LinkedIn is used to find and leverage professional opportunities now and throughout your career.

You will use this tool to reach out to classmates, industry professionals, recruiters, former colleagues and others to start or continue to build relationships and establish an online bond, which can help you eventually find a job.

How to leverage LinkedIn for your job search:

- Build & market your brand
- Search jobs
- Search companies
- Build and advance industry relationships
- Join groups (and be active!)
► The MENU BAR is your dashboard for navigating LinkedIn.

► Your PROFILE is your personal advertisement, and should be a compliment to your resume. It’s a collection of keywords that allow you to be more easily found by recruiters. It is essential to update it regularly.
You are able to edit each section of your profile by clicking on the pencil icon.

When first creating your profile, you’ll make a lot of changes; say NO to “Share profile changes”, or your network will receive a notification for each change you make (not the first impression you want to make!).
Be sure your Settings & Privacy options are how you want them.
If you are an international student, and you create your profile in your home country before arriving in the U.S., be aware that after you arrive in the U.S. you will want to **create a version of your profile in English**.

The first profile you create will be your “primary profile” and is permanent. You can create as many secondary profiles as you wish in other languages, and viewers will see your profile in the language that matches the one they are using on LinkedIn.
Choose an attractive yet professional/relevant background photo for your profile. Google the keyword for the type of image you want plus “panorama”. For example, “Boston skyline panorama.”
Your headshot should be professional, clear, and have only you in the photo. No selfies, blurry photos, or group photos should be used.

[Images of approved and rejected headshots]

[Link: blog.photofeeler.com/perfect-photo/]

8
- Make sure your headline has the most important information about you that a potential employer would want to see.

- Use pipes (found under the backspace key) to clearly separate information.

<table>
<thead>
<tr>
<th>Kulin Chheda</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Street</td>
</tr>
<tr>
<td></td>
</tr>
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<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Sarah (Whittemore) Hochstatter</th>
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<tbody>
<tr>
<td>Quantitative Research Analyst</td>
</tr>
<tr>
<td>Boston Advisors, LLC • Boston University • School of Management</td>
</tr>
<tr>
<td>Greater Boston Area • 433</td>
</tr>
</tbody>
</table>
The default URL for your LinkedIn profile will be a combination of your name and random letters and number → you MUST customize the URL.

- Shows you are a professional and detail-oriented

Click on “Edit your public profile” to customize the URL.

Customize and hit “Save”.

Note: Your custom URL must contain 5-30 letters or numbers. Please do not use spaces, symbols, or special characters.
The summary is a concise description of your strengths, skills, interests and relevant experience and can be extremely powerful when well-written

- Can be descriptive, or bullet style (more acceptable in technical fields, like quant finance)
- Quickly gets across your strongest traits, and tells someone what makes you special

Mathematical Finance graduate student with an academic background in engineering and 3 years of experience in data analysis and java programming. Cleared all 3 levels of CFA in first attempt and gained strong fundamentals in financial modelling and investment analysis. A team player with excellent communication skills possessing strong Leadership qualities, highly motivated with an attitude keen to learn and contribute.

Specialties:
- C++, Linux, R, Matlab, Excel (Advanced)
- Liquidity/Model/Operational Risk, Value-at-Risk (MC, Historical, Stressed), Expected Shortfall
- Stress Testing, CCAR/DFAST
- PD, LGD, EAD Model Development

*If you use a bullet style format like the 2nd example, make sure to list what you are BEST at, not EVERYTHING you’ve ever learned in class.*
The Experience section is an easy way to for someone to see your previous roles, companies and work.

**Investment Analyst, Investment Banking Department**  
Guodu Securities  
November 2011 – March 2012 (5 months) | Beijing City, China  
- Assisted in an IPO project in Zhejiang Province of China, conducted industry research, analyzed comparable companies to streamline pricing procedure  
- Reconciled costs for merger reforming plans assisting the company to meet requirements  
- Drafted documents and prepared materials for presentations at meetings with intermediaries from service providers. Service providers were other companies like Guodu but providing different services for same client to go public, i.e. Multiple companies working as one team for the client

**Risk Inspector, Inspection Department**  
China Development Bank  
June 2011 – July 2011 (2 months) | Beijing City, China  
- Assisted loan-review projects and conducted risk analysis bolstering loan evaluations  
- Provided additional insight to determine risk by conducting investigations, writing reports covering review, due diligence and intermediate inspection

**Auditor, Auditing Department**  
ShineWing Certified Public Accountant  
January 2011 – February 2011 (2 months) | Beijing City, China  
- Traveled as part of an audit team to various provinces, conducting investigations on four branches of a public company to support their annual report.

**Customer Service**  
VOGEL  
July 2009 – August 2009 (2 months) | Beijing City, China  
- Answered questions and provided information for clients on the phone  
- Collected the contraction information of the clients, delivered magazines and made satisfactory surveys  
- Data analysis of the surveys  
- Helped fix up an exhibition

**Student Consultant**  
Northern Illinois Food Bank  
January 2016 – May 2016 (5 months) | DeKalb, IL  
- Worked collaboratively to analyze and process demographic data of 13 counties using EXCEL;  
- Provided suggestions for Northern Illinois Food Bank to target people in hunger  
- Conducted detailed Standard Operating Procedure (SOP) step-by-step procedures of conducting quantitative research, making future research easier & efficient  
- Finished a 150-page business report; Gave business presentations to CEO and CFO

**Senior Manager Assistant**  
Bank of China  
June 2015 – August 2015 (3 months) | Shenyang, Liaoning, China  
- Assisted customer manager to target potential customers, produce portfolios, and manage risks using VaR analysis; mastered the characteristics of different financial products  
- Co-worked with the customer manager implementing loan business marketing in the real estate industry; developed loan business with Shenyang Poly Metropolit  
- Prepared and Analyzed up-to-date FX index to the department of foreign exchange, familiar with FX trading platforms

**Research Intern**  
中融国际信托有限公司  
January 2015 – March 2015 (3 months) | Beijing, China
List schools in chronological order; a good place to mention coursework, extracurricular activities, groups and societies.

**Boston University Questrom School of Business**  
Master of Science (MS), Mathematical Finance  
2016 – 2018  
Activities and Societies: Graduate Finance and Investment Club  
Risk Management Concentration

**Macaulay Honors College at The City University of New York**  
Bachelor of Arts (B.A.), Mathematics, Economics  
2012 – 2016  

HUNTER COLLEGE  
Minor: Physics, English

**Dobbs Ferry High School**  
International Baccalaureate Diploma  
2008 – 2012  
Activities and Societies: National Honors Society | French Honor Society | Orpheus Literary Magazine

**Boston University Questrom School of Business**  
Master of Science (M.S.), Mathematical Finance  
2016 – 2018  

- Current Coursework:  
  - Fundamentals of Finance  
  - Programming for Mathematical Finance  
  - Stochastic Methods for Asset Pricing  
  - Statistics for Mathematical Finance

**CFA Institute, USA**  
2013 – 2015  

- Cleared all 3 levels of CFA in first attempt, awaiting charts.
  - Subjects:  
    - Ethical and Professional Standards  
    - Quantitative Methods  
    - Economics  
    - Financial Reporting and Analysis  
    - Corporate Finance  
    - Equity Investments  
    - Fixed Income  
    - Derivatives  
    - Alternative Investments  
    - Portfolio Management and Wealth Planning

**Veermata Jijabai Technical Institute**  
Bachelor of Technology (B.Tech.), Electronics  
2009 – 2013  
Activities and Societies: Performing Arts Secretary-Pratibimb'12, Assistant Contingent Leader, VJTI(2011-12), Public Relations Officer-Enthusi'a10

**Johns Hopkins Bloomberg School of Public Health**  
B. S. in Public Health  
2014  
License ULBQCDUVLK
Compliment your experience and education information with “extras” that employers like to see.

Adds depth to your profile and gives insight into who you are as a person, which employers are eager to know.

- **SKILLS**
- **INTERESTS**
- **HONORS & AWARDS**
- **ORGANIZATIONS**
- **VOLUNTEER WORK**
- **GROUPS**
- **FOLLOWING…**
  - Influencers
  - News
  - Companies
Your **PROFILE** should be aligned with the personal branding of your résumé.

Your **HEADLINE** should define you perfectly, e.g. “MSc. Mathematical Finance Candidate | Risk Analyst | Hedge Funds | CFA Level 1 candidate”; customize your LinkedIn URL; URL: www.LinkedIn.com/in/YourName

Use **PIPS** (uppercase backslash, under the Backspace key) to increase SEO.

Add a **HEADSHOT**; profiles with pictures are clicked on 10x more!

Your **SUMMARY** is a powerful presentation of “now and future” written in 1st person; who you are and the skills you deliver to your current and future employers.

Your **EXPERIENCE** describes your role and the value you contribute to your employers; include one or two of your proudest accomplishments over the past 10 years.

Get at least **3 RECOMMENDATIONS** from previous employers, co-workers and possibly professors, who know you well. Serious recruiters **will** contact your Recommenders.

LinkedIn is **KEYWORD-ORIENTED**. Make sure your most important keywords are repeated in your profile (discretely spread out).