

USING LINKEDIN

▲ M P L I F ▼

The Dashboard

The screenshot shows a LinkedIn profile for Matthew Howard Stevens, a Sales & Trading Analyst in London. The profile includes a professional photo, a headline, a summary, a dashboard with statistics, and an activity feed. Red arrows point from the text on the right to specific parts of the profile: the photo, the name and headline, the summary, the dashboard, and the activity feed.

Profile Header: Matthew Howard Stevens, Sales & Trading Analyst, London, United Kingdom. Includes a blue 'Add profile section' button and a 'More...' link.

Summary: With an education grounded in Management, Political Economy and Finance, I have leveraged these with experience in trading across the four asset types. I am seeking a summer internship position for 2019.

Your Dashboard: Private to you. All Stars. Statistics: 420 Who viewed your profile, 212 Post views, 284 Search appearances.

Career Advice: Participate in the career advice platform: Off. Get career advice by conversing with other LinkedIn users who are leaders in their fields.

Career interests: Let recruiters know you're open: Off. Choose the types of opportunities you'd like to be connected with.

Activity: 941 followers. Manage followers. Recent activity includes sharing a post about charity and replying to comments.

Professional Photo

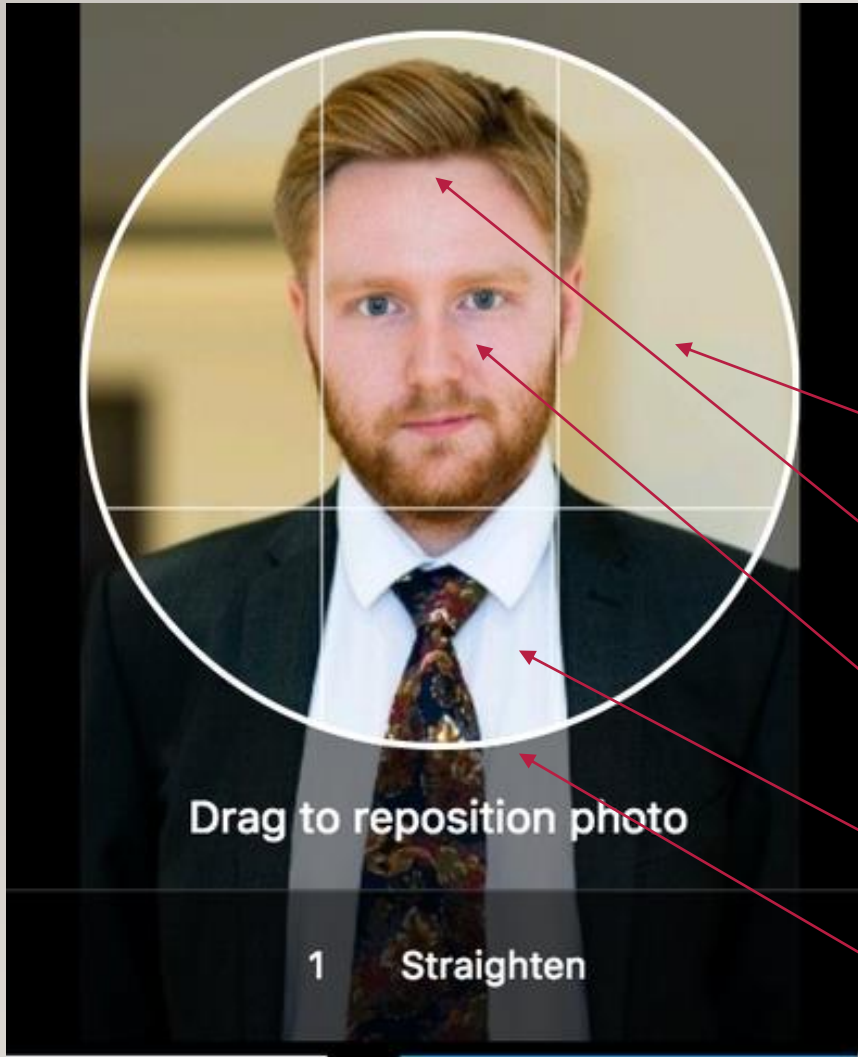
Use the same name and format across CV, business cards etc. to allow contacts to find you easily

Appropriate headline to summarize what you do

How could you summarise you CV in 2/3 lines?

Ensure all activity is appropriate, stay away from strong ideological perspectives and remain consistent with interests

Profile Picture



- Using a high quality camera, face straight on like you would for a passport
- Either no background or relevant background blurred out. You are the focus
- Brushed hair, neatly cut beard etc
- Facial expression should be professional but not cocky
- Clothing choice should be appropriate. Suit is the safe option
- Position photo so you cover most of the screen and centred

Experience & Education

Experience

FCA **Brand Ambassador**
Financial Conduct Authority
Jun 2018 – Present · 4 mos
London, Greater London, United Kingdom

Summer Intern
Amplify Trading
Apr 2018 – Present · 6 mos
London, United Kingdom
A four week intensive program where I will receive first hand trading experience at my own desk, qualifying with a Level 5 Diploma in 'Trading & Financial Market Analysis' accredited by the London Institute of Banking & Finance.

Vice President
KCL Political Economy Society
May 2018 – Present · 5 mos
London, United Kingdom

Member
The Institute of Directors
May 2018 – Present · 5 mos
Pall Mall
Student Member

Associate of Corporate Relations
King's College London Economics and Finance Society
Sep 2017 – Present · 1 yr 1 mo
London, United Kingdom

Volunteer
Octavia Foundation
May 2018 – Present · 5 mos
London, United Kingdom
Shop assistant volunteer. Part time.

Research Assistant
King's College London
Jul 2018 – Aug 2018 · 2 mos
London, United Kingdom
Identifying spending patterns, post riot action in London with ambitions to expand research nationwide. my responsibilities include collecting data from police and other archives on the dependant variable, spending in London. Data will be compiled onto a Geographic Information System.

Spring Insight
Reed Smith LLP
Apr 2018 – Apr 2018 · 1 mo
London, United Kingdom

Media Insight
Leicester City Football Club
May 2017 – May 2017 · 1 mo
Behind the scenes access at the Leicester vs Watford game, gaining access the the press box areas, during this, I learned how large organisations can organise their press and media functions.

Youth Council Member
Leicestershire County Council
Sep 2009 – Sep 2010 · 1 yr 1 mo
Oadby and Wigston
I was personally selected and advised by a personal tutor to join the councils youth council. I attended the first meeting and enjoyed this experience.
... See more

Show fewer experiences ~

Both in chronological order

Cut off point for display

What was your role/responsibility?

Outline, grades, modules


Include professional qualifications

Many courses will have a video and/or a course outline PDF. Attach this

Education

LSE **The London School of Economics and Political Science (LSE)**
Finance: Summer School (FM250), Pending
2018 – 2018
"Students will learn about the theory and application of financial Securities and Corporate Finance. The course broadly covers financial instruments, such as equity and fixed income and derivative securities, as well as key concepts in Corporate Finance."


King's College London
Bachelor of Science (BSc), Political Economy
2017 – 2020
King's College London is regarded as one of the world's leading multidisciplinary universities, and one of the UK's top 5 for quality of research. My studies are lead by the Department of Political Economy, the only department of its kind in the UK. With recent developments such as Brexit, President Trump and the UK general election, this course prepares me with real world knowledge of the Economy. My personal tutor, Johnathan Portes is an expert on the Brexit process.
first year result: 2:1
My second year modules are confirmed as:
-Political Economy: Approaches, Concepts and Issues
-Microeconomics
-Macroeconomics
-Econometrics
-Mathematics for Economists
-Game Theory and Strategic Decision-Making
-European Union: Power, Politics and Economics
-Political Change in Europe
I believe these selections give me the knowledge of the economy and markets to successfully integrate into financial services, while also allowing me to have a in depth understanding on the EU and Brexit.

Media (1)

Political Economy BA/BSc

HBX | Harvard Business School
CORe (Certificate of Readiness), Pending
2018 – 2019
Activities and Societies: The official course offered to new MBA recruits at Harvard Business School, taught by world leading academics from the School via Harvard University's distance learning platform. I will sit an in person exam to test my knowledge in 2019.

LIBF **The London Institute of Banking & Finance**
Level 5 Diploma, Trading & Financial Market Analysis, Pending
2018 – 2018

University of Leicester
Certificate of Higher Education (equivalent), Management Studies, 73%
2016 – 2017
Activities and Societies: Member of the Management Society - Member of the Economics Society - Member of the Investment Banking Society -
The Management School has an established reputation for excellence. The University of Leicester is renowned for a multi-disciplinary approach to management draws on anthropology, cultural studies, economics, sociology, politics and psychology – as well as traditional management theories.
First year modules include:
Economics for Management
Foundations of Knowledge
Foundations of Management
Information Management
Introduction to Accountancy
Introduction to Marketing
Understanding and Using Statistical Information

Media (1)

Management at the University of...

Skills, Accomplishments & Interests

Skills & Endorsements Add a new skill

View 3 pending endorsements

Entrepreneurship · 8
Christian Bean and 7 connections have given endorsements for this skill

Social Networking · 8
Christian Bean and 7 connections have given endorsements for this skill

Customer Service · 7
Christian Bean and 6 connections have given endorsements for this skill

Show more

Accomplishments

2 Certifications
The Leicester Award · National Citizens Service NCS

2 Languages
English · French

2 Organizations
Bright Network · National Union of Students

Interests

Supply Chain Management Grou... 215,652 members	Alumni - University of Leicester 2,125 members
Amplify Trading Alumni Associa... 398 members	J.P. Morgan 1,121,507 followers
Barclays Investment Bank 325,151 followers	Bill Gates Co-chair, Bill & Melinda Gates Foun... 17,792,519 followers

- Skills may be added or removed
- Only the top 3 are shown on dashboard
- Contacts rarely see the others, so you may need to revise them to ensure they are relevant
- University awards such as highest grades, best dissertation etc.
- Languages may be useful to some roles
- Based on groups you are part of and people/firms you follow



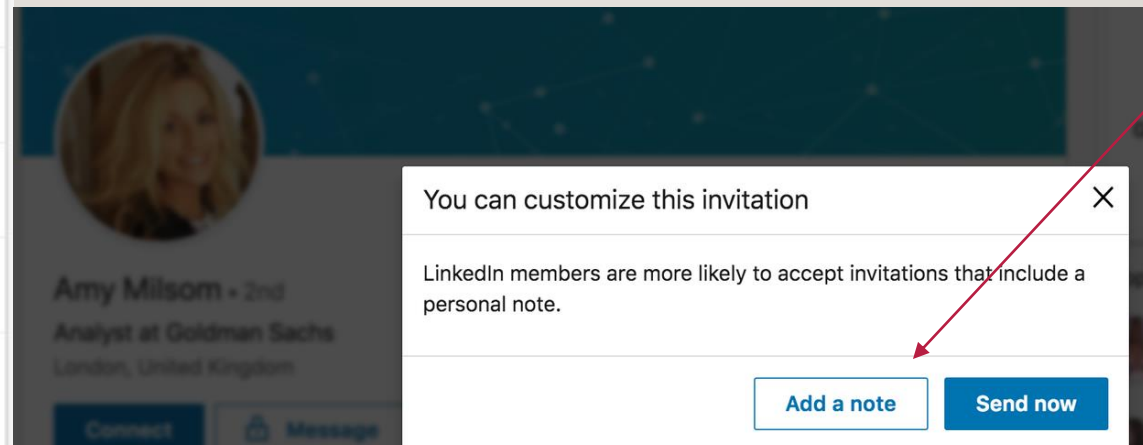
Search engine

- LinkedIn has an exceptionally powerful search engine
- Works by searching entire profiles for key words

Remember to use filters if there is a lot of 'noise' in your results

Company and title, division, assets traded etc. will all yield results

In order to message people, you must be connected first. A strong profile helps this. People will be aware when you view them.



A personalised message
May help you make
Connections with big
names



Messaging

Keep email format for first few messages, then follow what they do

Address based on seniority. Fellow summer interns may be less formal, allowing for a more personal relationship

Why are you messaging them, what can you learn from each other, do you have any shared passions, interests or schools?

Leave the conversation at a level where you may return when you need advice, help or guidance.

WRITE A BLOG

Example:

<http://emjonesthemacroview.blogspot.com/>

- Once a month is fine!
- Pick something that you find interesting. Try to find something different people aren't talking about OR a spin to a story like Brexit that perhaps people have not contemplated – be thought provoking.
- Less is more! A effective blog should be concise. Make a point, support your argument and conclude.
- Great to show your enthusiasm for the subject and to showcase your talent BUT make sure it's good (get friends to read/check before posting). Typos are unforgiveable.



marketMogul.

STILL UNSURE ON WHERE TO START?

- Be honest with yourself – write down a list of what's most important to YOU
- Write down a pros and cons list of your strengths and weaknesses
- Write a list of what it is you want to achieve in the end (personal goals)
- Match your lists above to a specific job role by researching roles online and networking with people in those roles

YOU MUST DETERMINE WHAT YOU WANT TO DO BEFORE YOU EVEN WRITE A CV!

- Most students fail because their CV/cover letter does not coherently support the role they are applying for
- Regardless of role – you must know about real world news impacting markets – the enthusiasm and passion will make you different!