

LinkedIn Profile Guide

for DePaul Students

Build your professional identity — one section at a time



Profile Photo / Headshot

Your headshot is the first thing people see. It builds instant trust and recognition. Profiles with photos receive significantly more views than those without.

Quality & Style:

- ◆ Professional attire, simple background, good lighting



DePaul's Career Center offers free headshots — check Handshake to sign up for a time!

Connections

The standard for professional credibility is to maintain **200 to 500+ connections**. Reaching 200 establishes a relative presence, while 500+ marks the ultimate baseline for an established profile.

Groups to Connect with:

- ◆ DePaul Alumni
- ◆ University Peers
- ◆ Professional Mentors & Supervisors
- ◆ Project & Internship Collaborators
- ◆ Industry Professionals in Chicago



Banner / Background Photo

The banner is prime real estate at the top of your profile. The default LinkedIn blue banner is a missed opportunity — customize it to reflect your professional brand.

- ◆ Use a DePaul-branded banner, your city's skyline (Chicago), or a clean professional graphic
- ◆ Feel free to search Google for a banner → search: "Chicago banner for LinkedIn profile"



Bio / Headline

The headline appears directly below your name and is one of the most searched fields on LinkedIn.

Headline Format:

Major(s) at DePaul University | Current Job | Leadership Position



No job yet? Substitute with: "Seeking [Role] Internship" — e.g., Seeking Finance Internship



About Section

Your professional story in your own voice — up to 2,600 characters. Think of it as your cover letter introduction. Write in first person, keep it warm and professional.

Recommended Structure (3–4 short paragraphs):

¶ 1	Who you are: Major, year, DePaul college, key academic focus
¶ 2	What you do: Key experiences, projects, internships, research, or clubs
¶ 3	Your passion: Why you chose your field and what drives you
¶ 4	Call to action: What you're looking for (internship, full-time) and your email



Activity

Your Activity section shows what you post, share, and comment on. An active LinkedIn presence signals genuine engagement with your industry and helps you get noticed.

- ◆ Repost anything you are tagged or photographed in
- ◆ Post any accomplishments you have achieved (e.g., case competition win, job offer)



Experience

List every professional experience: internships, part-time jobs, research assistantships, freelance work, leadership positions, and even significant volunteer roles. Write 2–4 bullet points per position using strong action verbs and quantifiable results where possible — you can pull directly from your resume here.

Required Fields:

• Job title	• Location (e.g., Chicago)
• Employment type (internship, part-time, etc.)	• Location type (on-site, remote, hybrid)
• Company name (link to page)	• Description (bullet points go here)
• Start and end date (or 'Present')	

Education

Always include DePaul University as your primary education entry. A complete education section helps alumni find you and helps recruiters confirm your credentials.

Your DePaul Entry Should Include:

- ◆ School: DePaul University (link to DePaul's page)
- ◆ Degree: Bachelor's (or Master's)
- ◆ Field of Study: your major (e.g., Finance & Accounting)
- ◆ Start and end date — end date is your anticipated graduation
- ◆ Grade: GPA if 3.5 or above (e.g., GPA: 3.7/4.0)
- ◆ Activities: relevant clubs, teams, Greek life, honor societies, programs, study abroad



You can also add your high school using the same fields — helpful for early networking with alumni from your hometown.



Licenses & Certifications

Certifications demonstrate initiative and specialized knowledge beyond your degree. Even free online certifications from reputable providers add meaningful value to your profile.

- ◆ Always include the issuing organization and credential expiration/issue date
- ◆ Add the credential ID or URL if available — it adds credibility
- ◆ Check LinkedIn Learning → DePaul provides free access for all enrolled students
- ◆ Other examples: Google Analytics, Bloomberg Market Concepts, HubSpot



Skills

Add as many relevant skills as possible. Recruiters use Skill filters when searching candidates. Skills with endorsements carry more weight.

How to Build a Strong Skills Section:

- ◆ Add skills that appear in job descriptions for your target roles
- ◆ Prioritize your top 3 skills — make them your most important and marketable ones
- ◆ Ask professors, internship supervisors, and teammates to endorse your skills
- ◆ Separate hard skills (Python, Excel, AutoCAD) from soft skills (Leadership, Communication)



Courses

The Courses section lets you highlight specific DePaul classes that are directly relevant to your career goals. This helps recruiters see your depth of knowledge even without formal work experience.

Guidelines:

- ◆ Include courses relevant to your target industry or role — include every major course and business core courses
- ◆ Use the official course name and number (e.g., FIN 310 – Intro to Finance)
- ◆ Associate each course with your DePaul education entry



Honors & Awards

What to Include:

- ◆ Dean's List — include terms (e.g., Dean's List, Fall 2024 – Spring 2025)
- ◆ Scholarships — merit-based, departmental, external (e.g., Vincentian Scholarship)
- ◆ Academic awards from DePaul colleges or departments
- ◆ Competition wins: case competitions, hackathons, pitch competitions, debate
- ◆ Honor society memberships (Beta Gamma Sigma, Phi Beta Kappa, Tau Beta Pi, etc.)
- ◆ Grants or research funding you received
- ◆ Student employee awards, campus recognition, community service honors

Entry Guidelines:

• Title: name of the award or honor	• Issue date
• Associate with DePaul (or your employer if work-related)	• Description of the award or honor
• Issuer: DePaul or the company that issued it	



Languages

List every language you speak and at which level — even if basic. Bilingual candidates stand out significantly in Chicago's diverse professional landscape.

Level	What it means
Elementary Proficiency	Basic phrases and simple conversations
Limited Working Proficiency	Routine work tasks; can read basic materials
Professional Working Proficiency	Full work communication; emails and reports
Full Professional Proficiency	Comfortable in all professional contexts
Native / Bilingual Proficiency	Raised speaking this language or equivalent fluency

You've got this!

Your LinkedIn profile is your first impression — make it count.