

**Create an informative header including:**

- Add a professional looking photo
  - Should only include yourself (no group photos)
  - You should be wearing professional attire
- A headline that incorporates industry-specific keywords

**Write an informative summary:**

- Describe your professional background
- This is the place to describe your ambitions and professional aspirations

**Describe and list your relevant experience:**

- List experience that supports your professional goals
- Use brief descriptions and keywords
- Emphasize your accomplishments and the impact you made on the company

*Note: Your experience section should not be copy and pasted from your resume*

**Add your skills and expertise to your profile**

- Incorporate relevant and industry specific keywords
- Keep the skills simple and easy to understand
- Gain endorsements from colleagues, classmates and employers that have observed you using these skills

**Add recommendations from colleagues**

- Make sure that your recommendations are from trusted sources and sound professional
- Ensure that they are not repetitive

**List your Education**

- Degree programs should be listed from highest to lowest level of attainment

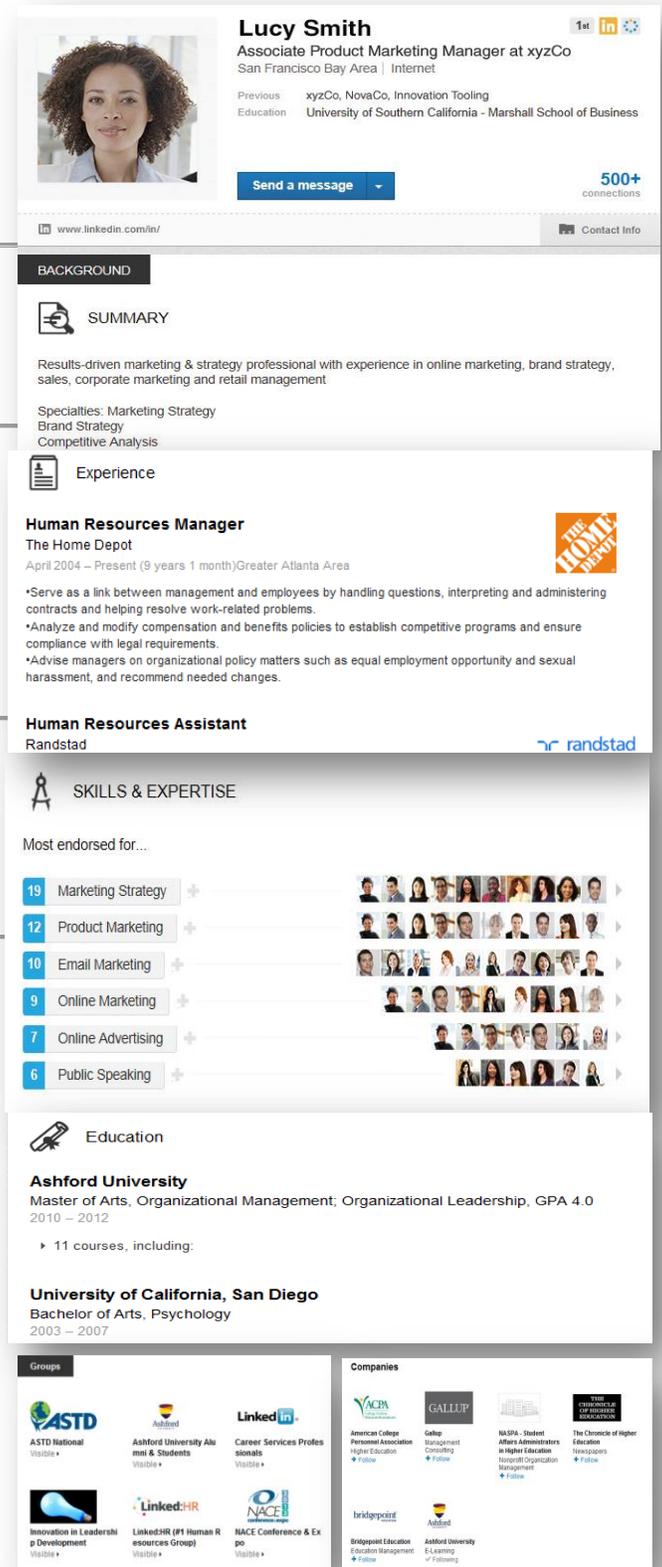
**Follow Groups and Companies**

- This is a great way to network with others in the industries you are interested in
- Catch up on the latest news, employees and job opportunities listed in these pages

**Contact Ashford University Career Services for a LinkedIn profile review** 1.800.708.0584 ext. 1876 [careerservices@ashford.edu](mailto:careerservices@ashford.edu)

Career Services abides by the principles of professional conduct set forth by the National Association of Colleges and Employers ([NACE](http://www.nacae.org)).

The University's courses, programs and services are designed to prepare students and graduates for further study or to pursue employment in their field of study or related field; however, the University does not guarantee that students or graduates will be placed in any particular position or employment. Any statistics referenced on its website and attributed to a source other than the University have not been independently verified by the University.



**Lucy Smith** 1st LinkedIn icon  
Associate Product Marketing Manager at xyzCo  
San Francisco Bay Area | Internet

Previous xyzCo, NovaCo, Innovation Tooling  
Education University of Southern California - Marshall School of Business

Send a message 500+ connections

www.linkedin.com/in/ Contact Info

**BACKGROUND**

**SUMMARY**  
Results-driven marketing & strategy professional with experience in online marketing, brand strategy, sales, corporate marketing and retail management

Specialties: Marketing Strategy  
Brand Strategy  
Competitive Analysis

**Experience**

**Human Resources Manager**  
The Home Depot  
April 2004 – Present (9 years 1 month) Greater Atlanta Area

\*Serve as a link between management and employees by handling questions, interpreting and administering contracts and helping resolve work-related problems.  
\*Analyze and modify compensation and benefits policies to establish competitive programs and ensure compliance with legal requirements.  
\*Advise managers on organizational policy matters such as equal employment opportunity and sexual harassment, and recommend needed changes.

**Human Resources Assistant**  
Randstad

**SKILLS & EXPERTISE**

Most endorsed for...

- 19 Marketing Strategy
- 12 Product Marketing
- 10 Email Marketing
- 9 Online Marketing
- 7 Online Advertising
- 6 Public Speaking

**Education**

**Ashford University**  
Master of Arts, Organizational Management; Organizational Leadership, GPA 4.0  
2010 – 2012  
11 courses, including:

**University of California, San Diego**  
Bachelor of Arts, Psychology  
2003 – 2007

**Groups**

- ASTD National
- Ashford University Alumni & Students
- Career Services Professionals
- LinkedIn
- Innovation in Leadership Development
- LinkedInHR (Formerly Human Resources Group)
- NACE Conference & Expo

**Companies**

- American College Personnel Association
- Gallup Management Consulting
- NAACSB Student Affairs Administrators in Higher Education
- The Chronicle of Higher Education
- bridgepoint
- Strategic Education Management
- Ashford University