

### Resume and LinkedIn Assignment

#### Goals:

For this assignment, you will analyze the uses of LinkedIn and resumes online and produce a written report about these genres. Then, you will use those analyses to produce a complete LinkedIn profile for yourself that includes a resume. You will also reflect on how you have used these items to shape your own online profile in a reflective memo.

The purpose of this assignment is to help you build an online profile about yourself for future potential employers to see and for networking with future colleagues. Ideally, this will provide a good starting point for you to begin to tailor your online presence as you enter a job search.

#### Assignment Tasks:

##### *Task 1: LinkedIn Analysis.*

Before beginning to create (or update) your LinkedIn profile, you will analyze this particular genre of social media/online presence and write a report that:

1. Provides a brief overview of what LinkedIn is, how it works, and what current research or reports indicates about the use of LinkedIn. (2-3 resources)
2. Outlines genre conventions of LinkedIn and resumes (according to genre analysis guidelines discussed in class).
3. Identifies two publically available profiles of people who have jobs or careers to which you aspire. Then, examine the person's LinkedIn professional identity (Job titles? Competencies? Education? Career stage?) and how he/she achieves the identity through the profile (What keywords does the person use? Samples of work or portfolios? Links to other websites?).

For more general information on LinkedIn, see the following:

[http://www.huffingtonpost.com/fiona-hotston-moore/not-linkedin-think-again-b\\_3559881.html](http://www.huffingtonpost.com/fiona-hotston-moore/not-linkedin-think-again-b_3559881.html)

<http://blog.linkedin.com/2012/02/09/reinvent-yourself-linkedin/>

<http://www.ere.net/2012/07/02/20-reasons-why-linkedin-will-be-the-1-recruiting-portal-of-the-future/>

##### *Task 2: LinkedIn Profile, Resume, and Reflection.*

Using the analysis you produce above, you will create (or update) your own LinkedIn profile and complete resume to attach to it. You will also produce a reflective memo that outlines how you have structured the profile and resume to fulfill genre conventions and reach a target audience of potential employers.

## **English 388: Resume and LinkedIn Profile**

---

### **Tasks and Due Dates:**

The sequence of this assignment and due dates are as follows:

- 9/23: Draft of LinkedIn analysis due by beginning of class (12:00 noon). Electronic copy posted to Blackboard.
- 9/23: LinkedIn Analysis workshop due by end of class (1:15 p.m.). Electronic copy posted to Blackboard.
- 9/25: Final LinkedIn Analysis due by beginning of class (12:00 noon). Hard copy to Dr. Lawrence, electronic copy to Blackboard.
- 9/30: Draft of LinkedIn profile and resume due by beginning of class (12:00 noon). Electronic copy (link) posted to Blackboard.
- 9/30: LinkedIn and resume workshop due by end of class (1:15 p.m.). Hard copy produced in class.
- 10/2: Final link to profile, resume, and reflective memo due by end of class (1:15 p.m.). Electronic copies (link only for profile) posted to Blackboard.