It is no surprise that the landscape of job hunting has become overwhelmingly digital. In particular, college graduates are finding it more difficult to land jobs or internships due to an unawareness of how to stand out and make lasting impressions. LinkedIn is a professional networking site which connects users to people and opportunities. Most companies and hiring managers use this platform to scout new talent. This means that it is imperative for students to not only be adept at using LinkedIn, but maximize its capabilities. Therefore, we must transform our plain resume and add personal flair to it.

LinkedIn

- Allow companies to find you through your professional profile, as well as expand opportunities locally and internationally.
- Get endorsed by others for your skills, as well as obtain referrals for opportunities.
- Displaying work projects, interests, and goals.
- Ask questions and receive mentorship from industry leaders and seasoned professionals.

VS

Traditional Resume

- Shows only professional experience on 1-2 pages of paper. Requires user to send each resume to potential employers.
- Does not allow one to go into detail in regards to past jobs or personal info. Very brief and generic.
- Cannot reach large masses or audiences, and difficult for recruiters to find.
- Most importantly, it does not tell a candidate's narrative nor story. A traditional resume is too bland in our digital oriented society.

Make sure to treat your digital professional profiles current and up to date!