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LinkedIn Profile

Career Services Center Workshop

Why LinkedIn?

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- Research jobs and internships.
- Research professionals in the industry or company you would like to break into. See what their skills and background are. (Remember people can see when you have viewed their profile.)
- Reach out to alum or other professionals for informational interviews, or to review your portfolio to give you tips.
- Follow industry/thought leaders and companies to stay on top of industry trends, events and opportunities.
- Stay in touch with industry professional you meet at networking events.

LinkedIn Profile

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If you have an incomplete LinkedIn page, or it doesn’t match the resume you are using you must hide your LinkedIn page. Don’t connect with people or apply for opportunities until you have a clear and professional profile.

You should launch your LinkedIn page when:

- You know the work you are looking for.
- **Your resume is fine tuned.**
- You have a link to your portfolio (as applicable).

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LinkedIn Sections

1. Profile Picture
2. Headline
3. Sections
4. About
5. Featured
6. Dashboard
7. Activity
8. Background
   - Experience/ Education/ Volunteer
9. Accomplishments
10. Interests
11. Skills & Endorsements
12. Recommendations

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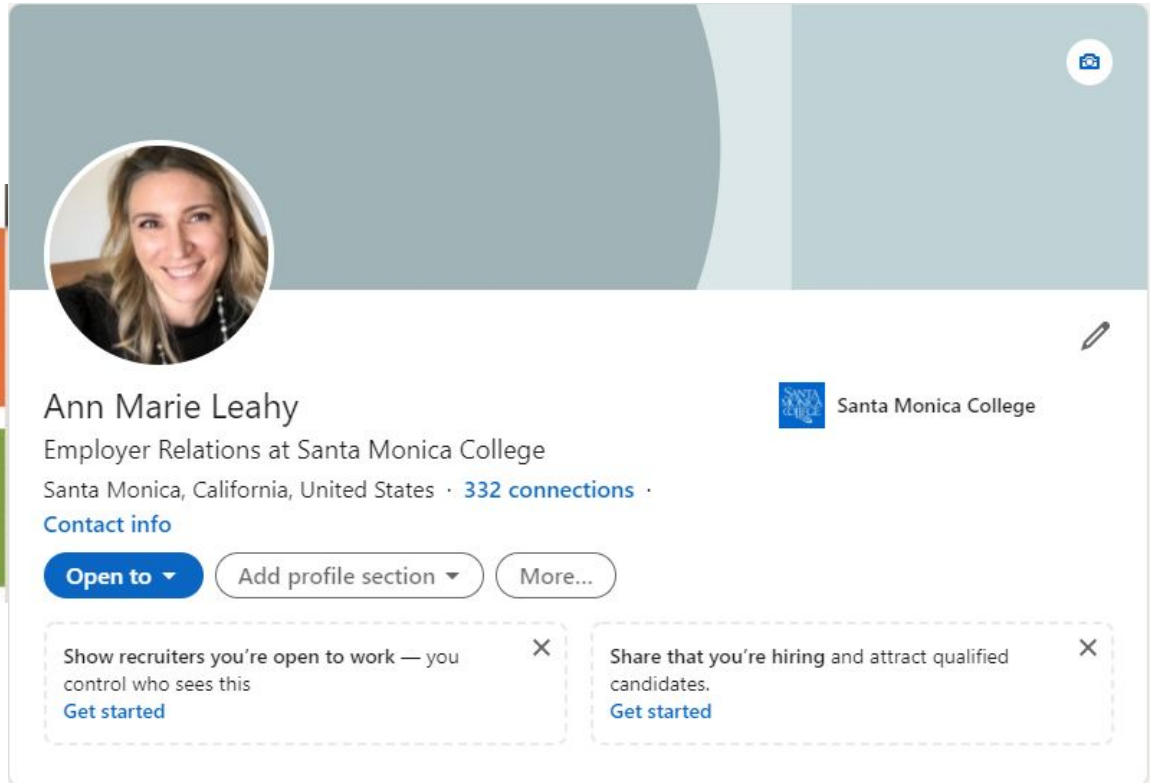
Profile Picture & Headline

☐ **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.



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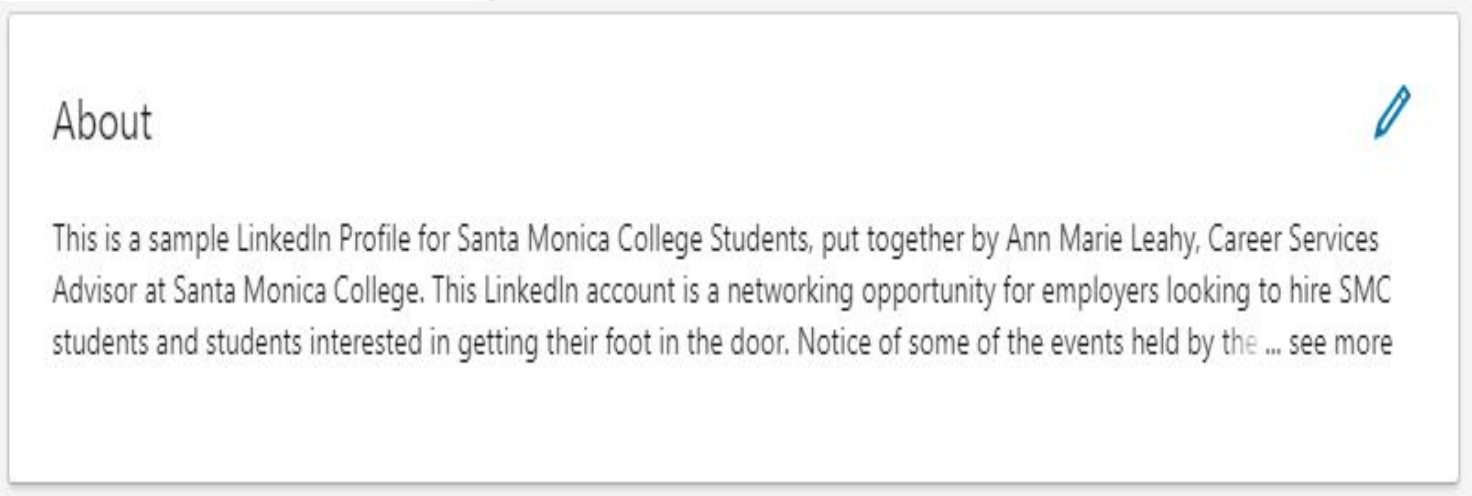
☐ **SUMMARY:** Describe what motivates you, what you're skilled at, and what's next.



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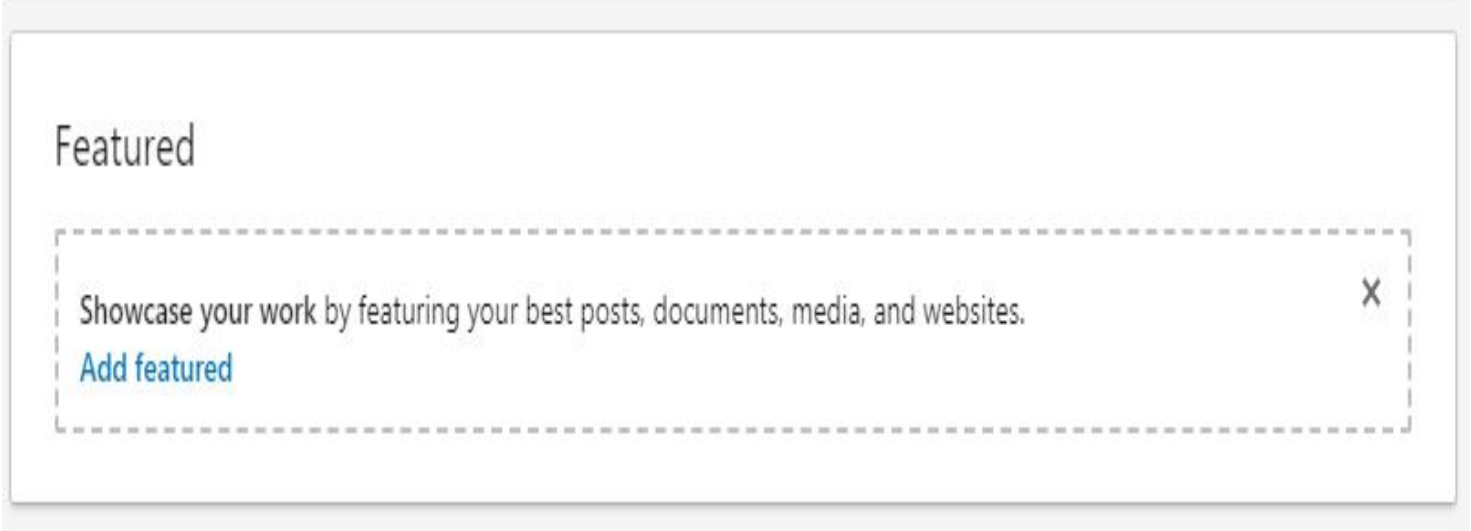
Featured



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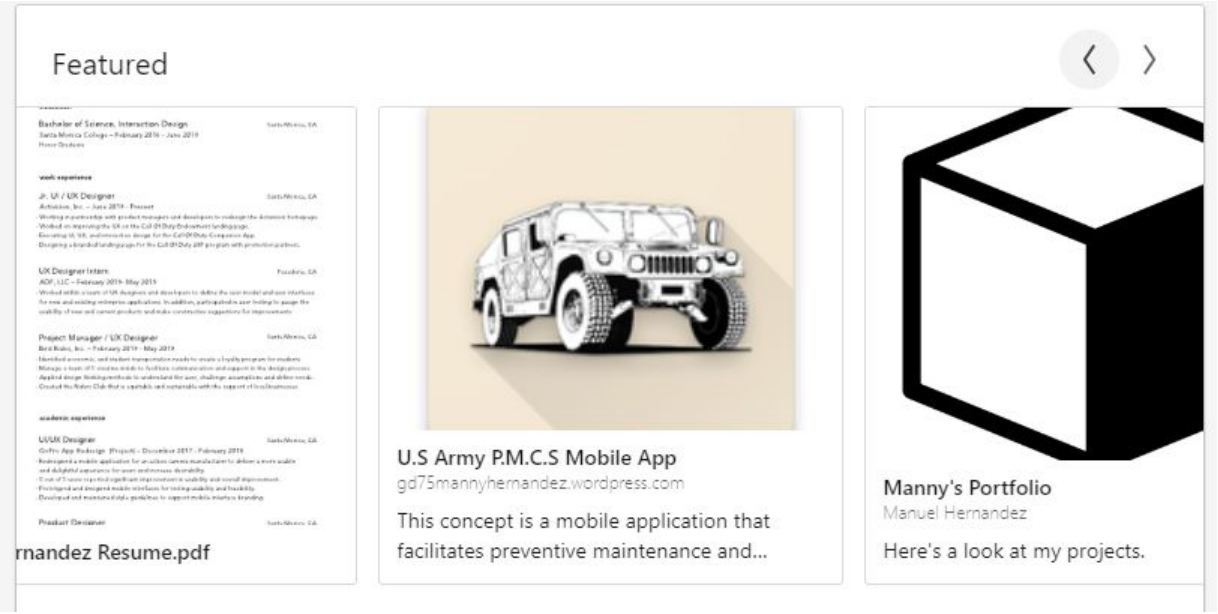
Featured



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Featured

Featured

Radical Sensing, Presentation
Vimeo

Radical Sensing is a body of work at the intersection of wearable technology, olfaction and performance research. This is a video of our presentation given at the Microsoft Design Expo 2016. We are proud to share that Radical Sensing was awarded "best...

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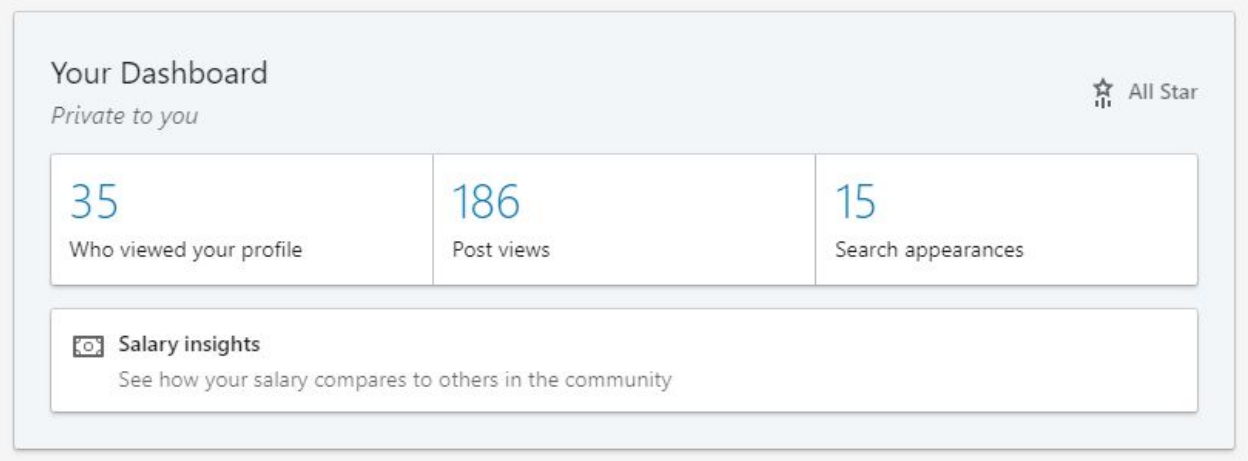
Dashboard



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Activity

Activity

See all

303 followers

Building products with Inclusion in Mind

Roy shared this

4 Reactions

PMA.la panel

Roy shared this

1 Reaction

PMA LA event @ Google LA. I'm excited to participate in the workshop and to...

Roy shared this

9 Reactions

Informational interviews are most definitely beneficial. I plan to conduc...

Roy commented

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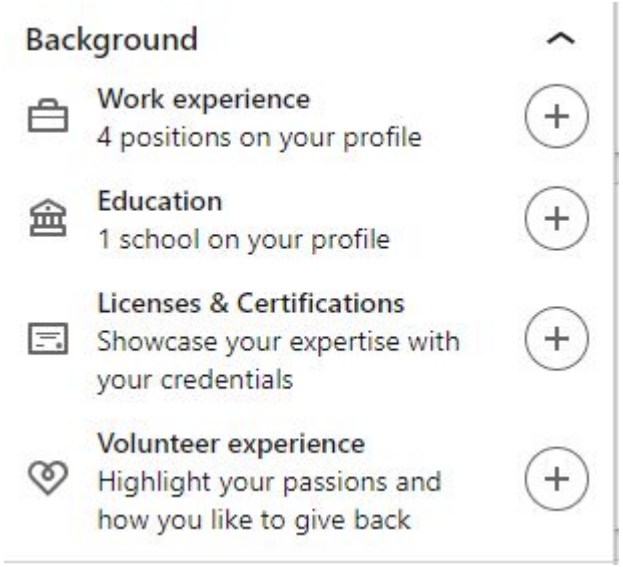
Background



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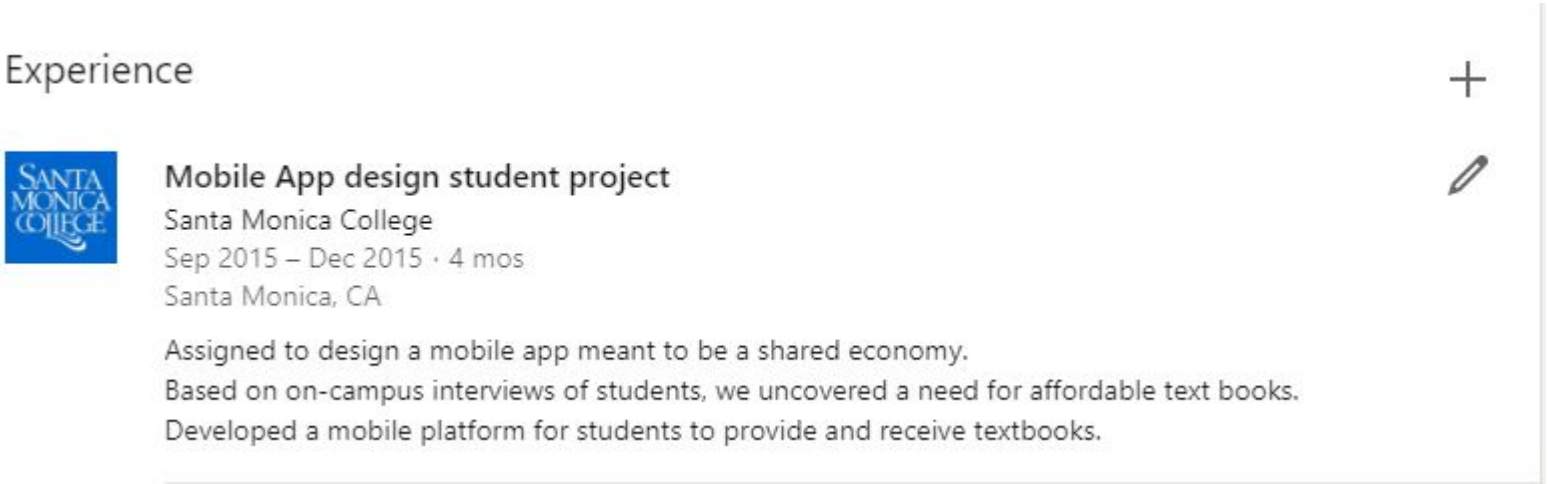
☐ **EXPERIENCE:** List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.



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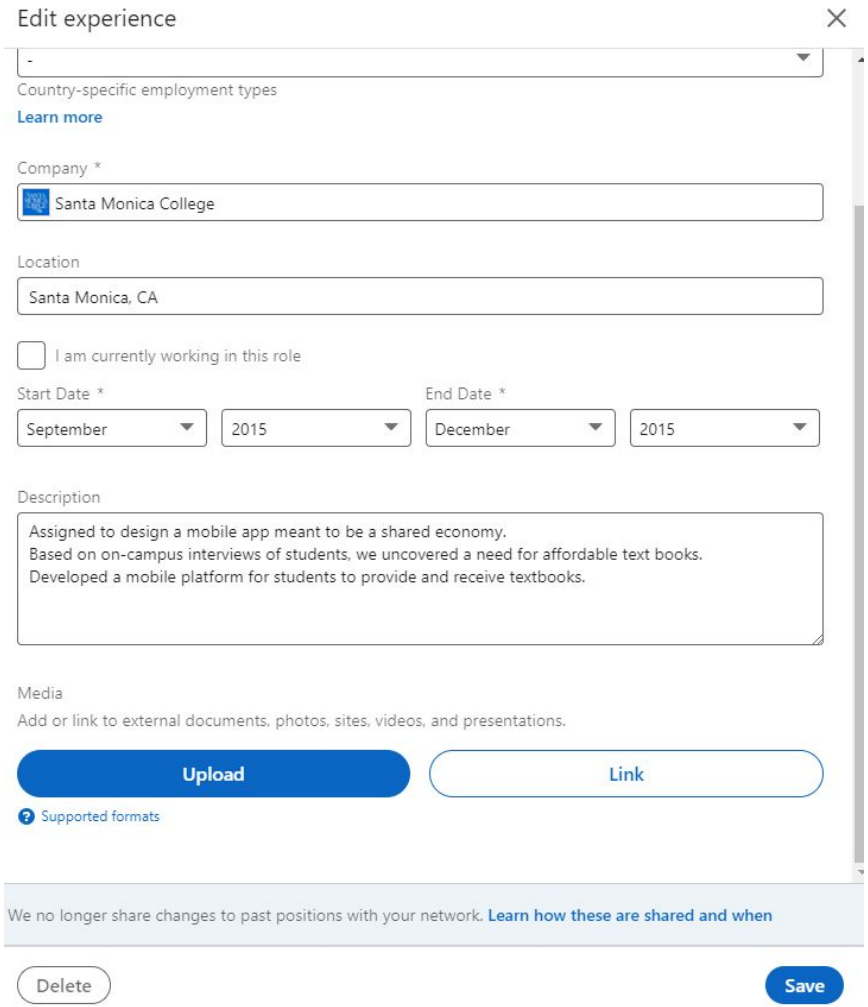
Experience



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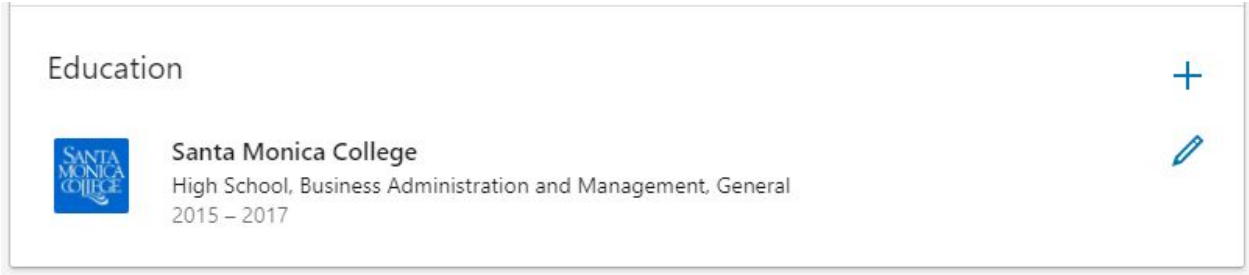
Education

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



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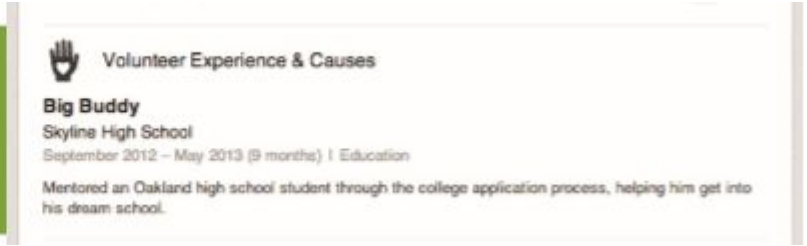
Volunteer Experience and Causes

☐ **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.



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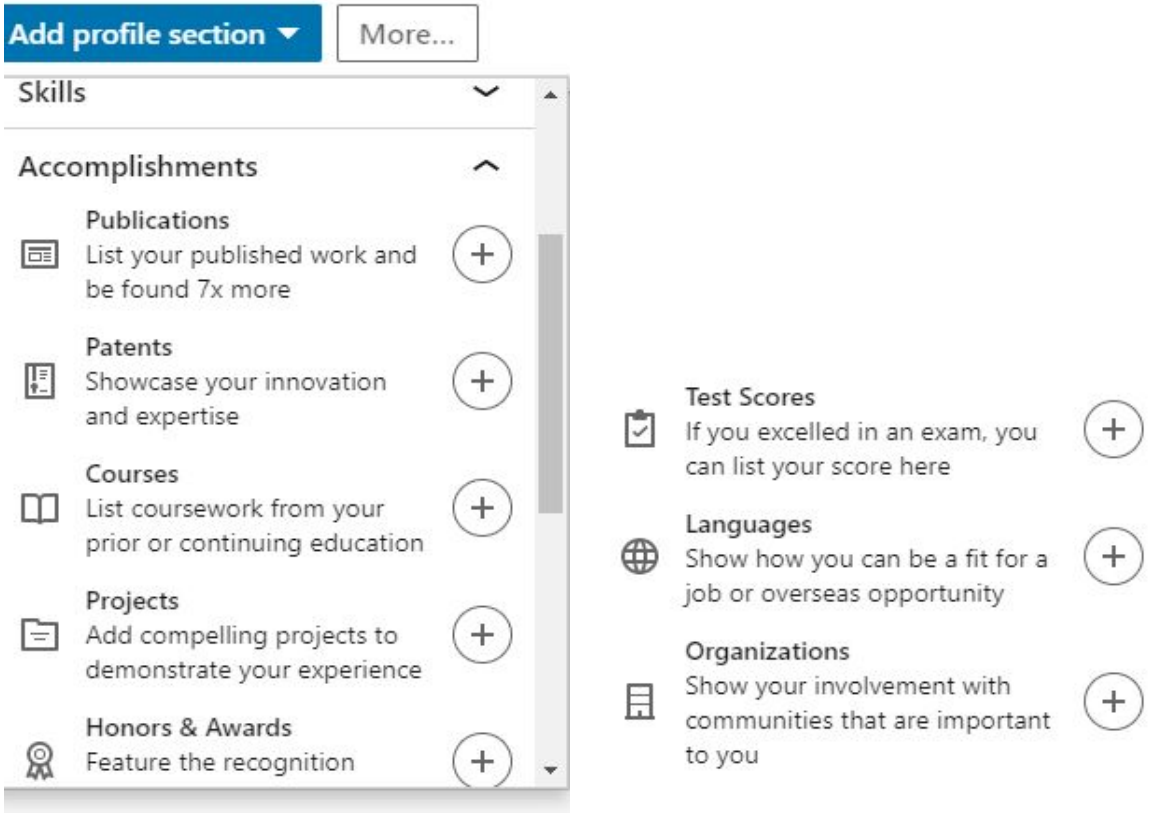
Accomplishments



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Accomplishments

Accomplishments

21 Courses

C Programming • Cognitive Psychology • Cultural Anthropology • Game Studies • Identity Branding • Interactive Storytelling • Intercultural Communication • Interpersonal Communication • Mass Communications • Mobile Design • Motion Graphics • Organizational and Small Group Communication • Principles of Marketing • Product Design • Project Management for Design • Public Speaking • Sociology • Tangible Interaction • Typography Design • User Experience Design...

4 Projects

Red Bull TV App • City Park Product Design • Parkup Mobile App • Postmates Fleet Mobile App Redesign

2 Languages

English • Spanish

1 Organization

Santa Monica College IxD Club

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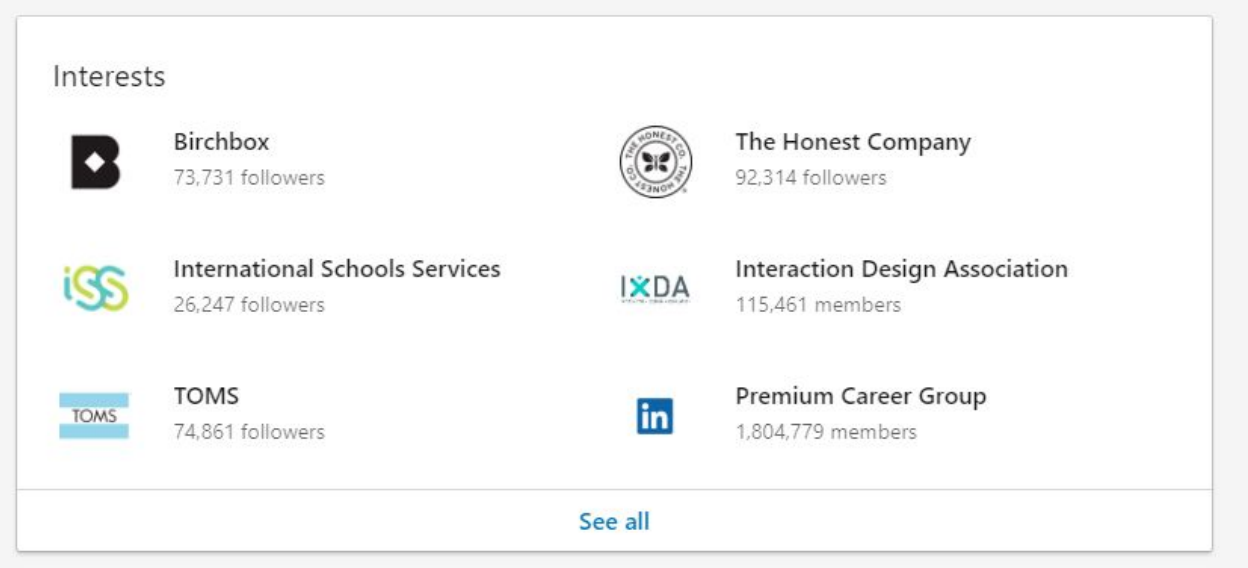
Interests



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☐ **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.

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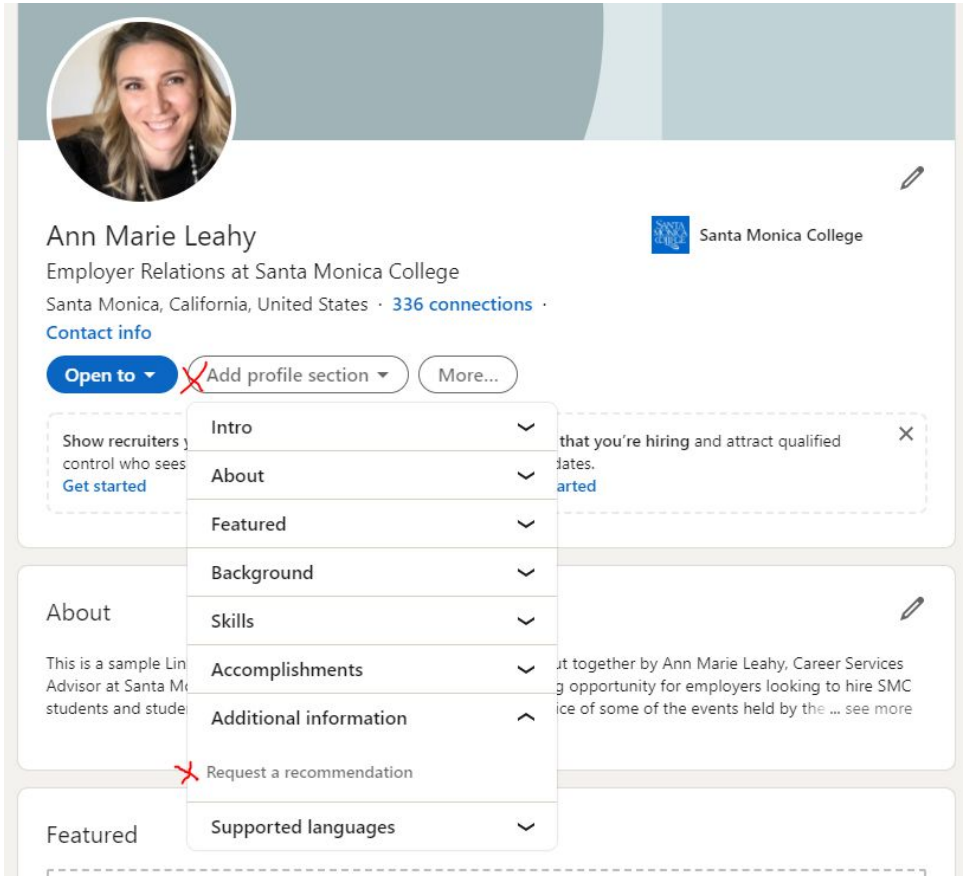

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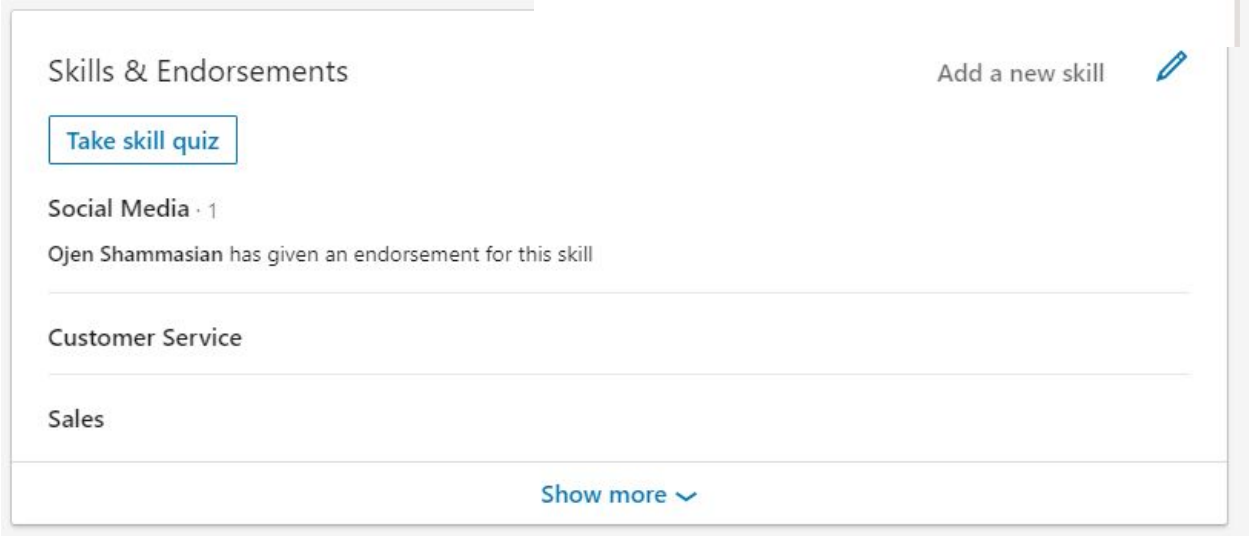
Skills & Endorsements

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



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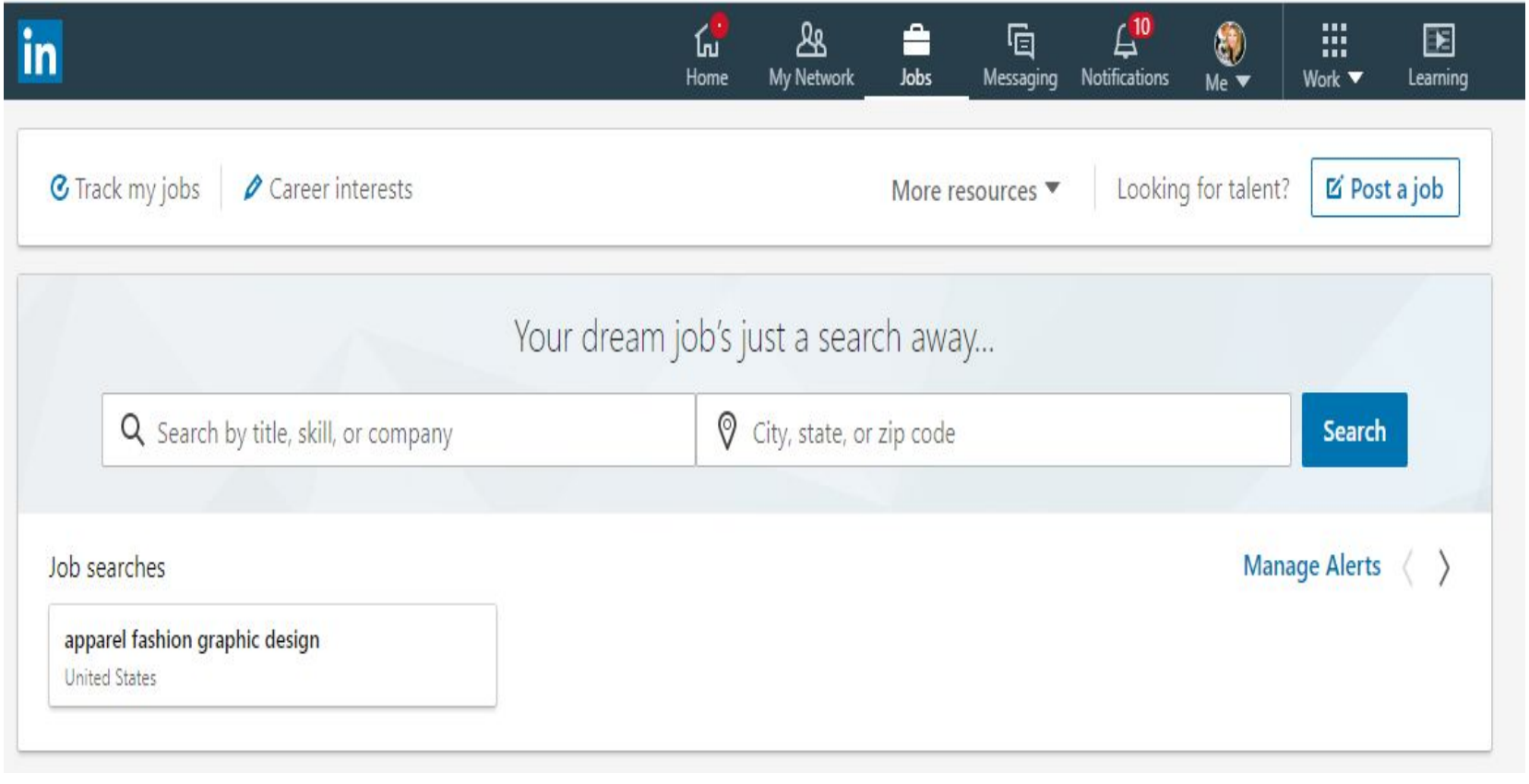
Search for Opportunities



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Additional LinkedIn Resources

https://university.linkedin.com/linkedin-for-students

Next Steps

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- Create a compelling profile.
- Follow companies and groups you are interested in.
- Grow your network.
- Seek out mentorship.
- The fundamentals that you apply to LinkedIn can be applied to Vimeo, YouTube and Instagram.
- Be sure to watch our “networking video” for email templates and tips on how to reach out to build your network.

Support @ SMC

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Classroom Support

ANIM 75: Career Development
This class helps you develop a career within the entertainment
Industry with a focus on the fields of animation, game design and post production. In this class you learn how to build and present a resume, demo reel, personal website, or digital portfolio of your work. Whichever tool is required in your field when applying to internships, jobs and transfer schools.

Career Services

Phone: 310.434.4337
Email: careerservices@smc.edu
Webpage: http://smc.edu/careercenter
Instagram: https://www.instagram.com/smccareercenter/

YouTube channel:
https://www.youtube.com/channel/UChad0JT9Mzqip03jTmL8_zg/playlists?view_as=subscriber

Thank you.