

Jesenia Bravo
BUF 4900 Internship
Professional Development Critiques

Critique for “Creating a Rock-Star LinkedIn Profile” webinar

The webinar "Creating a Rock-Star LinkedIn Profile" was presented by Debra Jason, a marketing professional and author, on November 12, 2024, at 2 PM. The webinar was hosted by the Leeds School of Business, University of Colorado, providing a professional development webinar to help job seekers better their LinkedIn profile. It was a zoom hosted event led by Debra Jason on strategies for how to optimize LinkedIn profiles to enhance for professional visibility and attract opportunities and networking ability. Debra led the informative session providing her great knowledge of LinkedIn and advising on many mistakes and improvements that users can do. The importance of leveraging ones LinkedIn profile as a powerful tool for professional networking and development was emphasized throughout this webinar.

The webinar emphasized the importance of creating and managing compelling LinkedIn profiles that will stand out in a crowded networking website. Debra highlighted many common mistakes and errors that users make that actually hinder their professional standing and growth on LinkedIn. Mistakes such as incomplete profiles, misspelling errors, and lack of effort can significantly hurt one’s online presence on LinkedIn. Debra highlighted many tips and solutions to better one’s profile and maximize the effectiveness of their page to engage with potential employers and networking opportunities. Optimizing the LinkedIn profile can be extremely beneficial. Having the profile optimized for keyword phrases that relate to your field or career interest is extremely important. Completing the about sections, creating compelling summaries for skills, experiences, career aspirations, career achievements and professional growth can be extremely beneficial for potential recruitments and interacting with others. Tips such as creating unique LinkedIn URL for your profile and the benefits of getting involved and engaging with others through LinkedIn platform were also beneficial. Creating a strong online presence and engaging content is key on LinkedIn. Personalizing the profile that reflects the user and resonates with their intended targeted audiences is crucial. Consistent valuable insight as well as engaging and sharing others content that reflects values can attract followers, generate leads and recruiters as well as create meaningful connections for networking and professional growth.

The webinar focused on professional branding, digital networking, and personal marketing that aligns perfectly with the internship course from the business of fashion degree path from NYCT. It relates with the business and marketing courses as a LinkedIn profile is the personal marketing for business purposes on a massive business and networking platform. The skills and knowledge gained from the session can be applicable for many individuals for a wide range of career paths as LinkedIn and its platforms is used by many across the globe. Understanding the principles and importance of effective online presence and digital communication, students can develop the necessary skills to succeed in today's competitive job market. The tips, insights and mistakes to avoid was great information that can be learned from and applied to one’s profile to create a more meaningful business profile on LinkedIn.

The most important takeaway from the webinar is the power of a well-optimized LinkedIn profile. Debra highlighted the difference that small improvements have on a profile. Completed profiles are 40 times more likely to receive opportunities on LinkedIn and accounts with an added profile photo get up to 20 times more views than those without one. By investing time and effort in creating a strong online presence, individuals can significantly enhance their professional visibility, attract potential employers, and build meaningful relationships. Employers more than ever are researching potential candidates and their online presence before they decide to interview and allow for them to join their teams. The key from this webinar is to advise others to prioritize their LinkedIn profiles, regularly update their information, and actively engage with the LinkedIn's community. By using the full potential of LinkedIn, individuals can unlock numerous opportunities for career advancement and personal growth while also being able to network and expand their career outlook.