



LinkedIn Profile Checklist



PHOTO: Make sure your photo is professional according to your field of interest. Follow some rules: Photo should be just you, shoulders and up, eyes looking at the camera, and not a selfie.



NAME: Some students choose to include their personal identifying pronouns next to their name. This is optional.



HEADLINE: Create a descriptive headline that is future-oriented and packed with keywords.



ABOUT: Communicate who you are, what you've done, and where you're going. Target your message towards companies, industries, and job functions you're interested in.



EXPERIENCE: You can use the same bullet points you have on your resume or write short paragraphs using the WHO* method. Highlight projects, coursework, and volunteer work... not just jobs. Include photos, links to websites, videos or reports that you created.

*WHO method: get each bullet point, or paragraph to answer the questions: **W**hat did you do? **H**ow did you do it? **O**utcomes of your work?

ADD MEDIA: Show evidence of your work by adding documents, pictures, screenshots, links to blog posts or websites, and reports. Remember, get permission from your employer because some content may be proprietary.



EDUCATION: List your college degree and additional educational experiences. You can list out activities and societies here, but feel free to go into more detail in your experience section, or projects section.



Davis Duck (He/Him) · 1st

Operations and Business Analytics Student | Strong Communicator |
Fulfilled by Interpersonal Connection



University of Oregon

About

Incoming Supply Chain Management Intern @ Target.

Consultant, adept at extracting complex insights from research to form data-driven solutions. Excited to leverage skills in business analysis and idea generation to solve problems related to management, marketing, and supply chain o ...see more

Experience



Career Peer Educator

University of Oregon - Charles H. Lundquist College of Business · Part-time
Sep 2022 - Present · 10 mos
Eugene, Oregon, United States

Advise business students using clear communication, demonstrating knowledge of career documents such as LinkedIn profiles, resumes, and cover letters
Conduct research collaboratively to develop insights resulting in improved quality of services
Greet visitors with a welcoming tone, fielding questions, to create a comfortable workspace

Skills: Design Thinking · Communication · Pitching Ideas · Research · Interpersonal Relationships · High degree of initiative

Media (1)



Server

California Pizza Kitchen · Part-time
Jul 2022 - Sep 2022 · 3 mos
San Jose, California, United States

Develop rapport with customers using interpersonal skills and satisfying needs to increase loyalty
Remedy customer issues promptly in a high-stress environment to ensure efficient service

Skills: Sales · Hospitality · Multitasking · Process Efficiency · Customer Service

Education



University of Oregon

Bachelor of Business Administration - BBA, Business Administration, Management and Operations
2020 - 2024

Activities and societies: Alpha Kappa Psi, Oregon Consulting Group, Operations & Business Analytics Club, Mohr Career Services, Intramural Leagues.



VOLUNTEER EXPERIENCE & CAUSES: Highlight any volunteer work you have done. Employers will see value in you giving back to causes you care about.



SKILLS & EXPERTISE: List several key skills for which your connections can then endorse you.



ACCOMPLISHMENTS: This section consists of several optional sections: courses, languages, certifications, organizations, publications, honors and awards, and projects. If you choose to use this section, don't list out every course or certification you have taken. Instead, list the ones that showcase your interest and skills towards a specific industry or function.



RECOMMENDATIONS: Ask for recommendations from professors, coworkers, supervisors who've worked with you closely, giving your LinkedIn extra creditability to your strengths and skills.



CUSTOMIZE YOUR URL: When on your own profile, click on "edit public profile & URL" located on the upper right-hand side and personalize the link to a version of your name. You can then add this url to your resume and e-mail signature.

Volunteering



Student Volunteer

Williams Elementary School - Social Skills Program
Sep 2017 - Aug 2018 · 1 yr
Children

Develop social skills among students by establishing personal connections with each one
Assist and tutor students with their classwork, as well as outdoor activity and games

Skills

Process Efficiency

♦ Server at California Pizza Kitchen

Endorse

Communication

🎓 Career Peer Educator at University of Oregon - Charles H. Lundquist College of Business

👥 2 endorsements

Endorse

Accomplishments

8 Courses

2 Languages

1 Certification

3 Honors & Awards

Recommendations



Pauline Thaler (she/her)

Career Advisor at the University of Oregon | Resume Review | Interview Preparation | Job Search Strategies
June 12, 2023, Pauline was senior to Lucas but didn't manage Lucas directly

It is a pleasure to have Lucas on our Career Peer Educator team. His positive approach to customer service, his attention to detail, and his flexibility have positioned him to make key contributions to our team, and have helped to propel him to a leadership position. Lucas is a strategic thinker and collaborative problem-solver. I have no doubt that his communication and teamwork skills will continue to make a positive impact on his career.

linkedin.com/in/d duck

Next Steps:

- **GET FEEDBACK:** Submit your LinkedIn Profile for an online review at <http://bit.ly/LCBVirtualReview> (note that reviews may take 3-4 business days). Have your LinkedIn profile reviewed by an advisor. Make an appointment through Handshake.
- **KEEP IT UP TO DATE:** Continually add and edit LinkedIn as you build experience, and your career direction changes.
- **LEVERAGE LINKEDIN:** Check out our [Networking Resource Page](#) to learn how to Leverage LinkedIn.