

# Headline & Summary Worksheet

## Profile Summaries and Branding Statements

Communicating your personal brand on social media can take many forms. The two most important are your Professional Headline and your Profile Summary. Be sure to update your head line and summary often to keep them fresh. Complete this worksheet to help craft your personal headline and summary.

Sample Headlines:

- Communications Specialist | Seeking Marketing/PR
- Internship International Relations Coordinator Pursuing Law Degree
- English Expert | Blogger | Technical Writer | Photographer
- Economics Senior and Aspiring Financial Analyst
- Communicator | Writer | Blogger

Your turn:

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## Writing Your LinkedIn Profile Summary

Answer the three questions below. Then, combine your answers into your LinkedIn profile summary. Try to use at least 3-5 of your keywords.

1. Begin with an action plan statement that describes who you are, not just a job title or your major.

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2. Develop a statement about what you have accomplished in your academic or work life.

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3. State what you are you looking for right now. What are your current goals? Be specific

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Now take what you wrote in the previous three steps and put the information together in a way that is easy to read and has a logical flow.

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Still unsure what to talk about? Think of specific times you utilized the following skills.  
Employers seek candidates who can...

1. Be a team player
2. Make decisions & solve problems
3. Communicate verbally in/outside of the company
4. Plan, organize & prioritize work
5. Obtain & process information
6. Analyze quantitative data
7. Know technical knowledge related to the job
8. Be proficient with computer software programs
9. Create and/or edit written reports
10. Sell and influence others

# Writing a Summary

## Basic Summary Format

- 1 Introduction: Who are you? What is your brand statement? Get the reader's attention!
- 2 Background: Summary of education, experience, companies, organizations
- 3 Uniqueness: What are your specialties, key strengths, top skills? How are you unique?
- 4 Academic/Career Achievements: 3-5 key achievements from college or work, can use STAR (Situation/Task, Action, Result) statements
- 5 Call to Action: Contact information, ask them to visit your website/portfolio
- 6 Specialties: Almost like a footnote, a great place for keywords

The samples below demonstrate how others have promoted their unique brand through their LinkedIn summary.

### Sample 1

Highly qualified and enthusiastic Special Education professional seeking opportunities to teach Special Education Adapted Curriculum in a self-contained classroom, grades K-8. Areas of expertise include: • Self-motivation, initiative with a high level of energy • Able to inspire, comfort, build self-esteem • Excellent communication and listening skills, both child- and parent-oriented • Knowledge of developmental theory and corresponding practice of education • Strong understanding of stress and time management techniques

### Sample 2

Retired publishing and communication executive. Active blogger on amateur radio operations.

Experience ranges from working in electronics and computer technology in my early career; to teaching, writing, and training development in mid-career; to more than two decades of leadership responsibilities for publishing projects and communication initiatives in my senior career.

Undergraduate degree in Electronics, MA in Management, and MBA with concentrations in Marketing and Finance. I've taught undergraduate classes in marketing management, applied decision making, effective writing, and electronics technology. Author of several home study courses and textbooks.

Volunteer work includes church, Scouting, and amateur radio.

### Sample 3

Experienced advisor of corporate leadership on critical legal issues - both strategic and operational. Skilled in transactional and litigation matters, including employment, corporate governance, intellectual property, risk management and youth protection.



# LinkedIn Profile Checklist

☐ **PHOTO:** It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

☐ **HEADLINE:** Tell people what you're excited about now and the cool things you want to do in the future.

☐ **SUMMARY:** Describe what motivates you, what you're skilled at, and what's next.

☐ **EXPERIENCE:** List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

☐ **ORGANIZATIONS:** Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

The screenshot shows a LinkedIn profile for David Xiao. At the top is a search bar and a navigation menu. The profile header includes a profile picture of David, his name, title, location, and previous/education information. Below the header are buttons for 'Improve your profile' and 'Edit Profile', and a 'Contact Info' link. The main content area is divided into sections: 'Background' (with a 'Summary' sub-section), 'Experience' (with a 'Venture Capital Internship' entry), and 'Organizations' (with a 'Berkeley A Capella' entry). The 'Summary' section contains a paragraph about his interests in the financial industry. The 'Experience' section includes a detailed description of his internship at Berkeley Ventures. The 'Organizations' section mentions his role as Lead Singer in the Berkeley A Capella group.

**David Xiao**  
Econ Major and Aspiring Financial Analyst  
San Francisco Bay Area | Financial Services

Previous: Berkeley Ventures  
Education: University of California, Berkeley

153 connections

[Improve your profile](#) [Edit Profile](#)

[Contact Info](#)

[www.linkedin.com/in/davidxiao/](#)

**Background**

**Summary**

I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing?

As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies.

**Experience**

**Venture Capital Internship**  
Berkeley Ventures  
May 2013 - September 2013 (5 months) | Berkeley, CA

Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.

**Organizations**

**Berkeley A Capella**  
Lead Singer  
March 2012 - Present

Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.

Continued >>

☐ **EDUCATION:** Starting with college, list all the educational experiences you've had - including summer programs.

☐ **VOLUNTEER EXPERIENCE & CAUSES:** Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

☐ **SKILLS & EXPERTISE:** Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

☐ **HONORS & AWARDS:** If you earned a prize in or out of school, don't be shy. Let the world know about it!

☐ **COURSES:** List the classes that show off the skills and interests you're most excited about.

☐ **PROJECTS:** Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

☐ **RECOMMENDATIONS:** Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

## Education

**University of California, Berkeley**  
Economics, B.A.  
2010 - 2014 (expected)



## Volunteer Experience & Causes

### **Big Buddy**

Skyline High School  
September 2012 - May 2013 (9 months) | Education

Mentored an Oakland high school student through the college application process, helping him get into his dream school.

## Skills & Expertise

Most endorsed for...

- 12 Economics
- 11 Start-ups
- 10 Due Diligence
- 10 Venture Capital
- 10 Management



## Honors & Awards

**The Achievement Award Program**  
UC Berkeley

Four-year scholarship awarded to community-minded students with a proven track record of academic success.

## Courses

**University of California, Berkeley**

- Microeconomic Theory (Econ 101A)
- International Monetary Economics (182)
- Public Economics (230A)

## Projects

### **Venture Capital Financing in India**

May 2013

For our international Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.

5 team members



**David Xiao**  
Econ Major and Aspiring Financial Anal...



**Paul Smith**  
Student at UC Berkeley

## **Recommendations**

Received (2) ▾

### **Venture Capital Internship** Berkeley Ventures



**Tim Lee**  
Partner

David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

We don't normally hire undergrads as interns but after working with David, we will again!

November 13, 2013, Tim managed