

Profile Photo	<p><u>Look Smart:</u> Be well-groomed with hair washed and brushed. Your clothes should reflect the type of business you are in.</p> <p><u>Head and Shoulders:</u> In most cases there is no need to show anything other than head and shoulders in a good profile shot. You can also include a small prop if you like, say a camera if you are a photographer.</p> <p><u>Plain Background:</u> Try to have the background as plain as possible – patterns and ambiance are distracting.</p> <p><u>Angle:</u> When having your picture taken, angle your shoulders at about 30 – 45 degrees to the camera and then turn your head to face it. This gives a more pleasing, dynamic shot and is generally more flattering for most people.</p>
Summary Statement	<ul style="list-style-type: none"> • Your name and title • Area(s) of expertise • Your “platform” (things you are passionate about) • Personal anecdotes or objective
Work Experience	<ul style="list-style-type: none"> • Start and end date of employment • Name of employer • Title or primary role • 1-3 sentence narrative summarizing your overall responsibilities OR bullet points outlining your core duties • Unless you have nothing else to reference – do not include employment from high school years
Projects	<ul style="list-style-type: none"> • Projects are a great place to highlight special curriculum projects like group work or research • For skills and endorsements – identify key terms and phrases related to your academic or professional areas of expertise. Such as: <ul style="list-style-type: none"> • Good presenter • Leader • Social media engagement • Organized • Project management • Graphic design
Education Section	<p>4-Year Education</p> <ul style="list-style-type: none"> • Name of university • Name of college • Name of department • Major • Minor (if applicable) • Graduation date or anticipated graduation date <p>Community College</p> <ul style="list-style-type: none"> • Name of community college • Areas of emphasis • Degree (AA, AAS) earned and date <p>Certificates</p> <ul style="list-style-type: none"> • Awarding organization and year earned • Purpose and description of the certificate
Connections & Groups	<ul style="list-style-type: none"> • Join groups that are related to your field of interest • When seeking to make connections – be strategic and intentional (vs. random) – if you do not know them directly but were referred – write a personal note when asking to connect to give them context.