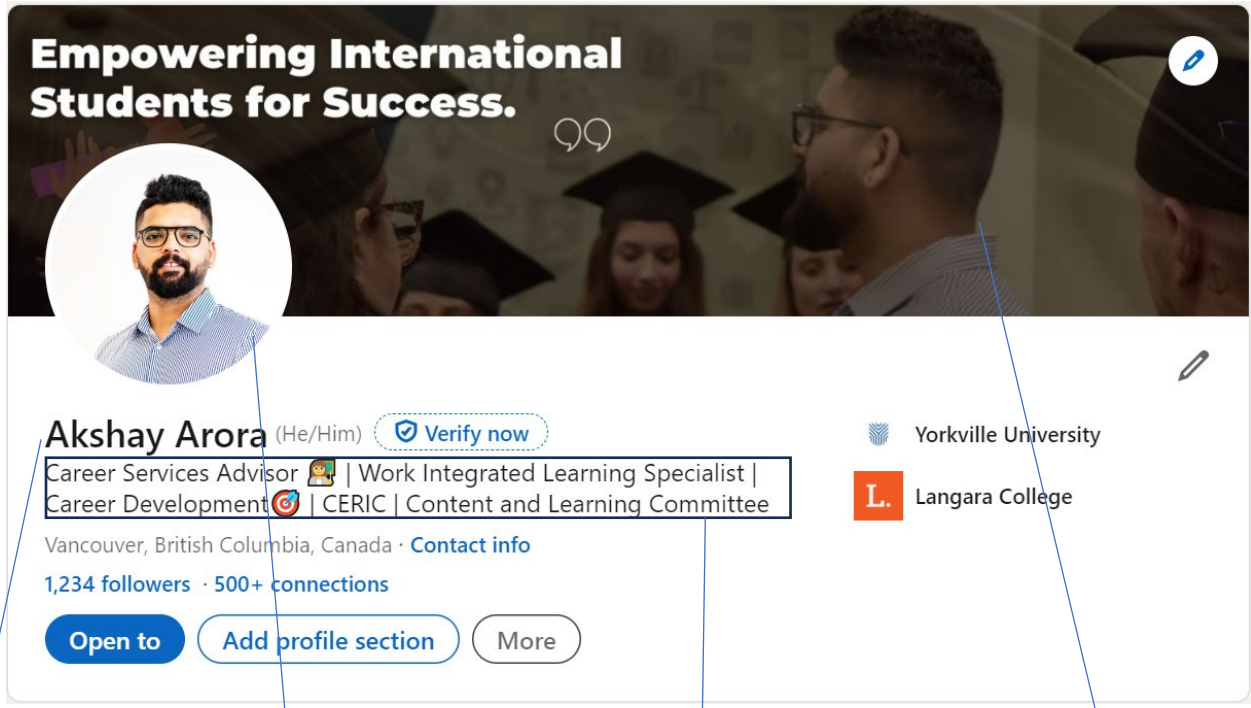
- Choose a professional, and clear headshot. Smile for a friendly appearance.
- Dress appropriately for your industry.
- Neutral background to minimize distractions.

Banner photo

- Opt for a career-specific banner photo that complements your professional image.
- [Canva](#) allows you to create your own banner, offering many free templates to use.
- You may highlight your vision, career focus, quotes, or any picture related to your industry.

Headline

- Craft a concise, creative headline indicating career goals. Customize it for your audience and include key terms.
- Use keywords (skills, designation, and certifications) specific to your industry. Recruiters use those keywords/skills to search for appropriate applicants.
 - *"Aspiring Project Coordinator | Recent Grad Passionate about Efficient Project Execution"*
 - *"Entry-Level Renewable Energy Enthusiast | Committed to Sustainable Solutions"*
 - *"Recent Accounting Graduate | Detail-Oriented and Ready to Excel in Financial Analysis"*
 - *"Supply Chain Analyst | Eager to Optimize Logistics and Streamline Operations."*



Name

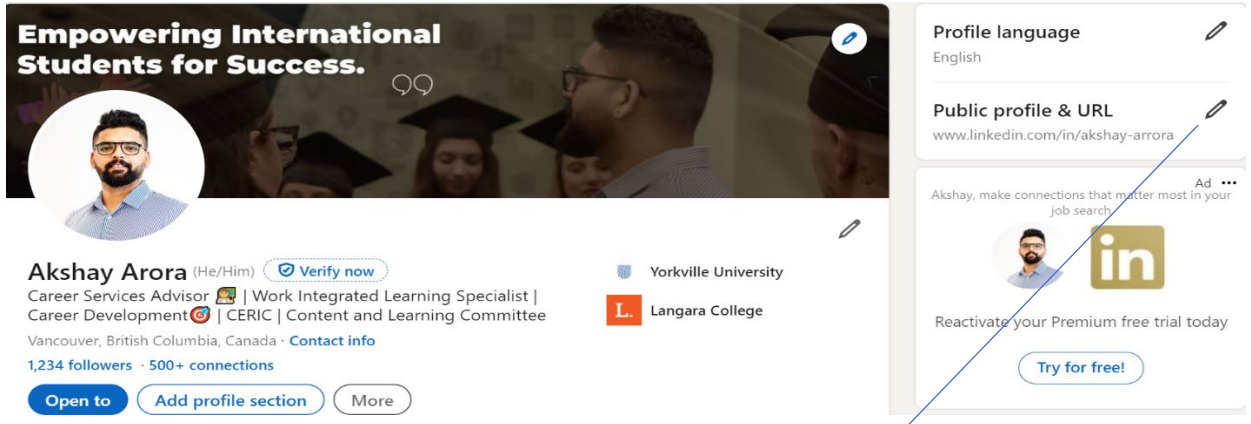
Profile Picture

Headline

Banner photo

Custom URL

- Personalize your LinkedIn URL instead of using the standard one.
- Remove any additional numbers or characters from your username.



Update your URL here!

About me/ Summary

- Begin with a personal brand statement. Keep the first two lines engaging as they are visible without clicking 'see more.' Formally highlight skills, goals, industry-specific jargon, and keywords. Include a call to action.
- Convey enthusiasm for your field and express passion for what you do.
- Use quantifiable results whenever possible to provide depth.

About

✔ As a Career Advisor, my goal is to guide students and recent graduates towards fulfilling and successful careers. With a background in Work Integrated learning and career advising, I bring a wealth of knowledge and experience to help individuals navigate the job market and achieve their career aspirations. ✔

✔ I am dedicated to providing comprehensive and individualized career support, whether it be through resume and cover letter reviews, job search strategies, interview preparation, or networking advice. I also work closely with employers to identify and connect them with top talent, creating mutually beneficial partnerships. 📄

✔ My passion for career development is rooted in the belief that everyone deserves to find a career they are truly passionate about. I am committed to empowering students and graduates to take control of their career paths and achieve their goals. 🎯🚀

✔ If you are a student or recent graduate looking for guidance in your career journey, or an employer seeking to connect with talented individuals, 🔍 I am here to help. Let's work together to create a successful future. 😊👉

Connections/ Followers

- Connect and follow individuals within your industry, classmates, instructors, and those working in your desired field.
- Make a list of your targeted industries, find people working in those organizations, and send them a connection request. “Add a note” while sending connection requests introducing yourself and the reason for connecting.
- **Click on person’s profile – Follow – Connect – Add a note (generally 200-300 words)**

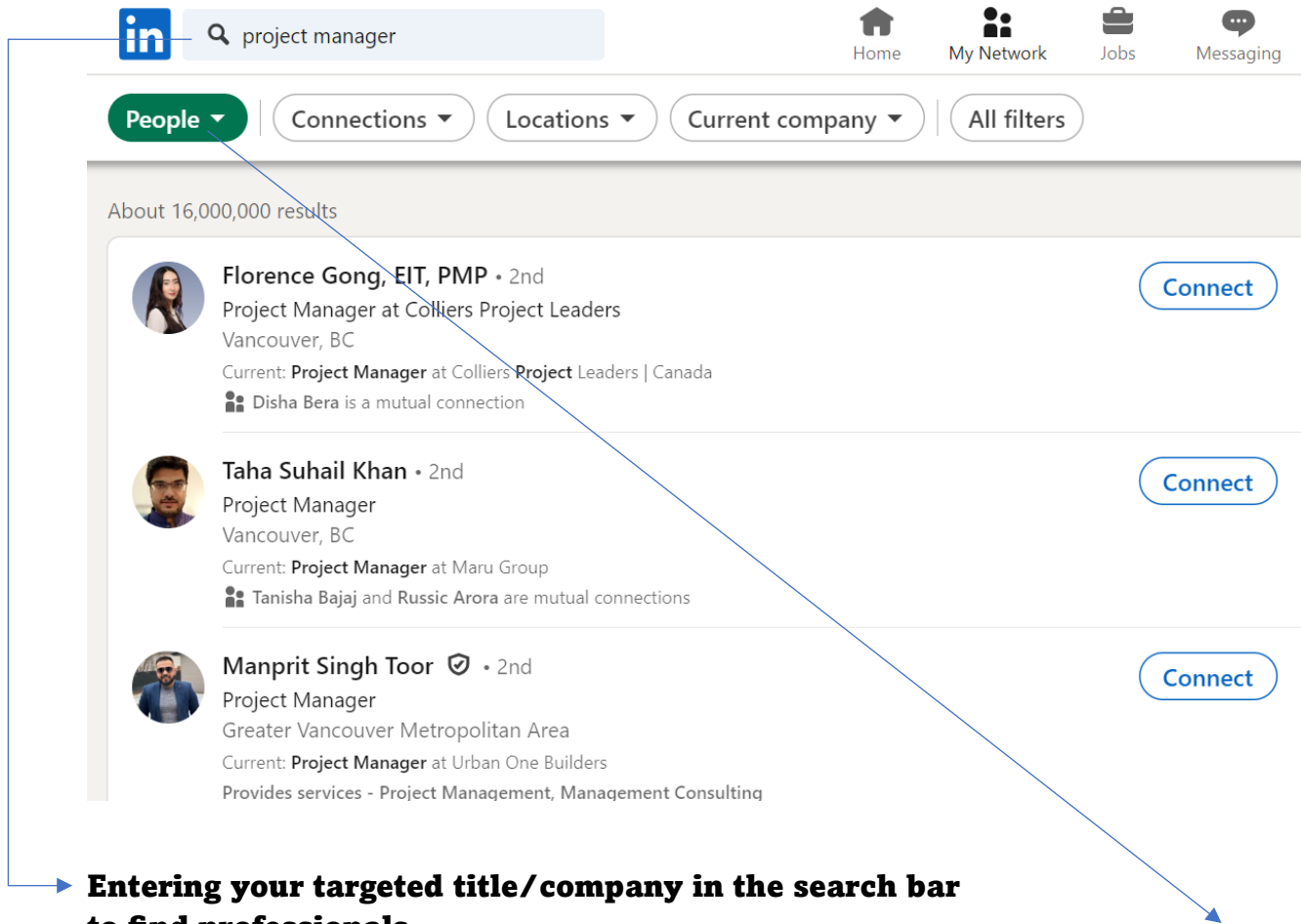
Add a note to your invitation

5 personalized invitations remaining for this month.

Dear Ana, I'm a recent BBA Project Management grad and your career journey caught my eye. Would be glad to connect with you and learning from your journey and expertise. Thank you! |

181/200

Adding a note while connecting



▶ **Entering your targeted title/company in the search bar to find professionals.**

Select “people”

Professional Experience

- Detail your work history with organizations and companies.
- Avoid copying and pasting your resume; include responsibilities, achievements, and growth. Add relevant skills used.
- **Fill in the Details:**
Job Title, Company, Location, Specify the start and end dates, Description, Write a concise and compelling description of your role, responsibilities, and achievements. Focus on quantifiable achievements and use action verbs.
- Add relevant pictures from your workplace.

Experience

+  [Edit button](#)



Career Services Advisor

Yorkville University

Oct 2023 - Present · 6 mos

British Columbia, Canada

🔑 Career Education, Career Support and +1 skill



[Pictures](#)



Greystone College

1 yr 8 mos

● Team Leader Co-op department

Nov 2022 - Oct 2023 · 1 yr

- Coached over 300+ international students for job search strategies, job applications and finding employment in Canada.
- Manage relationship with partner companies to organize Career Fairs with at least 10 companies and 150+ attendees and also develop potential employers partnership to create job opportunities for students.
- Deliver various workshops to group of 50+ students about Co-op term requirements, resume building, networking, interviews, choosing Careers and other job search strategies to strengthen the job applications and approaches for students.
- Mentored students in one-to-one advising sessions to remove barriers and secure employment with multinational firms.
- Manage over 600+ Co-op students record to track progress in Co-op terms.

[Accomplishments](#)

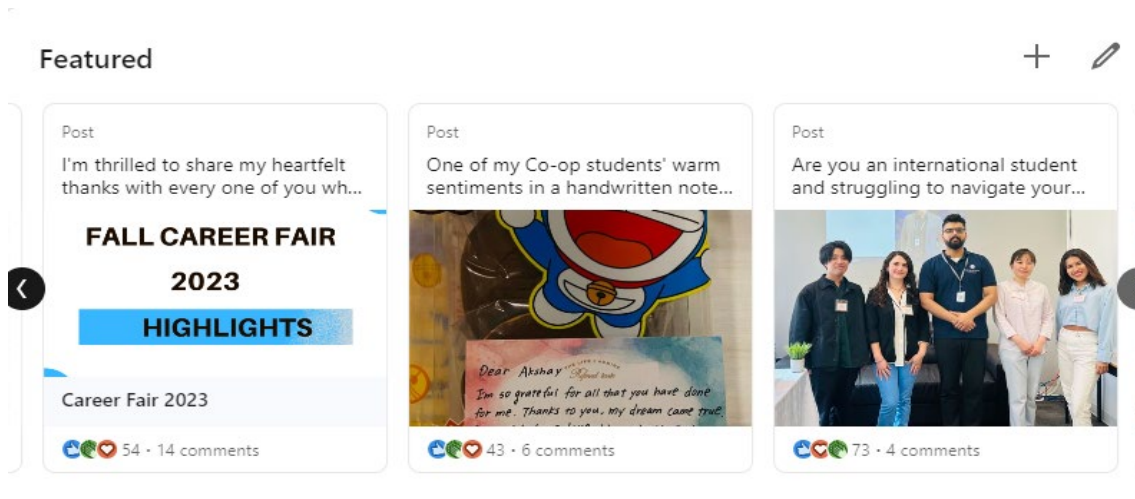
🔑 Event Management, Team Management and +10 skills



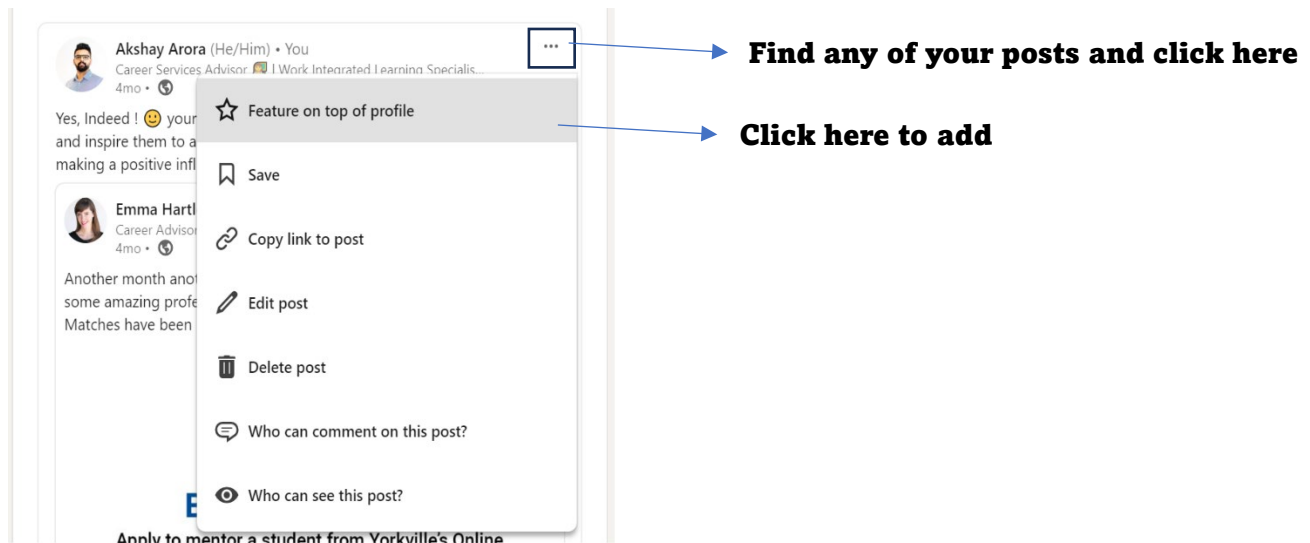
[Skills](#)

Featured Post(s)

- Adding featured posts to your profile can significantly enhance visibility for your proud achievements.
- By selecting your top-performing content, you can demonstrate your proficiency, diverse portfolio, and accomplishments which can enhance your credibility in the industry.
- It's a strong place for students to highlight certificates, portfolios, projects, blogs/articles, or samples of work.




Adding featured posts to your profile:



Education


- List all educational qualifications, excluding high school.
- Enter specific start/end dates, name of the institution, and program of study.
- Consider adding relevant coursework targeted to your chosen role or industry.

Education

**Langara College**
Post Degree Diploma, Business Administration and Management, General
Aug 2021 - Jun 2023

Relevant Coursework:


EXPE 4801 (Career Goals, Resume, and Cover Letters)
EXPE 4802 (Interviews & Professional Image)
EXPE 4803 (Employment Search Strategies)
EXPE 4814 (Experiential Learning Work Term)


**Surajmal College of Engineering & Mgmt**
Bachelor of Technology , Electrical, Electronics and Communications Engineering
May 2011 - Jul 2015


Licenses and certifications


- Highlight additional learning or certifications to stand out.
- “Add media” to upload your certificate


Licenses & certifications

**Introduction to Disability Awareness**
Disability Awareness
Issued Nov 2023

 Akshay-Arora-Introduction-to-Disability-Awareness-Certificate-of-Completion-Disability-Awareness.pdf

**MFOTG: Recognize, Respond, Refer and Reflect**
The Centre for Innovation in Campus Mental Health
Issued Nov 2023

 Akshay-Arora-MFOTG-Recognize-Respond-Refer-and-Reflect-Course-Certificate-More-Feet-on-the-Ground.pdf


**Social Media Marketing**
Hootsuite Academy
Issued Jul 2022

Issue date and media

Volunteer Experience

- Include volunteer experience, especially if you have minimal work experience or are changing careers.
- Highlight your accomplishment statements and consider uploading pictures.



Volunteering

**Content and Learning Committee Volunteer**
CERIC
Jan 2024 - Present · 3 mos


Recommendations

- Request recommendations from colleagues, instructors, or supervisors who can provide valuable insights into your class engagement, group work, workplace ethics, and accomplishments.
- Always offer to reciprocate.


Recommendations

[Show all pending](#)

Received Given

**Karolina Rázuri** · 1st
Graphic Designer | Presentation Desinger | Illustrator | Branding
October 21, 2023, Karolina reported directly to Akshay

I am delighted to highly recommend Akshay, an excellent professional whose assistance was pivotal in my journey as an international student seeking employment opportunities in Vancouver. Not only did he provide solid support from a professional standpoint, but he also offered unwavering encouragement at every stage of the hiring process at a renowned Vancouver-based company. Thanks to his invaluable recommendations and tireless guidance, I was successfully hired as a Graphic Designer at Oak + Fort. My gratitude towards him is immense and enduring.

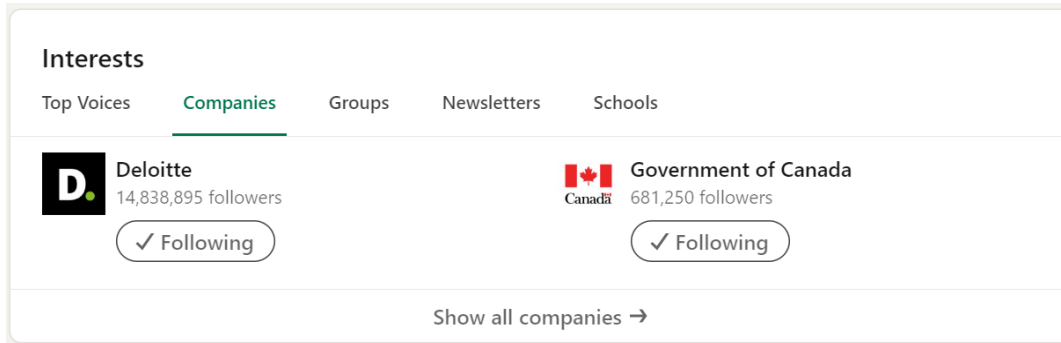
**Graciela Canales Chávez** · 1st
Lululemon Product Development, Women's Performance Apparel
October 12, 2023, Graciela reported directly to Akshay

Very dedicated and open to teach and support when needed!

[Show all 11 received →](#)

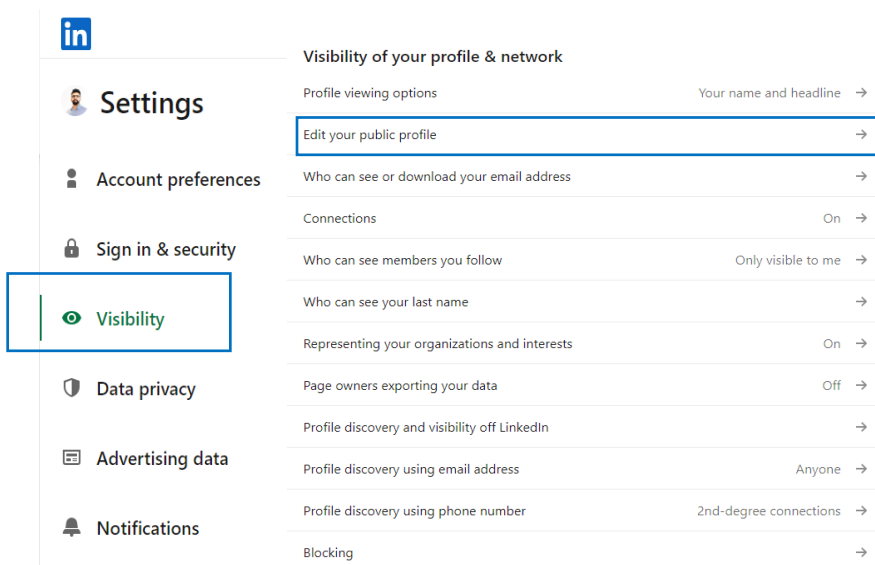
Interests

- Follow Top Voices, Companies, Groups, Newsletters, and Schools.
- Diversify your interests to showcase a well-rounded professional identity.
- Follow companies you aspire to work for in future to stay updated on any initiatives, or news.



Settings & Privacy

- Think of your LinkedIn profile as a digital business card - having your profile public makes it easier for hiring professionals and future employers to find you.
- It improves your SEO (search engine optimization) so when you are interviewing for a role and your future employer Googles you (and they will), your LinkedIn profile comes up on the first page.



Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.

Akshay Arora
Career Services Advisor | Work Integrated Learning Specialist | Career Development | CERIC | Content and Learning Committee
Vancouver, British Columbia, Canada
1K followers · 500+ connections

Yorkville University
Langara College

Sign in to follow

Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/akshay-arora

Edit Content

This is your public profile. To edit its sections, update your profile.

Edit contents

Edit Visibility

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

Learn more

Your profile's public visibility

Basic (required)

Name, number of connections, number of followers, and region

Your profile's public visibility

Basic (required)

Name, number of connections, number of followers, and region

Profile Photo

- Only 1st-degree connections
LinkedIn members directly connected to you.
- Your network
Your connections, up to three degrees away from you.
- All LinkedIn members

Public
All LinkedIn members on or off LinkedIn. Your content could be visible in search results (Google, Bing, etc.).

- Background Photo Show
- Headline Show
- Summary Show
- Articles & Activity Show
- Current Experience Show
- Details Show

Turn it on

Make it "public" and check all sections below.

Get feedback

- Connect with your Career Advisor to receive detailed feedback on your LinkedIn profile once you set up.

How can the **Career Services Department** help you?

- 1-on-1 Resume and Cover Letter writing support
- 1-on-1 Interview Preparation and feedback sessions
- Networking / Information Interview coaching
- Labour Market Research and Job Search support
- LinkedIn Profile tips
- Career Decision Making support
- Emotional Support / Coaching during job search
- Webinars and resources on job search-related topics posted on our Career Services Portal <https://careerservices.myyu.ca/>
- **Email us:** Careerservices@yorkvilleu.ca