

TIPS FOR TAILORING LINKEDIN TO ENGINEERING

- USE KEYWORDS
- Check job postings or company websites to determine what types of skills recruiters are looking for
- Fill out your profile using keywords specific to the industry you want to work in (examples of CAD software, programming languages, laboratory equipment)
- CRAFT A
 COMPELLING
 SUMMARY
- Tell your story and share your message using your personal brand
- Share something personal that's related to why you chose your specific engineering discipline
- Give recruiters more insight as to who you are as a person just be sure to keep it professional
- CREATE AN
 EYE-CATCHING
 HEADLINE
- Remove the automatically generated headline and create one that is more eye-catching
- Target the types of jobs you want to gain experience in by adding keywords such as: "Future Android Developer", "Boosting automotive standards as a solar car rep", "C++ and Solidworks Engineer"
- SHOWCASE YOUR EXPERIENCE
- Highlight the roles you've held and your major achievements
- Add bullet points with accomplishment statements to describe what you did, how well you did it and who it impacted
- Include paid, voluntary and extra-curricular experiences that demonstrate a strong range of technical and transferable skills
- 05 INCORPORATE LINKS
- Add links to your personal websites or GitHub
- Embed links where you may have been featured in an article
- HIGHLIGHT YOUR PROJECTS
- Add a profile section for your projects to showcase the depth and range of your skills
- Specify any tools, equipment, software or hardware that you used within your projects
- 07 NETWORK
- Customize the alumni function: www.linkedin.com/alumni
- Connect with alumni and recruiters be sure to send a customized message along with your connection request
- Join groups relevant to your interests and stream of engineering

ENGINEERING

