The Public Profile is part of your FutureLink account, and used by employers to evaluate your qualifications as well as your motivation to obtain career employment. Complete and review your profile prior to publishing. Attend walk-in hours to have your profile reviewed.

Brutus Buckeye
Psychology May 2019
Sophomore
Experience at ABC Employer
http://asc-osu-csm.symplicity.com/profiles/brutusbuckeye

Personal Statement

- This is a short paragraph, comprised of about 500 characters, focused on your personal brand, accomplishments, and ambitions, that gives an employer a feel for what you consider to be most important about yourself in relation to a position you are seeking.

Education

- Add other educational experiences and study abroad (if applicable) to your pre-populated information.
- Displaying your GPA is optional - if over a 3.0, it is recommended that you choose to show it.

Experience

- Include work, internship, volunteer, leadership, and research experiences.
- Employers assume that applicants who have gone “above and beyond” inside and outside of the classroom will be strong performers in their workplaces. Because of this, it is very important to describe and emphasize your accomplishments.
- Ask yourself questions to identify accomplishments. Questions such as ‘what am I most proud of?’, ‘what are my strongest skills?’, and ‘what do my former employers likely miss about me?’ can assist you in pinpointing your valuable experiences.
- Use action verbs, in correct verb tenses, to keep each job entry clear and concise. Use the present tense when describing a present position and past tense when describing a past experience.

Projects

- This section serves as a way for you to provide tangible proof of your potential value in the workplace.
- Include descriptions of projects completed during an internship, class, or while on a previous job. Emphasize projects that are relevant to the type of work you are seeking.
- Good examples of projects to describe include a paper from a writing class or a lab report you completed for a science course.

Skills

- Include skills that you have acquired from your education, work, or project experience.
- Search for common skills in the database provided or add your own, if the skill does not already exist.
Creating Your FutureLink Profile

Contrary to popular belief, your Personal Profile or LinkedIn page should not look identical to your resume. Though it may seem intuitive to simply copy and paste job experience and school names from one page to another, the two job search tools should communicate different aspects of your career journey thus far. That doesn’t mean that you shouldn’t take into account your resume while crafting an appropriate personal profile. Rather, use it as a reference and guide. While a resume provides a snapshot in time of the work you’ve done, a personal profile allows the reader to gain a sense of who you are holistically as you’ve grown through your experiences. Here are additional guidelines for writing your profile.

Length

- In your personal profile, include all of your past experience: jobs you’ve held, awards you’ve received, volunteer work you’ve done, and organizations you’ve been a part of
- Each section can include up to 500 characters, giving you a little more space than a traditional resume
- This can include information that in no way relates to your career goals, but allowed you to develop key transferable skills
  - Example: Coaching a youth soccer team lead to the development of leadership skills and furthered your ability to effectively manage time

Tone

- Write the way you would speak (without including slang!) to give the reader a sense for your personality.

More Tips

- Do not repeat your resume!
- Tell a bigger story with your personal profile by using more details and context that hasn’t been tailored to a specific company, position, or person
- On a personal profile, the pronoun “I” is acceptable, as it creates a conversational, relaxed tone. However, be careful about overuse
  - Example: Count how many sentences begin with an “I” before finalizing your profile
- An effective profile gives your reader a sense for your personality
- Changing the Publish toggle button to “on” creates a unique URL that you may send to employers to share your profile
- Your profile and its associated information is only viewable in this way; it is not shared with employers at any other time