

My Learning & Development resume, portfolio & LinkedIn profile checklist

With new technologies and trends constantly emerging, it can be difficult to know what to include in your resume, portfolio and LinkedIn profile. These are the three go-to pieces to best market yourself. From current trends, here is a checklist of what could help you stand out in your job search:

Resume

- A killer summary!** The world of L&D is large. Having a dedicated section to show what makes you different is key.
- Your design process.** Explain it using bullet points. Hiring managers want to know what you created, but more importantly *how* you did it.
- A skills/tools section.** But don't just list them. Also incorporate how you used these tools in relation to a specific job.
- Keywords.** Ensuring your resume matches keywords for positions you're interested in can help a recruiter find you easily.

Portfolio

- A portfolio link.** Create a link where a hiring manager can easily access your clean, organized work samples.
- Different types of trainings.** Highlight a variety of your creations so a hiring manager knows your skill level, types of content you can do and tools you're comfortable using.
- Show creativity, self-motivation and passion.** If you take the time to present yourself through your portfolio, it shows your willingness to go above and beyond on a project.
- Avoid any NDAs.** If you need to show your work and have NDAs getting in the way, create samples outside of work through sites such as godesignsomthing.co.

LinkedIn Profile

- Resume content.** Put as much of your resume into your profile as you can.
- Professional headshot.** Profiles with a picture gets 21 times more views and nine times more connection requests.
- Keywords, keywords, keywords!** Recruiters use Boolean searches with keywords to find potential candidates. The more keywords you use, the better your chances of coming up on a search.

Did you know?

Synergis has found that clients are **75% more likely to interview a candidate with a portfolio than one without.**