## LinkedIn Profile Development for Postdocs

Your 10 Point Check List - for a Savvy Profile

**1.** [**Professional Headline**](http://help.linkedin.com/app/answers/detail/a_id/2901) Below are some options. You can use up to 220 characters.

Postdoctoral Research Fellow ✦ Molecular & Cell Biology ✦ Image Data Analysis ✦ University of Liverpool ✦ Avid Photographer

Psychology Researcher / Postdoc Fellow ✦ Mentor for Student Success ✦ Effervescently Introverted ✦ Focused on Community Building

Science Communications Professional ✦ PhD in Biochemistry and Molecular Biology ✦ Making complex research more accessible

Postdoctoral Researcher | Cardiovascular medicine | Interested in translation of science into healthcare innovations

Applied Mathematics Postdoctoral Fellow focusing on Climate Research using Numerical Modeling, University of Liverpool

Research Fellow ✦ Engineering PhD ✦ Working at the intersection of design and function ✦ Urban Design, Sustainability & Energy Efficiency

**2.** A [**Photo**](http://help.linkedin.com/app/answers/detail/a_id/1615)in professional attire, is key. Profiles with photos are 14 times more likely to be viewed.

**3.** [**Customize your Public Profile URL**](http://help.linkedin.com/app/answers/detail/a_id/87) for use on your CV, resume and in your email signature.

**4.**[**“About” (Summary)**](https://www.linkedin.com/help/linkedin/answer/92157?query=summary&hcppcid=search) should be used to position yourself for your next job. Highlight those skills and experiences that support this career direction and include industry related keywords. Check out these [prep questions](https://docs.google.com/document/d/1aMusb1eFqLv220PrTXIbWx7Da8u-QUgJjPzen7XCjp8/edit?usp=sharing), and see [sample summary examples](https://docs.google.com/document/d/1fZ3suik79S1o6IkxdF-t1hTAGVnt8LAeHuHQ6PiLaXI/edit?usp=sharing). You can use up to 2,600 characters. [Video](https://peak-careers.com/how-to-write-your-linkedin-about-section/) of 4 experts sharing LinkedIn Profile advice. 5 secrets to a [knockout About section](https://www.job-hunt.org/linkedin-job-search/secrets-knockout-linkedin-summary.shtml).

**5.** [**Sections**](http://help.linkedin.com/app/answers/detail/a_id/1284) can be added to enhance your profile. Consider adding sections such as Projects, Certifications, Languages, Publications, Courses, and Volunteering Opportunities.

**6.** [**Experience**](http://help.linkedin.com/app/answers/detail/a_id/1646) section is a version of your cv or resume. Use targeted keywords and accomplishments.

**7.** [**Skills & Endorsements**](https://www.linkedin.com/help/linkedin/answer/4976?query=skills%20section) is an important section to customize since listing them can help you show up in a recruiter’s search. The first 3 skills will be listed (then a “view more” button will appear), so make those first 3 count!

**8.** [**Recommendations**](http://help.linkedin.com/app/answers/detail/a_id/96)from past supervisors, fellow researchers / coworkers, vendors, lecturers, who know you well, enhance your profile.

**9.** [**Featured Content (Media Links)**](https://www.socialmediatoday.com/news/linkedin-launches-new-featured-section-on-profiles-to-highlight-key-achie/572483/)allow you to upload and/or link to media such as websites, video, and PowerPoints, as well as feature one of your LinkedIn posts.

**10.** [**Visual Header**](https://help.linkedin.com/app/answers/detail/a_id/49960/~/adding-or-changing-the-background-photo-on-your-profile)can be added at the top of your LinkedIn page, and make your profile more compelling.

LinkedIn resources

LinkedIn Help [www.linkedin.com/help](http://www.linkedin.com/help)

LinkedIn Blog: <https://blog.linkedin.com/>

How to Write Your LinkedIn About Section (Video) - <https://www.youtube.com/watch?v=gVSOdqmAYtQ>

Symbols to Spice up Your Profile - <https://www.linkedin.com/pulse/20140423001152-22901019-symbols-to-spice-up-your-linkedin-profile/>

5 Tips to a Knockout LinkedIn Profile About - <https://www.job-hunt.org/linkedin-job-search/secrets-knockout-linkedin-summary.shtml>

Prep Questions to Build Your LinkedIn “About” Summary

Below are questions to ask yourself, to build a strong summary, or improve your existing one. Check out some examples [**here**](https://docs.google.com/document/d/1fZ3suik79S1o6IkxdF-t1hTAGVnt8LAeHuHQ6PiLaXI/edit?usp=sharing).

1. **What is your dream job?** Where are you headed?

(You don’t need to list this in your About section, but it is key to keep in mind while creating this summary.)

2. What are your key **skills / strengths / talents**?

3. What do you want to be most **known for**?

4. What are some of your **interests, values & personal traits**?

5. What makes you **unique**? Differentiate yourself from others. This could be a trait, interest or value.

6. How would some of your **coworkers describe you**?

Harvard Medical School Postdocs

Before & After LinkedIn Profile ‘About’ Summaries

Jia Chen

Career direction: Assistant Professor at an academic institution or Research Scientist at a pharmaceutical or biotech company.

**BEFORE**

**Jia Chen**

Postdoctoral Fellow at Dana-Farber Cancer Institute | Scientist in Metabolic Disorders

Extensive research experience in obesity/diabetes and metabolic disorders.

Experienced in various cell culture systems and mouse disease models.

Expertise in developing novel neuronal markers for in vivo imaging.

Rigorous scientific training in the fields of metabolism and neurobiology.

**AFTER**

**Jia Chen**

Scientist in Metabolic Disorders | Postdoctoral Researcher at Harvard Medical School

* I am an innovative cell and molecular biologist with extensive research experience in the field of metabolism and developmental neurobiology.
* My passion in science originates from my desire to ask questions and find answers. I find it very exciting to wake up each morning wondering what I’m going to find today.
* My nature is to be very driven, persistent, and not missing a deadline. My colleagues would describe me as focused, open minded and collaborative.
* Highlights from my skills and experience include:
* An established record of independent experimental design and execution resulting in high quality data and multiple publications in high-impact journals.
* Experienced in gene editing, various cell culture systems and cellular assays.
* Expertise in generation and characterization of mouse models of metabolic disorders.
* Developed new markers for live imaging of synapses in the brain with advanced microscopy techniques.
* Effective written and oral communication skills evidenced by success in grant funding, teaching/mentoring students and presentations at major conferences.

Alonia Richards

Career direction: Not sure yet. Could be scientist in biotech / pharma, or maybe biotech research analyst in venture capital firms.

**BEFORE**

**Alonia Richards**

Postdoctoral research fellow at Massachusetts General Hospital and Harvard Medical School

Biomedical scientist eager to contribute to the development of novel therapies and solutions for patients. Currently researching the mechanisms underlying cardiovascular disease with the goal of identifying novel drug targets. Interested in the process of research commercialization. Described as driven, persistent, meticulous, and resourceful. Enjoys working in a multidisciplinary, mission-driven team setting.

**AFTER**

**Alonia Richards**

Postdoctoral Researcher | Cardiovascular Medicine | Molecular Biology

Or

Postdoctoral researcher | Cardiovascular medicine | Interested in translation of science into healthcare innovations

Biomedical scientist eager to contribute to the development of novel therapies and solutions for patients. Currently researching the mechanisms underlying cardiovascular disease with the goal of identifying novel drug targets. Described as driven, persistent, meticulous, and resourceful.

* Extensive skill set in molecular, cell, and *in vivo* biology
* Analytical thinking honed by a decade of designing and conducting research projects
* Further developed critical thinking by peer reviewing manuscripts for scientific journals
* Written and verbal skills highlighted by successful grant applications, publishing of manuscripts and book chapter, and well-received presentations at (inter)national conferences
* Thrive in multidisciplinary, mission-driven team settings, enjoy mentoring students and establishing academic and industry collaborations

Overall interest in applying skills and knowledge to further clinical medicine. Specifically fascinated by the process of research commercialization.

Thomas Hull

Career direction: I am planning to pursue my career in industry, pharma or biotech. I am looking for a job of "Scientist in Immunology".

**BEFORE**

**Thomas Hull**

Research fellow at Boston Children's Hospital

Dynamic, organized and highly motivated immunologist specialized in the characterization of immune responses in inflamed tissues. Expertise in innate immune cells applied in allergy diseases. Applied knowledge of T cell recruitment in anti-cancer responses of rare diseases. Expertise in in vivo models and design and execution of new experimental approaches. Very good team spirit, especially in multidisciplinary projects. Enjoy learning new techniques and training students and staff. Experience of collaboration with academic labs and industry.

**AFTER**

**Thomas Hull**

Immunologist specialized in the characterization of immune responses in inflamed tissues | Research Fellow | Boston Children’s Hospital

Cell Biology and Physiology were the topics that I was most passionate about as a student.  I wanted to understand how the whole organism behaved in pathologic conditions, this was key for me and lead me to become an immunologist.

I aspire to contribute to better understanding inflammatory conditions and their regulations. I studied the inflammatory environment of cancers during my PhD and food allergy and eczema during my Postdoc.

I have expertise in innate immune cells, T cell recruitment, as well as expertise in in vivo models and design and execution of new experimental approaches.

Training students and staff, collaborating with others in academic labs and industry are both parts of my work that I really enjoy.  I am seen as someone who is organized, highly motivated and has a great team spirit. As my career unfolds, I aspire to participate in developing new treatments for patients.

Specialities: immunology, flow cytometry, in vitro/in vivo studies

Before / After for the Director of the HMS Postdoc Fellows

BEFORE

James Gould

Jim Gould joined HMS in June 2011 and is the Director of the HMS/HSDM Office for Postdoctoral Fellows. Prior to heading the Postdoc Office, Jim was finishing his postdoctoral training at the National Cancer Institute-Frederick with Dr. James Phang on the role of the proline cycle in the metabolic regulation of cellular redox and survival in cancer. With an eye for a career in Graduate and Postdoctoral Training and Education, he took on an unpaid internship with the National Cancer Institute’s Office of Training and Education in the Center for Cancer Research. He was Chair of the Steering Committee for the CCR Fellows & Young Investigators Association and is a member of the National Postdoctoral Association, ASBMB, AACR, and AAAS. Jim received his BS at Clarion University of Pennsylvania in Biotechnology/Molecular Biology and his PhD in Biochemistry and Molecular Biology at the University of Louisville. His first postdoctoral position was also at the NCI-Frederick with Dr. Michael Dean studying the roles of the Gli transcription factors on therapeutic intervention of the Hedgehog signaling pathway.

**AFTER**

**James Gould**

Career & Professional Development for PhDs | Director, Office for Postdoctoral Fellows, Harvard Medical School

My favorite moments are when the light bulb goes off for our postdocs in regards to their career and professional development. As an innovative and collaborative administrator, my work involves leveraging their training by:

Developing and executing applicable programming that adds value to the postdoc experience

• Postdoc & Research Skills

• Career & Professional Development

• Personal & Social Development

Advising and counseling trainees on personal and professional matters

• Career Exploration

• Networking & Job Searching

• Applying & Interviewing

Advocating and developing postdoc policies and guidelines

• Postdoc Hiring, Onboarding & Termination

• Benefits, Compensation & Term Limits

• Fair & Reasonable Institutional Practices

Additional Sample ‘About’ Summary

**Lisi Sesnovich**

Finance & Operations Executive | Grows Financially Strong Organizations by Going Beyond the Numbers

While I work in the world of numbers, translating data into well-reasoned financial and operational insights, I never lose sight of an organization’s mission and the people that it serves.

I have been recognized for my financial and business acumen, but also for how I lead, who I am and what I value. With unquestioned integrity, a strong commitment to people, I lead with both my head and heart.

Taking a deeper dive, I love learning about an organization. Of course, a CFO would want to know about the operating and financial environment, the cash flow and long term company goals. However, I also want to understand the product, details of the revenue streams, and how each department, and each person, fits together to contribute to the overall mission. By understanding the details, and really getting to know the team members, I help organizations manage their finances, develop better cost controls, as well as create a culture where people are engaged and valued.

What I bring to the table…

FINANCIAL KNOWLEDGE & OPERATIONAL MANAGEMENT

* My experience is from an array of environments from start-up to non-profit to global corporations, in sectors ranging from public accounting to manufacturing to education.
* I combine robust financial management with insightful analysis to facilitate strategic decision-making, tactical objective-setting and day-to-day operational excellence.

RELATIONSHIP, TEAM & TRUST BUILDER

* Accessible and responsive, I develop and sustain relationships and trust across the organization.
* Part of how I define success is the creation of happy, effective high performing teams.

COLLABORATIVE LEADERSHIP & EXECUTING FOR RESULTS

* Listening to truly hear, and communicating honestly, I believe that teamwork is the key to successful execution.
* My management style could be described as “a steel fist in a velvet glove,” because I can be supportive, yet be firm and decisive when necessary.

For more information about LinkedIn and LinkedIn trainer, Sabrina Woods, visit her website - [www.sabrina-woods.com](http://www.sabrina-woods.com)