# LinkedIn Lift: Optimise Your Profile for IT Career Success

**Your LinkedIn profile is often your first impression with potential employers. Here's how to make it stand out.**

## 1. Headline That Hooks

Avoid generic titles like "Student" or "Job Seeker." Use keywords and show ambition.
**Examples:**
- Aspiring Data Analyst | Python & SQL | Passionate About Turning Data Into Decisions
- Graduate Software Engineer | Java, React | Building Scalable Web Apps

**Tip:** Include your target role, key skills, and a value statement.

## 2. Summary That Sells

Your "About" section should tell your story in a few short paragraphs.
**Structure:**
- Who you are (e.g., IT grad with a passion for cloud computing)
- What you've done (projects, internships, coursework)
- What you're looking for (roles, industries)
- What makes you unique (soft skills, interests)

**Tip:** Use first person ("I am…"), keep it friendly and professional.

## 3. Experience That Speaks

Even if you haven't had a formal IT job, include:
- University projects (e.g., Built a REST API using Flask and PostgreSQL)
- Hackathons or bootcamps
- Freelance or volunteer work

**Tip:** Use bullet points and action verbs like "Developed," "Collaborated," "Analyzed."

## Check List

**Headline**

☐ Includes target role (e.g., "Aspiring Data Analyst")

☐ Mentions key skills (e.g., Python, SQL)

**Summary**

☐ Introduces who you are and your interests

☐ Highlights relevant projects, internships, or coursework

☐ States what roles or industries you're targeting

☐ Mentions soft skills or unique qualities

**Experience**

☐ Lists university projects with technical details

☐ Includes hackathons, bootcamps, or freelance work

☐ Uses bullet points and action verbs
**Skills**

☐ Lists relevant technical skills (e.g., Python, Azure)

☐ Includes soft skills

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## 4. Skills That Get You Found

Add technical and soft skills relevant to IT roles.

**Examples:**
Python, Java, SQL, Azure, AWS, Power BI
Agile, Git, REST APIs, UX Design
Communication, Problem Solving, Teamwork

**Tip:** Match skills to job descriptions you're targeting.

## 5. Professional Photo

Use a clear, friendly headshot , not something from Instagram.

Dress smart-casual, use good lighting, and smile.
Your photo should reflect how you'd show up to an interview.

## 6. Connect and Engage

Connect with people in companies you want to work for.
Follow businesses and stay in the loop with their updates, job posts, and culture.

Join IT-related groups and comment on posts to build visibility.

**Tip:** Aim for 100+ connections to boost your profile reach.

**Professional Photo**

☐ Uses a clear, friendly headshot

☐ Dressed smart-casual with good lighting

**Connect and Engage**

☐ Connected with classmates and industry professionals

☐ Followed companies of interest

☐ Joined IT-related groups

☐ Engaged with posts or shared content

☐ Has 100+ connections