BLUEPRINT FOR SUCCESS
Making the Most of LinkedIn
Quick Quiz
Take your best guess

What percent of recruiters say they have turned down candidates based on what they found online?

79.7%

How many Hokies are on LinkedIn?

~ 196k
Your Profile Pic
Your Headline

Job title and company
Landscape Architect Intern at LandDesign, Inc

Degree and institution
Architecture ’21 at Virginia Tech

Highlight key skills
Interior Design major experienced in
Photoshop Creative Suite and Revit

Seeking experience
Industrial Design student seeking a summer 2021 internship in the field of product development
Your Custom URL

[Screen shot of LinkedIn profile editing options]

Edit your custom URL

www.linkedin.com/in/meredithgerber

Edit Content

This is your public profile. To edit its sections, use the buttons below.

Edit contents

Edit Visibility

You control your profile’s appearance for people who choose to see it.

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

Edit public profile & URL

Add profile in another language

Promoted

Streaming Through DOINGL
Create instant Online Tutorials that Teach with Step-by-Step Walkthroughs

Build a Winning Workforce
[Free Game Plan] Level up your TA strategy to build your winning team

Virginia Tech
Radford University
Show You're Open to...
Show You’re Open to...

Make sure your profile is PUBLIC!
Create a Memorable “About” Section
(Look at job postings to find appropriate language)

<table>
<thead>
<tr>
<th>Who</th>
<th>What</th>
<th>When</th>
<th>Where</th>
<th>Why</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who are you?</td>
<td>What are you looking for?</td>
<td>When are you looking to start?</td>
<td>Where are you looking to go? (Optional)</td>
<td>Why should someone hire you?</td>
</tr>
</tbody>
</table>

Currently serving as the president of the Virginia Tech chapter of American Institute of Architecture Students in which I organize events and professional development opportunities for a group of over 30 architecture students. This past summer, I completed an internship with Dewberry in Houston, TX where I worked alongside a senior architect. During this internship, I completed...

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LinkedIn Resources

- Alumni
- Learning

To get registered for free access to LinkedIn Learning courses: https://tlos.vt.edu/learn/linkedinlearning.html
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https://tlos.vt.edu/learn/linkedinlearning.html
See the online recording for the full presentation and demo portion of the presentation:
https://video.vt.edu/edit/1_9bcmburi
[Demo begins at 15:45 min]
Questions?
“Visit” Career and Professional Development!

For appointments: Log into Handshake
Online resources: career.vt.edu
Contact: Meredith Gerber
          gerberm@vt.edu

Physical location:
Corner of Washington St. SW and West Campus Drive
( across from McComas Gym)