

CAREER TOOLKIT

Your LinkedIn Profile, Step by Step

Build a simple, professional presence — at your own pace

How to use this guide

Type into the boxes on a computer or print it out and write by hand.

This guide has two tracks: Beginner and Intermediate/Advanced. Pick the one that fits where you're starting from and skip the other. You will likely edit your LinkedIn profile many times on your career journey at Landmark, and beyond. This is normal.

The pictures in this guide are mockups, not a real profile — they show you where things live, not what your exact page will look like. You can get your picture for LinkedIn done at a Career Fair held on campus or ask a friend.

Keep it consistent & save it right

Use the exact same professional name on LinkedIn as your resume, cover letter, and references — skip nicknames.

Use the same clean, professional email address you use for your job search, if LinkedIn asks for one.

From time to time, download a backup PDF of your profile (see the Advanced track for how) and save it as FirstLastName_LinkedIn.pdf, alongside your other job search documents.

START HERE

1 Which track is right for you?

Read both boxes below and choose the one that sounds most like you. There's no wrong answer — this just helps you know where to start. If you are not sure, start with Beginner.

Beginner

You've heard of LinkedIn but never visited the site (www.linkedin.com), or

You've created an account but haven't done much with your profile yet, or

You started a profile a while ago, but the information on it is outdated.

Intermediate / Advanced

You're already familiar with LinkedIn and have a profile set up, and

You have some experience using LinkedIn to network or search for jobs, and

You've explored some of LinkedIn's other tools for researching opportunities.

My track:

☐ Beginner ☐ Intermediate / Advanced

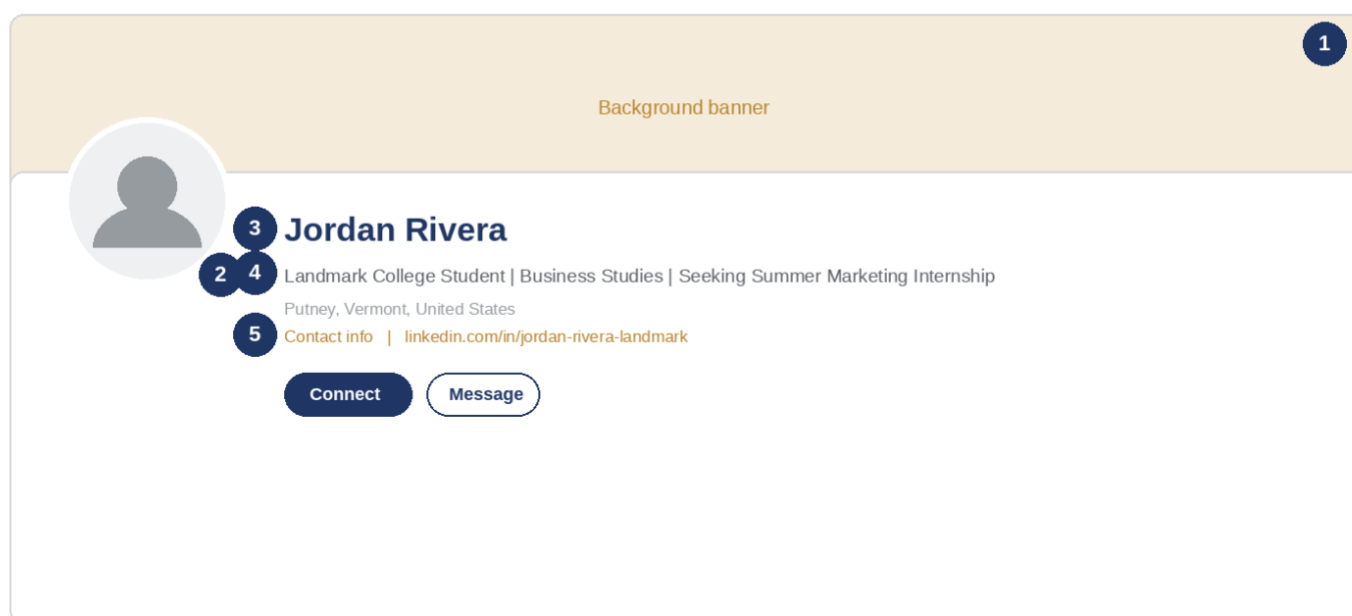
GET ORIENTED

2 The anatomy of a LinkedIn profile

Before you start editing, here's a quick tour of where everything lives on a LinkedIn profile.

Anatomy of your LinkedIn profile — top section

This is a simplified mockup, not a real profile — it shows you where each piece lives.



- 1 Background banner**
Optional. A simple photo related to your field or Landmark colors works well.
- 2 Profile photo**
A clear, friendly headshot. Just your face and shoulders, good lighting, simple background.
- 3 Name**
Use your real first and last name — no nicknames or emojis.
- 4 Headline**
What you're studying + what you're looking for. Try: "Landmark College Student | [Major] | Seeking [Role]"
- 5 Location & custom URL**
Add your city/state and personalize your profile link (Settings > Edit public profile URL).

Anatomy of your LinkedIn profile — the rest of your page

Scroll down from the top section and you'll find these sections, in this order.

About
1

Featured (optional)
2

Experience
3

Education
4

Skills
5

- 1 **About**
3–5 short sentences: what you're studying, what you're interested in, what you're looking for.
- 2 **Featured**
A place to pin a project, writing sample, or presentation. Skip this if you don't have anything yet.
- 3 **Experience**
Jobs, internships, volunteer work, or major projects — same info as your resume.
- 4 **Education**
Landmark College, your program, and expected graduation year.
- 5 **Skills**
3–5 skills to start. Pick from your strengths inventory.

SEE IT IN ACTION

3 Sample profile text

Here's what a finished LinkedIn Headline, About section, and Skills list can look like. Use it as a model — not something to copy word for word. The **Headline, About, and Skills** sections are where hiring managers start in reviewing your profile, so make sure to spend the most effort on polishing these sections.

SAMPLE — SEE HOW IT ALL COMES TOGETHER**Jordan Rivera**

Landmark College Student | Business Studies | Seeking Summer Marketing Internship

ABOUT

I'm a junior at Landmark College studying Business Studies, with a focus on marketing and event planning. I love turning ideas into content that gets people's attention — from social media campaigns to community fundraisers. Outside of class, I volunteer with the Putney Community Food Shelf and serve in Landmark's Student Government. I'm looking for a summer marketing internship where I can bring my organizational skills and creativity to a mission-driven team.

SKILLS

Social media management, Event planning, Microsoft Office, Customer service, Team leadership

KEEP IT SIMPLE**4 What to include — and what to leave out**

DO	DON'T
✓ Use your real first and last name	✗ Use a casual photo — party pics, group photos, or heavy filters
✓ Use a clear, friendly headshot with a simple background	✗ Leave the default gray silhouette as your photo indefinitely
✓ Write a headline that says what you study + what you're looking for	✗ List personal details like your address or birthdate
✓ Add Landmark College under Education, with your expected graduation date	✗ Accept connection requests from strangers without checking their profile first
✓ Write a short About section in your own voice	✗ Feel like you need to fill out every section on day one
✓ List 3–5 skills to start — you can always add more later	✗ Post anything you wouldn't want a future employer to see
✓ Connect on Linked In with people you actually know: classmates, professors, staff, alumni	✗ Feel obligated to mention that you learn differently — see the Note below
✓ Follow a few companies or organizations you're interested in	✗ Worry about making it perfect before you start
✓ Update your profile as you gain new experience	

A note about disclosure

Whether, when, and how you share that you learn differently is **always** your choice — on LinkedIn, in interviews, anywhere. You are never required to disclose a disability or diagnosis. Many students don't mention it on LinkedIn at all, and that's completely fine.

TRACK A - BEGINNER**5 Beginner: build your profile**

Work through these steps in order. Check each one off as you go.

- ☐ Create a LinkedIn account at linkedin.com, if you don't have one yet
- ☐ Adjust your privacy settings (Settings & Privacy > Visibility)
- ☐ Upload a professional photo — just your face and shoulders, good lighting, simple background
- ☐ Personalize your profile URL (Settings > Edit public profile & URL)
- ☐ Write your headline (see below)
- ☐ Write your About section (see below)
- ☐ Add your education: Landmark College, program, expected graduation date
- ☐ Add any accomplishments, coursework, or projects worth mentioning
- ☐ Proofread everything — ask an advisor, professor, or friend to double-check it
- ☐ Join the "Landmark College Alumni" group and connect with at least 3 people you know
- ☐ Follow 2–3 companies or organizations you're interested in
- ☐ Try one search using a job title or field that interests you
- ☐ Show it to another person as a “reality check”— a friend, roommate, classmate, your advisor.

Draft your headline

Example: "Landmark College Student | Business Administration | Aspiring Marketing Professional"

Draft your About section (2–4 sentences)

Cover: who you are, what you're studying, what you're interested in, and what you're looking for.

People to connect with**Name:****How you know them:****Name:****How you know them:****Name:****How you know them:****Companies or organizations to follow****TRACK B - INTERMEDIATE/ADVANCED LINKED IN PROFILE****6 Intermediate /Advanced Profile (progressing after Beginner)**

Work through these steps in order. Check each one off as you go.

- ☐ Download your current profile as a PDF before making changes ("More" > "Save to PDF" on your profile)
- ☐ Update your profile and communication settings
- ☐ Revise your profile: add accomplishments and skills — try a LinkedIn skill assessment if you'd like
- ☐ Add relevant keywords and skills (hard and soft) to your headline, About, and experience sections
- ☐ Proofread everything
- ☐ Practice an advanced search: filter employment opportunities by location, industry, or company
- ☐ Join 2–3 LinkedIn groups relevant to your field, including "Landmark College Alumni"
- ☐ Use search filters to grow your network intentionally; follow a few companies of interest
- ☐ Show it to another person as a “reality check”— a friend, roommate, classmate, your advisor.

What did you change, and what did you learn?

A few sentences are plenty.

WRAPPING UP

Next steps

Questions for my career advisor

Keep going

Landmark College has additional resources to support your career journey.

Career Advisors can help you with career planning, coaching, providing more in-depth “how-to” advice and resources as you grow your professional skills for life after Landmark.

Where can you make an appointment with a Career Advisor? Right here at this link:

<https://www.landmark.edu/academics/career-services>