CANADANSHIP CAREER SERVICES

# LinkedIn Profile Optimization - Sample Deliverable

**Fictional Applicant: Maya Chen**

Target Positions: Marketing Assistant, Digital Marketing Coordinator, Marketing Intern

## 1. Recommended LinkedIn Headline

Marketing Graduate | Content Marketing | Social Media | Campaign Reporting

## 2. About Section

I am a marketing graduate with experience in academic campaign planning, content creation and social media reporting.

During my studies, I developed a four-week digital marketing campaign as part of a group project. My responsibilities included preparing the content calendar, researching audience interests and tracking engagement using Microsoft Excel.

I also supported student society events by preparing promotional announcements, coordinating registrations and communicating with attendees.

I am interested in entry-level marketing and digital communications opportunities where I can apply my academic knowledge and continue developing my practical experience.

## 3. Experience Section

**Student Society Coordinator**

Example University Student Society

- Prepared promotional content for student events and activities.
- Coordinated registrations and communications for events involving more than 80 attendees.
- Worked with student volunteers to organize event schedules and announcements.

**Digital Marketing Academic Project**

Example University

- Developed a four-week social media content calendar as part of a group marketing project.
- Researched audience interests and reviewed relevant promotional channels.
- Tracked weekly campaign engagement and prepared a summary report using Microsoft Excel.

*Academic projects should be placed in an appropriate profile section and clearly identified as coursework rather than paid employment.*

## 4. Recommended Skills

- Content Marketing
- Social Media Marketing
- Campaign Planning
- Content Creation
- Microsoft Excel
- Marketing Research
- Written Communication
- Event Coordination

## 5. Profile Presentation Recommendations

Profile photo: Use a recent, clear photograph with a simple background.

Banner: Choose a professional image relevant to marketing or digital communications. Avoid unnecessary slogans.

Profile URL: Where available, use a readable URL based on your name.

Education: Include your completed qualification, institution and relevant academic projects.

## 6. Updating Your LinkedIn Profile

1. Sign in to your own LinkedIn account.
2. Replace your existing headline with the approved headline.
3. Copy the approved About section into your profile.
4. Update the relevant experience or project entries.
5. Add the recommended skills that accurately reflect your background.
6. Review your dates, qualifications and profile visibility settings.

**Your password and account credentials are not required by Canadanship.**

*This document is a fictional sample created to demonstrate the format and writing approach of the LinkedIn Profile Optimization service. It does not represent an actual customer, employment history or verified professional qualification.*