

LinkedIn Profiles for Graduate Students:

Ariel Ash-Shakoor

https://www.linkedin.com/in/arielashshakoor?authType=name&authToken=B6Fn&locale=en_US&srchid=1386662361487005520817&srchindex=14&srchttotal=18&trk=vsrp_people_res_name&trkInfo=VSRPsearchId%3A1386662361487005520817%2CVSRPtargetId%3A164116589%2CVSRPcmpt%3Aprimary%2CVSRPnm%3Afalse%2CauthType%3Aname

Bad photo!

Good use of **title with lots packed in**

Good use of keywords in **Summary Section** for science aspect and also includes keywords in her other areas of interest like STEM, women and education.

Great to mention **networking and employment** as goals. Have also seen directions to contact via regular email as well.

Embedded Video of her speaking at an event

Experience – used strong action verbs and translates it for not so technical readers

Good use of **embedded content from project site and fellowship bio**

Active in relevant **groups** and following **organizations**

Avneet Kaur

https://www.linkedin.com/in/avneetrekhi?authType=name&authToken=8bQ5&locale=en_US&srchid=1386662361487005946372&srchindex=7&srchttotal=1748049&trk=vsrp_people_res_name&trkInfo=VSRPsearchId%3A1386662361487005946372%2CVSRPtargetId%3A182077259%2CVSRPcmpt%3Aprimary%2CVSRPnm%3Afalse%2CauthType%3Aname

Much more **basic profile**

Photo - creepy shadow in window

Title very basic

Summary – good use of keywords both relevant to the **science and to transferrable skills and industry** interests.

Personal interests and values in Summary - OK but less relevant in this field – could be put elsewhere like Volunteer Experience and Causes.

Skills endorsements – if looking out of the lab, then need to diversify this. Only bench research skills

Experience is underdeveloped generally but in particular the GSK considering interest in innovation, research and management in biotech

Lack of visual interest and embedded content.

BOTH: do not include birthday!