

STEP 1: POLISH YOUR “CORE” PROFILE

PROFILE PHOTO:

Use a professional photo where you are dressed for success, in good lighting, focused on your face, and in high resolution (ideal for LinkedIn is 400x400 pixels).

HEADLINE: Do not settle for the default “Student at Nebraska Wesleyan” headline. Instead, include your major, other roles you have, industry skills, and/or your aspiring career to let people see what you are about from the start.

EXPERIENCES:

Include any part-time or full-time jobs, internships, or freelance work. Write a brief description for each position using keywords that are relevant to your target profession and include specific outcomes wherever possible.

SKILLS: For each Experience, add “Skills” to increase your visibility to employer recruiters. Include both measurable skills (e.g., computer, foreign language, mechanical, technical) and interpersonal skills (e.g., communication, teamwork, leadership) as applicable.



Prairie Wolf

Nebraska Wesleyan University

Digital Marketing Major | Art Minor | Aspiring Graphic Designer
Lincoln, Nebraska, United States
83 followers · 81 connections

About

Ever since I was young, I would draw on every scrap piece of paper I could get my hands on. I always had ideas in my head that I just had to bring to life. Once I was old enough to understand how to use illustrator apps on laptops and iPads, it ignited a spark for using technology to bring my drawings to life. Now, as a junior digital marketing major and art minor, I am taking my passion for creation to the next level by pursuing graphic design. My goal is to seek opportunities where I can put the knowledge I've gained in class into practical use. I am looking for part-time jobs or internships where I can contribute my creative ideas and passion for design to advance the goals of the organization and gain even more skills to use in my future career. To see samples of my work, check out my Projects here on my profile!

Experience

Student Office Assistant - Marketing Department

Nebraska Wesleyan University · Part-time
Aug 2022 - Present · 1 yr 10 mos
Lincoln, Nebraska

- Collaborate with two student staff and three full-time staff members on completing marketing projects for the university in a timely manner.

- Take photos at campus events to help promote campus community on university website and in print publications.

- Use excellent interpersonal skills to communicate with department chairs via email and phone calls about their needs from our department.

- Assist director with organizing files and resources in the office and on computer.

- Increased skillset in Adobe Illustrator and Adobe Photoshop through assisting with the completion of two major digital marketing projects per semester.

Communication, Interpersonal Skills and +17 skills

Education

Nebraska Wesleyan University

Bachelor of Arts, Digital Marketing
2020 - 2024
Minor: Art Studio

BACKGROUND

BANNER: A strong background photo can help you grab attention, set the context for your profile/personal brand, show a little more about what matters to you, and stay memorable.

“ABOUT” SUMMARY:

To write an engaging summary, use the following strategies:

- Describe who you are; include your interests, skills, values, and/or strengths in addition to your degree.
- Highlight your successes by providing examples of how you have utilized or strengthened your interests, knowledge, skills, or values.
- Include your goals; what are you doing now, and what are you looking for in the future.

EDUCATION:

Be sure to include the full name of your degree along with your major(s). Add any academic minor(s) in the “Description” section.

IMPORTANT! Be sure to join “Groups” and “Follow” companies and industry leaders.

This way, you can create professional connections and ensure that your LinkedIn feed is filled with content that aligns with your career goals.

STEP 2: ENHANCE WITH “RECOMMENDED” AND “ADDITIONAL” SECTIONS

Licenses & Certifications: Some industries require a professional certification or licensure to legally practice their profession (e.g., education, accounting, healthcare fields). If you have it, list it.

Honors & Awards: Avoid using acronyms when writing the name of an award-conferring organization. You may also consider including a brief description to help employers and recruiters understand the nature of the award.

Languages: If you are applying for a job in the United States and English is your first language, you do not need to list it in the Languages section. Instead, you may list any competencies in other modern languages and your level of proficiency. (e.g., Spanish: Native or bilingual proficiency, French: Limited working proficiency)

Volunteer Experiences: As in the Experiences section, be sure to include a brief description of key responsibilities, relevant tasks, and/or transferable skills to demonstrate a breadth of skills on your profile.

Organizations: List items such as student organizations/sports/activities and professional organization memberships to show a full range of involvement.

Recommendations: Ask people you have worked with closely (e.g., professors, supervisors/managers, student organization advisors, classmates in group projects), who will speak highly of your knowledge, skills, and abilities to provide a recommendation to post on your profile. Having someone vouch for your professional abilities helps show future employers how you used your skills in context.

STEP 3: LEVERAGE YOUR STUDENT EXPERIENCE

As a student, you may not have many relevant work, internship, or volunteer experiences to add to your profile just yet.

Another way to demonstrate knowledge and skills is to include **Courses** and **Projects** to provide detailed examples of how your classroom experiences have prepared you for your future career.

Avoid listing every class and every project you've ever completed; only list those that are relevant to your future career.

Courses

Viral and Organic Growth

BUSAD 2350

Associated with Nebraska Wesleyan University

Art Research

ART 1050

Associated with Nebraska Wesleyan University

Show all 4 courses →

Projects

Social Media Marketing Campaign

Jan 2023 - May 2023

Associated with Nebraska Wesleyan University

Final project for BUSAD 2150 Social Media Marketing. Created a 7-day social media campaign for the university Instagram account to promote the student involvement fair. Conducted research by employing a Google Forms survey to ask students about their current understanding and involvement with campus organizations. Attended meetings of campus organizations to take promotional photos. For each day of the campaign, up to five photos were added to the post along with descriptions about what to expect at the involvement fair. Used Canva to create engaging slides for each post. Encouraged students to share campaign hashtag to spread excitement about attending the event.

DON'T FORGET TO EDIT YOUR PROFILE SETTINGS!

Your LinkedIn profile will be searchable not only on LinkedIn, but also through internet search engines. In fact, your LinkedIn profile is often the first item to come up in a Google search. Edit your profile visibility settings to determine which items you want to remain public and which you want to keep private to your LinkedIn connections.

Also, be sure to personalize your LinkedIn profile URL with your first and last name for a shorter, more individualized link to add to job application materials such as your resume, cover letter, professional website, or on business cards.