



# OYO<sup>1</sup>: IMPROVE YOUR LINKEDIN SUMMARY

## Pitch Your Value and Form New Connections

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### Start with a unique “hook”

- **Think about your audience.** Who do you want to read your profile? What would they find interesting?
- **Differentiate yourself.** Avoid being predictable and telling them you’re a student.

Example: “Design is more important than you think -- take a look around you. That door was designed to accommodate everyone. Everything from the form, look, and feel was carefully considered. User Experience Design has become essential for companies to create an engaging and intuitive product to retain customers.” - [Sagar Arora](#)

### Write about your value

- **Highlight your experiences, skills, and knowledge.** Detail how these can create real-world value.
- **Be memorable.** Use [STAR](#) to illustrate your unique experiences.

Example:

“- Pushed 50+ Sub-intent models to production that impacted over 1 million Bing! queries.  
- Entrepreneurial, Leadership and other interdisciplinary skills achieved through ThinkBinary Academy.  
- Runners up in Microsoft STCI Machine Learning Competition 2014.”

[Yuvraj Singla](#)

### Conclude with a call to action

- **Tell your audience what you are seeking.** Waiting until the end gives you the chance to impress them so that they are more likely to understand your value and act.
- **Give guidance on next steps.** How do you prefer to be contacted or how can they learn more?

Example: “If you are a tech recruiter, product manager, or ambitious student, I would love to connect with you to see what we can build together!” - [Chinmay Patil](#)

### Consider including a list of specialties

- **Use keywords to emphasize your favorite skills.** Connect these keywords with your title and pitch. This will help you rank higher in search results (SEO).

Example: “Competencies: Java, Python, C++, SQL, MySQL, Git, Big Data, Selenium, Agile, Leadership, Analytics, HTML5, JDBC, Public Speaking” - [Dhruvil Gala](#)

### Finish off with a headline

- **Seal the deal with a title.** Complete your profile by adding a title that resonates with your summary.

Example: “Career Development Entrepreneur | Tech Strategist | Networking Coach” - [Brian Krusell](#)

View the [Alumni Networking Info Sheet](#) to begin networking!

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<sup>1</sup> On-your-own “OYO” resources help you begin to find answers to your questions now.

For more information or other career-related questions, contact our **CICS Careers** team.



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