

# L&D Checklist: resume, portfolio & LinkedIn profile



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 & more, here is a checklist for 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 positionings 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 [godesignsomething.com](http://godesignsomething.com).

## LinkedIn Profile

- Resume content.** Put as much of your resume into your profile as you can.
- Professional headshot.** Profiles with a picture get 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.