

# How to optimize your CV and LinkedIn profile

## Why take our advice?

SThree is a leading international staffing company. We operate a family of seven specialist brands, each with expertise and focus on niche areas. Our purpose is to bring skilled people together to build the future. This is why we exist as a company. We are experts within the Recruitment business and we are happy to help starters find their way into the labor market. In the Netherlands, our offices are located in Amsterdam (Zuidas and Keizersgracht), Rotterdam, Utrecht and Eindhoven.



15 countries



2600+ employees  
worldwide



30 years of history

## Our family of brands



Huxley



Jp gray.



s|three

## Where can you find us during the Amsterdam Career Days?

During the Amsterdam Career Days you can find us at the **Career Corner**. With this factsheet we will give you tips and tricks in advance, so you can start optimizing your CV and LinkedIn profile. Come and meet the SThree team and we will take a final look at both your CV and LinkedIn profile from a professional perspective. Besides our advice, we are also offering you the possibility to take a **good photo** for both your LinkedIn as your CV.

# How to optimize your CV?

## 1 Start with finding the right template

There are many CV templates available at e.g. [www.cvstar.com](http://www.cvstar.com), [www.cv.nl](http://www.cv.nl), pick one that suits your career path. If you want to work in marketing, you will need to choose a more creative template for example.

## 2 Use the checklist underneath when filling out the template:

Start with your personal information like name, day of birth, current address and mobile number.

Don't forget to double check your mobile number and mail address.

Always start with your current/latest experience (since this is most relevant).

Short blocks of text and bullet points work well.

Use several grouped shorter pieces of text.

Especially as a starter, elaborate on your Thesis, Internships, Minors and extra-curricular activities because you don't have your working experience to be selected by.

The older the experience, the shorter the description.

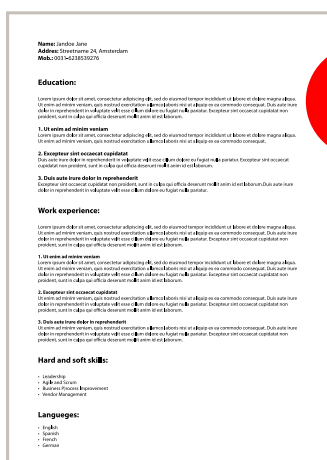
If you have a gap then explain why.

References at this stage aren't essential and they will take up too much space – just say 'references are available on request'.

Aim for 2 pages of A4 max

## 3

The examples underneath show the difference between a CV that's appealing, efficient to read and instantly connects because of the professional picture.



## 4 Let someone else check the clarity, spelling and grammar

# How to optimize your LinkedIn?

There are more than 8.5 million users in the Netherlands and about 4000 users are added every day. The LinkedIn profile page is the foundation for your personal branding. How can you make sure that your single profile stands out and is found by the right people?

## 1 Grow your network

LinkedIn is there for 'networking'. So if you have something in common (study, school, following the same companies) why not send a request to connect? It comes down to the reach of your profile, the larger your network, the sooner your profile will be noticed as a worthy profile and show up in searches.

One of the easiest and yet most relevant ways to grow your LinkedIn network is to synch your profile with your email address book. This enables LinkedIn to suggest people you could connect with.

## 2 Follow the checklist below:

A professional looking picture (make it visible for 'all LinkedIn members')

Add a background photo/banner (pick one that suits your career path)

A good headliner, stating what you're doing/looking for (recently graduated in ..., looking for..)

Turn your summary into your story

List your relevant skills

Endorsements from other members substantiate your skills and increase your credibility

Take a skills assessment

Request recommendations (from internship mentor, project members or teacher)

When you complete a course on LinkedIn Learning, you'll have the opportunity to add a course certificate to your LinkedIn profile.

Follow relevant influencers for your industry.

## 3 Tips to be better found

Make sure you enter the right networks. Are you interested in becoming a marketing manager for Unilever? Find someone who already is and what groups they, and their HR/Recruiters, have joined, and join! And just send them an invite, you can always ask.

- Make a post that you're open to work, what you're looking for and always include a picture (the algorithm likes pictures)
- Publish other relevant content related to your (desired) profession
- Like, or even better comment, on posts in your network
- Follow and use hashtags that you're interested in

## Not sure what you want to do after you graduate?

If you want to have impact, start with a good salary and unlimited bonuses, have the chance to get paid for a whole week of volunteering then get a glimpse of how your life at STthree could look like at:

 @Lifeatsthreenl.