



# LinkedIn Profile Checklist

**PHOTO:** It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

**HEADLINE:** Tell people what you're excited about now and the cool things you want to do in the future.

**SUMMARY:** Describe what motivates you, what you're skilled at, and what's next.

**EXPERIENCE:** List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

**ORGANIZATIONS:** Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

The screenshot shows a LinkedIn profile for David Xiao. The profile header includes his name, title 'Econ Major and Aspiring Financial Analyst', location 'San Francisco Bay Area', and industry 'Financial Services'. It lists his previous company as 'Berkeley Ventures' and his education at 'University of California, Berkeley'. There are buttons for 'Improve your profile' and 'Edit Profile', and a '153 connections' badge. Below the header is a 'Background' section with a 'Summary' card. The summary text reads: 'I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing? As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies.' Below the summary is an 'Experience' section featuring a card for 'Venture Capital Internship' at 'BERKELEY VENTURES' from May 2013 to September 2013 (5 months) in Berkeley, CA. The description states: 'Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.' Below this is a presentation titled 'INTRODUCTION TO VENTURE CAPITAL' by David Xiao, with a description: 'A presentation I gave to my classmates, based on what I learned at Berkeley Ventures'. Finally, the 'Organizations' section lists 'Berkeley A Capella' as 'Lead Singer' from March 2012 to Present, with a description: 'Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.'

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**EDUCATION:** Starting with college, list all the educational experiences you've had - including summer programs.

**VOLUNTEER EXPERIENCE & CAUSES:** Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.


**SKILLS & EXPERTISE:** Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

**HONORS & AWARDS:** If you earned a prize in or out of school, don't be shy. Let the world know about it!

**COURSES:** List the classes that show off the skills and interests you're most excited about.


**PROJECTS:** Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

**RECOMMENDATIONS:** Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

 Education

**University of California, Berkeley**  
Economics, B.A.  
2010 – 2014 (expected)




 Volunteer Experience & Causes

**Big Buddy**

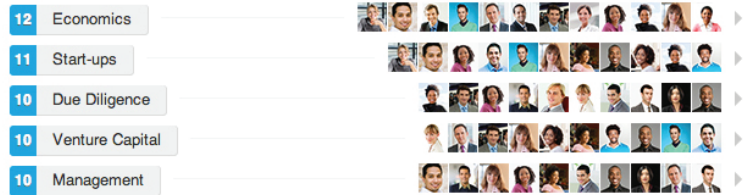
Skyline High School


September 2012 – May 2013 (9 months) | Education

Mentored an Oakland high school student through the college application process, helping him get into his dream school.

 Skills & Expertise

Most endorsed for...



 Honors & Awards

**The Achievement Award Program**

UC Berkeley

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

 Courses

**University of California, Berkeley**

- Microeconomic Theory (Econ 101A)
- International Monetary Economics (182)
- Public Economics (230A)

 Projects

**Venture Capital Financing in India**

May 2013

For our international Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.

5 team members



**David Xiao**

Econ Major and Aspiring Financial Anal...



**Paul Smith**

Student at UC Berkeley

**Recommendations**

Received (2) ▾

**Venture Capital Internship**

Berkeley Ventures



**Tim Lee**

Partner

“David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

We don't normally hire undergrads as interns but after working with David, we will again!

November 13, 2013, Tim managed