

# ✓ LinkedIn

## Profile Check-List

The screenshot shows a LinkedIn profile for 'Brutus Buckeye • 3rd Aspiring Financial Analyst' in Columbus, Ohio. The profile picture is a cartoon mascot. The header features a large image of a football field with the number '1' formed by players. The profile summary states: 'My name is Brutus and I am a second-year Finance student at The Ohio State University Fisher College of Business. Over the last few years, I have worked closely with several different teams, including a case competition team and the Student Body Government of my high school. In both positions, I took on a leadership role in Student Government, where I collaborated with others to plan events and initiatives and to help raise funds for events. In my work experiences, I strove to provide excellent customer service, in particular as a server at Greenway Country Club, where I made sure that customers received the orders they placed in a timely manner and were satisfied throughout their meal. I also had the chance to employ my passion for public speaking at my local pool where I taught swim classes to approximately 20-30 children. I am interested in a corporate finance position, in particular in the airline industry, where I hope to manage the airline's risk levels through their derivatives portfolio. I have also taken several aviation management classes as I aspire to become a recreational pilot. I have recently earned my pilot's license as I continue to pursue that goal. In my free time, I enjoy snowboarding in the winter and I cycle with a local cycling group every weekend.'

**Experience**

- Student Assistant**  
The Ohio State University  
Sep 2014 – Present · 4 yrs 2 mos  
Columbus, OH
  - Assisting Students with questions about Ohio State
  - Supporting Office Administrators with projects
  - Collecting opinions of students about the quality of the office's website

**Education**

- The Ohio State University Fisher College of Business**  
Bachelor of Science in Business Administration, Specializations: Finance, Aviation Management, Sophomore  
2016 – 2020  
Activities and Societies: The Risk Management Organization The Flight Team at OSU

**Media (1)**

- Transcript: Au 2015

**PROFILE PIC:** A photo can make a big difference when trying to make connections. While it doesn't require a professional photographer, it is recommended that you make sure the image is clear and defined. It is best if you are the only one in the picture to avoid confusion. You can take this with a cell phone, or even crop a headshot out of a family photo. Make sure you are smiling!

\* You can also customize your URL for LinkedIn and then add it to resume headers and email signatures!

**HEADER:** Be creative with this one line! It's a great chance to briefly describe your goals or strengths with key words that might come up in a search.


**SUMMARY:** Don't let this section go unused! This is your chance to tell your story to anyone who views your profile, including potential connections. You can simply describe what you have done in the past and do currently, but use this as your chance to shine. It is effective to take this section to explain your values, passions and interests. Tie these into work and involvement experiences in a clear yet concise way to strengthen your summary.






**EXPERIENCE:** This section will detail all of your past and current work experience. You should add work experiences, even if they were part-time. Your description of work positions can also run slightly longer than your resume. So if you can only fit 2 bullets on your resume, but have more to say, this is the place to do that.

\*LinkedIn does not have a way to type or insert bullet points. You can copy and paste them from your resume to add them.


**EDUCATION:** Lead with college and list all of the educational experiences you have had. This can include summer programs. Do not go back past high school. Make sure you put The Ohio State University (not Fisher College of Business) for your university.

\*If you have attended multiple colleges: Fill out the degree field for ONLY the college from which you will graduate. Leave the others blank. In the description, you should mention transferring from one university to another.



 Home
  My Network
  Jobs
  Messaging
  Notifications

### Volunteer Experience



**Mentor to grade school students**  
 College Buddies  
 Jan 2016 – Present • 2 yrs 10 mos  
 Education

Serve as mentor and role model for several grade school students from around the Columbus area. Play games with students and assist them with homework.

### Skills

Public Speaking

Conflict Resolution

Time Management

Industry Knowledge

Event Planning

Interpersonal Skills

Communication

Fundraising

Show less ^

### Accomplishments

4 Courses

Intro to Aviation Industry

2000

Options and Futures II

4232

Portfolio Management

4226

Private Pilot Fundamentals

2100

2 Languages

English

Native or bilingual proficiency

Spanish

Professional working proficiency

2 Organizations

Rowing Team

Aug 2012 – Apr 2015 • Team Captain

- Practiced on the Cuyahoga River before classes every morning in Spring semesters
- Served as Captain in my final year on the team
- Worked closely with coaches to help lead practices on the river

Student Body Government

Apr 2014 – Apr 2015 • Vice-President

- Communicated new initiatives to the general assembly of the student government
- Collaborated with faculty and staff to implement new initiatives and hold Student planned events within the school

1 Honor & Award

1st Place in SCNO/AKPSI Case Competition

Feb 2015 • Students Consulting for Non-Profit Organizations and Alpha Kappa Psi Business Fraternity

- Member of 5 person team that won SCNO/AKPSI Case Competition
- Reviewed financials to provide insight for decisions to support product line expansion and sales growth

**VOLUNTEER EXPERIENCE:** Describe things you have done in your community. It can be a great way to add variety to your resume, along with another source of involvement recruiters and admissions offices like to see!

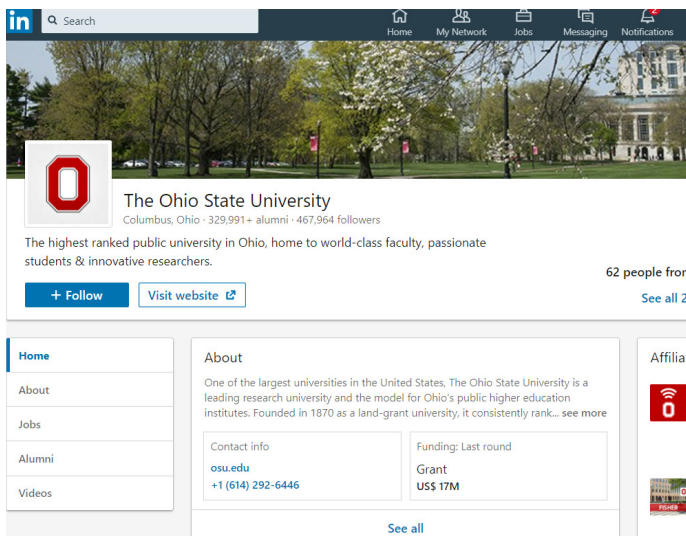
**SKILLS:** Here you can list skills you have acquired through school or work experiences. These can be soft skills such as public speaking, or hard skills such as computer coding. Additionally, your contacts can endorse you for the skills you've listed or endorse you for a new skill.

**COURSES:** This section can be used to identify specific courses you have taken in college. Be careful! Just like a resume, it doesn't benefit you to list courses everyone has to take. List classes you took that others in your major did not or would not take. For example, a finance major with a passion for flying might list aviation classes. Or they might show additional math classes to show quantitative ability.

**LANGUAGES:** You can also list out any languages along with your proficiency in each one. It is wise to only list languages that you are fluent in or close to fluent.

**ORGANIZATIONS:** Here you can list all of your involvement. Take time to describe what you did within the organization as well.

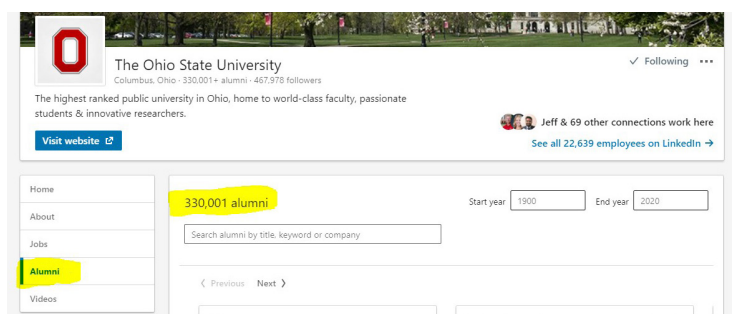
**HONORS & AWARDS:** If you've earned an award, this is your chance to brag! Tell the world what you've won and why you won it!



## HOW TO SEARCH FOR OHIO STATE

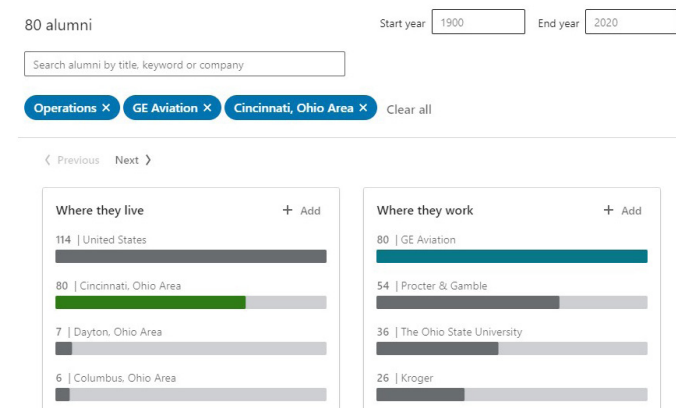
**ALUMNI:** From your LinkedIn Homepage, type in “The Ohio State University” into the search bar and select the page from the dropdown menu. There is also a “Fisher College of Business” page, however there are not as many alumni listed under this name.

**ABOUT US:** The About Us section gives a brief overview of the University and some of the things it specializes in.



## ALUMNI:

On The Ohio State University’s main school page on LinkedIn, you will see a menu on the left hand side. Click on the Alumni button to access profiles of over 300,000 alumni. You can search by geographic area, company, what they studied, and more. You can also create custom searches to find alumni who graduated in a specific year or timeframe and search for specific companies where you want to find employees. This can be extremely helpful during an internship if you want to connect with OSU alumni at your company.



## EXAMPLE:

Let’s say you get an Operations internship with GE Aviation in Cincinnati, OH and want to find some recent Ohio State graduates to network with. You would simply need to type in “GE Aviation” into the search bar on the left hand side, specify the range of graduation dates you are looking for in the upper right.

Then, simply click on Cincinnati under “Where they live” and Operations under “What they do”. A list of alumni will appear at the bottom of the screen.



## How to Make Meaningful Connections on LinkedIn

LinkedIn is a great way to connect to a professional in your industry of interest or functional area of business. When on LinkedIn (or any social media), make sure to keep the message short, enthusiastic, and easy to respond to! You will want to indicate you are a Fisher student or possibly how you found the person.

**Best Practice** – Always add a personalized note to your connection request. Use the samples below for inspiration, but be sure not to just copy/paste!

### *Example for initial connection:*

Hello Lauren,  
I am currently a Fisher College of Business student specializing in Finance. I am hoping to connect with you to gain insight and advice about working as an analyst. Thank you for considering!  
Sincerely,  
John Smith

### *Example for after meeting someone at an event:*

Hello Lauren,  
It was great meeting you at the Fisher Fall Career Fair. I really appreciate the time you took to speak with me about opportunities at XYZ Company. I hope to stay connected with you and will keep you posted on my search process. Thank you!  
Sincerely,  
Joan Smith



**THE OHIO STATE UNIVERSITY**  
FISHER COLLEGE OF BUSINESS