

LEVEL UP YOUR LINKEDIN



PROFILE PHOTO

- Professional headshot
- Clear background
- Friendly expression, dressed appropriately for your industry

BACKGROUND BANNER

- Use a custom banner that reflects your personal brand, field of study, or university logo

HEADLINE

- Go beyond just your current job or “Student at NMSU”
- Use this formula:
- [Role] | [Field/Industry] | [What you’re passionate about or seeking]
- E.g., "Marketing Student | Digital Strategy & Analytics | Seeking Fall 2025 Internship"

ABOUT

- 3–5 short paragraphs or bullet points
- Include:
- Your current role/major
- What drives you
- Key skills or achievements
- What you're looking for
- Make it personable and clear

EXPERIENCE

- Include part-time jobs, internships, campus leadership, and volunteer roles
- Each role should include:
 - Brief description
 - Bullet points of accomplishments
 - Use action verbs and quantify when possible

EDUCATION

- Full institution name (e.g., New Mexico State University)
- Include your major, graduation year
- Relevant activities, honors, or organizations

SKILLS

- Add at least 5–10 skills relevant to your career goals
- Prioritize both technical and soft skills
- Get endorsements from peers, classmates, coworkers

LICENSES & CERTIFICATIONS

- Add LinkedIn Learning, Coursera, or other relevant certificates
- CPR/First Aid, Excel, Google Analytics, etc.

VOLUNTEER EXPERIENCE

- Great place to show community engagement and values
- Describe the role and impact you made

PROJECTS (OPTIONAL BUT RECOMMENDED)

- Academic or personal projects
- Include links if possible (to portfolios, videos, GitHub, etc.)
- Highlight teamwork, skills used, outcomes

RECOMMENDATION

- Ask supervisors, professors, or teammates to write a short recommendation
- Write recommendations for others too!

CUSTOM URL

- Edit your profile URL to be clean and professional
- Example: linkedin.com/in/janedoe

Bonus Tips:

Open to Work Badge: Turn it on discreetly or publicly depending on your preference

Activity: Like and comment on industry posts, share articles, or post about events you attend

Networking: Send connection requests with a personal note (especially after fairs and workshops)



BE BOLD. Shape the Future.
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