

Self-Branding --LinkedIn (Digital Profile), a traditional Resumé & Cover Letter

Due: Next Tuesday, May 26th

The paper resume and cover letter still exists, but the reality is that by the time you are on the job hunt, it may be obsolete. In an effort to prepare you for the world beyond high school, this activity you will require you to use the site to create the elements of a resume and cover letter but in a much more dynamic way.

LinkedIn (50 pts.)

Here are the required elements or “fields” to be filled out:

- **Profile picture & Basic bio information:** Captures your spirit, is appropriate based on position & Tag line, and basic bio information.
- **Summary:** 500 character limit section to describe you. This should feel like the text of your cover letter.
- **Experience:** List your experience in categories if appropriate. **Most recent is always first.** Also, consider this term loosely for your current job application. As the year unfolds, you will list more specific experience in this section.
- **Skills & Expertise:** Think about the job you are applying for. What skills and areas of knowledge do you have that may serve you well in this job?
- **Education:** List your education history, most recent should be listed first. Put your GPA if it is high above a 3.5
- **Languages, Interests, Volunteer Work, Causes:** If this is all that we see of you and we are a company looking at you from New York, how will you stand out?
- **Bonus (10)** Video component– link out to a video telling us more about you and what you are capable of in business!

NOTE: You will have two minutes to present your profile and sell us on you next Tuesday! Woohoo!

Resumé & Cover Letter (50pts)

- You must have your name and contact information
- Areas should be sectioned: Education, Experience, Interests, Skills.
- Active verbs (We want people who can do and respond under fire. Remember those active verbs!)
- Make use of white space. Look at the samples I have posted to help you.
- Proof- read your work.

Bring in a draft of a resumé tomorrow in class. We will talk about what is working and not in your draft.

What is a cover letter?

- Your cover letter is a snapshot of why you would be the perfect fit for any given job.
- It targets the job specifically and is in formal letter writing format.
- It is no more than one or two paragraphs.
- It makes you want to read on! It should capture the reader’s attention in a good way.