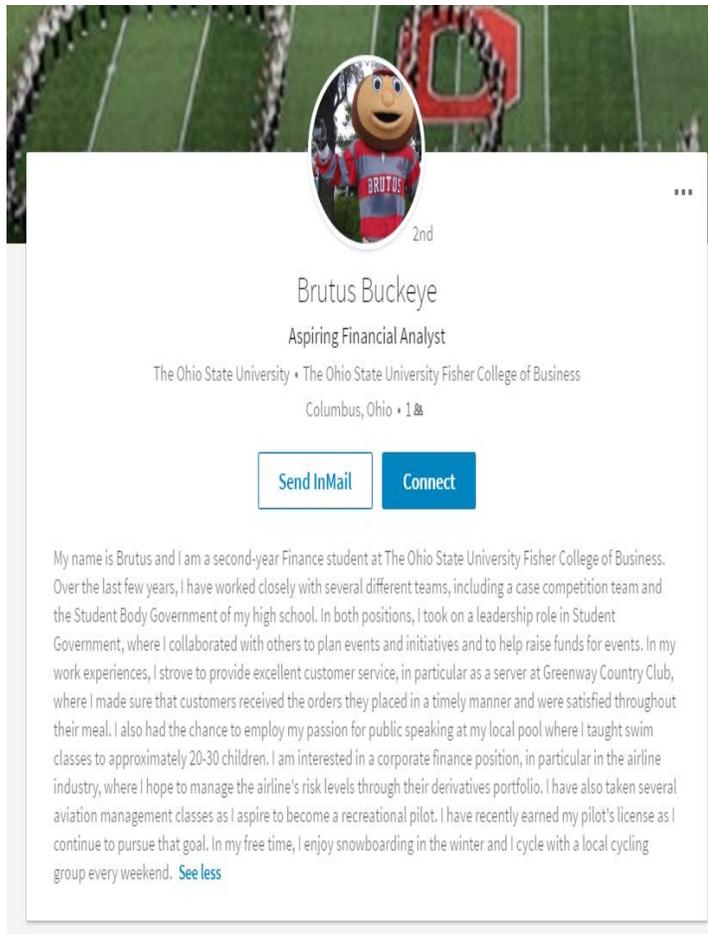


LinkedIn Profile Review Checklist:



The screenshot shows a LinkedIn profile for Brutus Buckeye. The profile picture is a cartoon mascot wearing a red jersey with "BRUTUS" on it. The name "Brutus Buckeye" is displayed, followed by the title "Aspiring Financial Analyst" and the affiliation "The Ohio State University • The Ohio State University Fisher College of Business" in Columbus, Ohio. There are "Send InMail" and "Connect" buttons. The summary text reads: "My name is Brutus and I am a second-year Finance student at The Ohio State University Fisher College of Business. Over the last few years, I have worked closely with several different teams, including a case competition team and the Student Body Government of my high school. In both positions, I took on a leadership role in Student Government, where I collaborated with others to plan events and initiatives and to help raise funds for events. In my work experiences, I strove to provide excellent customer service, in particular as a server at Greenway Country Club, where I made sure that customers received the orders they placed in a timely manner and were satisfied throughout their meal. I also had the chance to employ my passion for public speaking at my local pool where I taught swim classes to approximately 20-30 children. I am interested in a corporate finance position, in particular in the airline industry, where I hope to manage the airline's risk levels through their derivatives portfolio. I have also taken several aviation management classes as I aspire to become a recreational pilot. I have recently earned my pilot's license as I continue to pursue that goal. In my free time, I enjoy snowboarding in the winter and I cycle with a local cycling group every weekend. [See less](#)"

Experience



Student Assistant

The Ohio State University

Sep 2014 – Present • 2 yrs 6 mos • Columbus, OH

- Assisting Students with questions about Ohio State
- Supporting Office Administrators with projects
- Collecting opinions of students about the quality of the office's website

[See less](#)

Education



The Ohio State University Fisher College of Business

Bachelor of Science in Business Administration, Specializations: Finance, Aviation Management, Sophomore

2016 – 2020

Activities and Societies: The Risk Management Organization The Flight Team at OSU

Media (1)



[See less](#)



Westview High School

High School Diploma

2012 – 2016

Activities and Societies: Student Body Government Varsity Rowing Team

HEADER: Be creative with this one line! It's a great chance to briefly describe your goals or strengths with key words that might come up in a search.

PROFILE PIC: A photo can make a big difference when trying to make connections. While it doesn't require a professional photographer, it is recommended that you make sure the image is clear and defined. It is best if you are the only one in the picture to avoid confusion. You can take this with a cell phone, or even crop a headshot out of a family photo. Make sure you are smiling!

* You can also customize your URL for LinkedIn and then add it to resume headers and email signatures!

SUMMARY: Don't let this section go unused! This is your chance to tell your story to anyone who views your profile, including potential connections. You can simply describe what you have done in the past and do currently, but use this as your chance to shine. It is effective to take this section to explain your values, passions and interests. Tie these into work and involvement experiences in a clear yet concise way to strengthen your summary.

EXPERIENCE: This section will detail all of your past and current work experience. You should add work experiences, even if they were part-time. Your description of work positions can also run slightly longer than your resume. So if you can only fit 2 bullets on your resume, but have more to say, this is the place to do that.

*LinkedIn does not have a way to type or insert bullet points. You can copy and paste them from your resume to add them.

EDUCATION: Lead with college and list all of the educational experiences you have had. This can include summer programs. Do not go back past high school. Make sure you put The Ohio State University (not Fisher College of Business) for your university.

*If you have attended multiple colleges: Fill out the degree field for ONLY the college from which you will graduate. Leave the others blank. In the description, you should mention transferring from one university to another.

Volunteering Experience & Causes



Mentor to grade school students

College Buddies
Jan 2016 – Present • 1 yr 2 mos
Education

Serve as mentor and role model for several grade-school students from around the Columbus area. Play games with students and assist them with homework

See less ^

Skills

Public Speaking

Conflict Resolution

Time Management

Communication

Brutus is also good at...

Event Planning

Fundraising

Recommendations

Received (1)

Given (0)

** I currently supervise Brutus in his role as Student Assistant for The Ohio State University. In his role, Brutus demonstrates excellent communication skills as he talks to prospective students as well as current students and answers their questions. Brutus is always a team player and is willing to "go beyond" at any task. Because of his motivation, high level of responsibility, and strong interpersonal skills, Brutus would be an excellent asset to any company.



Audrey Bledsoe

Assistant Director, Undergraduate Career Services and Education - Fisher College of Business, The Ohio State University

April 18, 2016, Audrey managed Brutus directly

4 Courses

Intro to Aviation Industry 2000
Private Pilot Fundamentals 2100
Portfolio Management 4226
Options and Futures II 4232

See fewer courses ^

2 Languages

English
Native or bilingual proficiency
Spanish
Professional working proficiency

See fewer languages ^

2 Organizations

Rowing Team

- Practiced on the Cuyahoga River before classes every morning in Spring semesters
- Served as Captain in my final year on the team
- Worked closely with coaches to help lead practices on the river

Aug 2012 - Apr 2015

Student Body Government

- Communicated new initiatives to the general assembly of the student government
- Collaborated with faculty and staff to implement new initiatives and hold Student planned events within the school

Apr 2014 - Apr 2015

See fewer organizations ^

1 Honor & Award

1st Place in SCNO/AKPSI Case Competition

- Member of 5 person team that won SCNO/AKPSI Case Competition
- Reviewed financials to provide insight for decisions to support product line expansion and sales growth

Feb 2015

Students Consulting for Non-Profit Organizations and Alpha Kappa Psi Business Fraternity

See fewer honors ^

VOLUNTEER EXPERIENCE: Describe things you have done in your community. It can be a great way to add variety to your resume, along with another source of involvement recruiters and admissions offices like to see!

SKILLS: Here you can list skills you have acquired through school or work experiences. These can be soft skills such as public speaking, or hard skills such as computer coding. Additionally, your contacts can endorse you for the skills you've listed or endorse you for a new skill.

RECOMMENDATIONS: Ask managers, supervisors, or even classmates you have worked with to write you a recommendation. It is a great way to add credibility to your strengths and experiences you listed in earlier sections.

COURSES: This section can be used to identify specific courses you have taken in college. Be careful! Just like a resume, it doesn't benefit you to list courses everyone has to take. List classes you took that others in your major did not or would not take. For example, a finance major with a passion for flying might list aviation classes. Or they might show additional math classes to show quantitative ability.

LANGUAGES: You can also list out any languages along with your proficiency in each one. It is wise to only list languages that you are fluent in or close to fluent.

ORGANIZATIONS: Here you can list all of your involvement. Take time to describe what you did within the organization as well.

HONORS & AWARDS: If you've earned an award, this is your chance to brag! Tell the world what you've won and why you won it!

*Disclaimer: Organizations used in this handout are fictitious and some sections, such as experience, have been shortened in order to make room to show examples of additional categories.

How to search for Ohio State Alumni:

The Ohio State University
Columbus, oh
Higher Education • 292,998+ alumni
68 connections work here. See the employee →
See alumni Following 369,473 followers

About us
One of the largest universities in the United States, The Ohio State University is a leading research university and the model for the state of Ohio's public higher education institutes. Founded in 1870 as a land-grant university, it was ranked in 2006 as one of the top 20 public universities in the United States. The main campus is located in Columbus, and regional campuses are located in Lima, Mansfield, Marion, Newark and Wooster.

Specialties
teaching, research, service, international, student experience, and faculty excellence

Location Company Size Website
Show details

Career Insights of 292,998+ alumni

Where they live	Where they work
281,755 · United States	9,855 · The Ohio State University
112,187 · Columbus, Ohio Area	2,210 · The Ohio State University Wexner Medical Center
21,229 · Cleveland/Akron, Ohio Area	1,943 · JPMorgan Chase & Co.

See all career insights

From your LinkedIn Homepage, type in "The Ohio State University" into the search bar and select the page from the dropdown menu. There is also a "Fisher College of Business" page, however there are not near as many alumni listed under this name.

ABOUT US: The About Us section gives a brief overview of the University and some of the things it specializes in.

CAREER INSIGHTS SNAPSHOT: This section gives a very brief look at the top 3 locations Ohio State graduates live and work. To get an expanded view and find OSU alumni that live in your city or work at a specific company that you want to work at, click "See all career insights".

Career insights of 292,998 alumni
Attended Start year 1900 to End year 2016

Search alumni by title, keyword or company

Where they live	Where they work	What they do
281,755 · United States	9,855 · The Ohio State University	33,091 · Education
112,187 · Columbus, Ohio Area	2,210 · The Ohio State University Wexner Medical...	31,237 · Business Development
21,229 · Cleveland/Akron, Ohio Area	1,943 · JPMorgan Chase & Co.	25,871 · Operations
11,825 · Cincinnati Area, KY	1,834 · Nationwide Insurance	24,752 · Sales
8,599 · Greater New York City Area	1,232 · Nationwide Children's Hospital	21,342 · Entrepreneurship
7,167 · Greater Chicago Area	942 · Cardinal Health	20,627 · Engineering

CAREER INSIGHTS: You can access this page by clicking on the "See all career insights" link or by clicking on "See Alumni" on The Ohio State University page. This page will allow you to see more companies, locations, and jobs associated with Ohio State Alumni. You can also create custom searches to find alumni who graduated in a specific year or timeframe and search for specific companies where you want to find employees. This can be extremely helpful during an internship if you want to connect with OSU alumni at your job.

Career insights of 18 alumni
attended Start year 2010 to End year 2016

Search GE Aviation

Operations GE Aviation Cincinnati Area, KY GE Aviation

Where they live	Where they work	What they do
27 · United States	18 · GE Aviation	86 · Engineering
18 · Cincinnati Area, KY	1 · Volvo	18 · Operations
2 · Greater Seattle Area	1 · Cardinal Health	6 · Program and Project Management
2 · Dayton, Ohio Area	1 · Standard Aero	5 · Information Technology

EXAMPLE: Let's say you get an Operations internship with GE Aviation in Cincinnati, OH and want to find some recent Ohio State graduates to network with. You would simply need to type in "GE Aviation" into the search bar on the left hand side, specify the range of graduation dates you are looking for in the upper right (2010 – 2016 in the example). Then, simply click on Cincinnati under "Where they live" and Operations under "What they do". A list of alumni will appear at the bottom of the screen.

How to make meaningful connections on LinkedIn:

LinkedIn is a great way to connect to a professional in your industry of interest or functional area of business. When on LinkedIn (or any social media), make sure to keep the message short, enthusiastic, and easy to respond to! You will want to indicate you are a Fisher student or possibly how you found the person.

Best Practice – *Always add a personalized note to your connection request. Use the samples below for inspiration, but be sure not to just copy/paste!*

Example for initial connection:

Hello Lauren,

I am currently a Fisher College of Business student specializing in Finance. I am hoping to connect with you to gain insight and advice about working as an analyst. Thank you for considering!

Sincerely,

John Smith

Example for after meeting someone at an event:

Hello Lauren,

It was great meeting you at the Fisher Fall Career Fair. I really appreciate the time you took to speak with me about opportunities at XYZ Company. I hope to stay connected with you and will keep you posted on my search process. Thank you!

Sincerely,

Joan Smith