

## LinkedIn *About* Section & Handshake *My Journey* Guidance & Samples

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The “About” section in LinkedIn along with the “My Journey” section in Handshake offer an opportunity for you to create a *written pitch*. In the *About* and *My Journey* sections, you can include your value proposition, your objective, and a summary of your skills, and your preferred email address.

Once you create your *written pitch*, display it in both your LinkedIn *About* section and your Handshake *My Journey* section. Three samples are included to provide some inspiration for your written pitch!

#### LinkedIn *About* Section: Sample 1

Hi there! I am an engineering student and business owner who uses technical skills, business logic, and leadership skills to co-create a successful company, build meaningful connections, and maximize profit.

Most recently, I have started Branching Out, a company that sells customizable grafted fruit trees suitable for indoor growing. These trees will be accessible online. Currently, we are developing a website, trademarking our logo, growing beta trees and pitching our business plan to investors. This summer, I am also working with Blooming Botanicals in Lansing to expand their customer outreach through marketing, vendor days, and sales tours.

Through my experiences, I have acquired several skills, including, analyzing and interpreting data in Excel, basic coding in MATLAB, designing through CAD and practice with company data portals such as SAP.

Don't hesitate to reach out if you would like to chat! I am available by email: abc123@msu.edu. :) I look forward to hearing from you!

#### LinkedIn *About* Section: Sample 2

I am an undergraduate mechanical design and microcontroller systems engineer leveraging modeling and iterative processes to better my ability in making reliable products.

As an onboard systems engineer at BlueFlite, a delivery drone start-up, I used experience from my RC hobbies to make informed decisions about the platform in a group and individual setting. Along with my most recent engineering experience, I work as an undergraduate learning assistant in the physics department which has improved my ability to facilitate strong group work and show that I can excel in a position that holds responsibility.

Through my experiences I have been able to expand on subjects I have learned in school. For example, using my abilities in Python to learn CPP, and transitioning from Siemens NX to Autodesk Fusion 360.

In the future I am looking to stay in the aerospace industry and potentially move into the fields of propulsion or controls. Always feel free to contact me for inquiries at abc123@msu.edu.

### **LinkedIn About Section: Sample 3**

Welcome to my LinkedIn profile! I'm an emerging marketing professional who builds relationships and boosts profit by leveraging collaboration, initiative, and technical skills.

I'm just getting started and have been learning and growing from great experiences and amazing colleagues. My notable accomplishments include:

- Development of digital marketing campaigns where I generated content for segmented markets within the university recruiting space with the goal of converting prospects to applicants.
- Built a social media presence while working for a local restaurant and used Google Analytics to measure traffic; these efforts produced a 25% increase in sales within six months of launch.
- Consistent top ranking in district sales in the quick-service restaurant industry; used persuasive communication skills and product knowledge to promote specials and combinations.

I offer excellent graphic design skills using Canva and InDesign. I'm also adept at using Excel and Google Analytics for data analysis. I welcome an opportunity to share more about how my skills, experience, and enthusiasm can make a difference at your company. Please contact me at [abc123@msu.edu](mailto:abc123@msu.edu).