

Make Your LinkedIn Soar Courtesy of AIRBUS

General Tips



- Take the time to make it spectacular; invest in yourself. Fill out every single section. LinkedIn will actually measure the “completeness” of your profile and provide suggestions of how you can make it even better.
- Avoid buzzwords! i.e. (creative, strategic, analytical, etc.) Be unique and find words that aren’t overused. Instead, look at job descriptions that you are interested in to see what words they use – those are the words you should be using on your profile.
- Use a custom URL for your profile – it’s much easier to market your profile with a custom URL (i.e. linkedin.com/yourname) How to make one? Edit profile > edit public profile & URL > personalize URL for profile
- Show some personality – make it unique, make it yours!

1 Profile | Cover Photo

- Profile photo should be of you, it’s YOUR profile
- Headshots are great but it can be any photo that presents your best self
 - Avoid selfies, group photos, posing with props or pets, and make sure clothing is appropriate
- Pick a cover photo that reflects you; your passions, interests, personality, etc.

2 Headline

- This doesn’t have to be your current job title and employer
- If you are job hunting, use this space to quickly highlight your expertise, value statement, or your professional passion
- I.e. instead of “Recruiter” try: Talent Fanatic | Connecting the world one hire at a time

3 Summary

- Use this to showcase your skills, passions, and career highlights
- Be warm; allow them to get to know you
- Write it in first-person voice; third-person can come off as cold and distant
- Add media! – photos, links, docs, etc.

4 Experience | Education

- Highlight these areas just like you would on your resume/CV
- Every employment/education experience should have detail points listed beneath
- See other side of sheet for tips on how to really make your detail points pop
- Like the summary, add media! – photos, links, docs, anything related to your work

5 Skills | Certifications

- Any professional/technical skills you have should be listed; be strategic and specific
- Asks your connections for endorsements on your skills; this gives you credibility
- Have a certification? Add it to your LinkedIn

6 Recommendations

- Boost your credibility even more by asking connections to write a few words of recommendation
- Don’t be afraid to specify what you want them to cover in their review
- Think specific and quantifiable (i.e. [name] increased profits by 2%)

Master Your Resume Courtesy of AIRBUS

General Tips



- A resume should be a short account (preferably one page for early career seekers with experience under 10 years) of your Experiences, qualifications, and achievements.
- The goal is to capture the interest of the reader, allow your resume tell a story but leave room for conversational points for an interview.
- A resume should be functional in formatting, utilizing maximum space on the page - Most resumes get a 20-30 second scan by the reader.
- It's always helpful and professional to save the document as your first and last name when submitting online.

1

Contact information is one of the most important pieces on a resume

2

Notice the margins of the paper have been adjusted to maximize space used on

3

For students pursuing an internship – instead of work experience, list projects relevant to the position you are applying for

4

Tailor your resume to the position

5

Always double check spelling, grammar, and formatting before submitting

Name

City, State Zip | (206) 555-5555 | email@email.com | linkedin.com/in/your-name-here

Objective

Add a concise **objective** that highlights what you do and your intention for submitting this resume. For example: "Interested in obtaining an engineering internship with Airbus."

EDUCATION

Degree, Graduation Year (YYYY), College Name, Location

SKILLS AND STRENGTHS

- **Skill 1** - List your most relevant hard skills, soft skills, and experience for this job.
- **Skill 2** - Mention the skill then briefly add some context to it.
- **Skill 3** - Also any programs you have experience with.

Experience

Company | Location

Job Title (Time with Company)

- **Bulleted points** makes the page more functional and are easier to follow.
- Try to limit yourself to **4-5 bullet points per job**.
- Allow your resume to tell a story, **highlight accomplishments** and how you contributed **outside of the given job duties**.
- Example: **[Action verb] [brief explanation of accomplishment] resulting in [quantifiable outcome]**. Using %, \$, etc. will draw the eye and make an impact

OUR VALUES

We Are One | Team Work! | Customer Focus
Respect | Creativity | Reliability | Integrity

AIRBUS

About AIRBUS Americas

Airbus is a pioneer in the aerospace industry and a leader in designing, manufacturing and delivering aerospace products, services and solutions, including the most comprehensive range of passenger airliners. We believe that it's not just what we make, but how we make it that counts; promoting responsible, sustainable and inclusive business practices and acting with integrity. Our people work with passion and determination to make the world a more connected, safer and smarter place. An inclusive and diverse workforce drives innovation at Airbus. It makes us unique, contributes to better problem solving and gives us a competitive advantage. Taking pride in our work, we draw on each other's expertise and experience to achieve excellence. Our diversity and teamwork culture propel us to accomplish the extraordinary, on the ground, in the sky and in space.

Today, Airbus Americas employs more than 3,200 people. Among the facilities in the US are assembly lines that produce "Made in the USA" commercial airliners and helicopters; engineering centers; aircraft spares facilities that stock proprietary hardware used on Airbus and other aircraft; training centers for pilots, crews and maintenance personnel; a subsidiary offering air traffic management products and services; and an innovation center.

While spread out across the nation, we are guided by six values, each chosen by the very people who embody them. Customer focus, integrity, respect, creativity, reliability and teamwork. These values shape the DNA of our business, reflecting the unique blend of qualities found in every member of our family.

- **Customer focus** is embedded into our mindset. We understand that each of us has an impact through the work we do, which is why we act with integrity and to the highest professional standards.
- We work with **integrity**, choosing to speak up and move forward with positivity and care. We are ambassadors for the company, representing Airbus even when we are outside work.
- **Respect** guides us in our daily interactions. We respect each other, our customers and our products. We create inclusive working environments, where all employees can bring their best selves to work everyday.
- We value and encourage **creativity**. Creativity exists in many forms, from "shoot for the moon" ambitions, right down to our daily work. We make sure that everyone at Airbus has the time, space and tools to progress ideas with imagination and passion.
- We strive to maintain and build on our standards, proving and cementing our reputation for **reliability**. We each are responsible for the collective success and progress of our team and take accountability for our actions, outputs and safety.
- We understand that there is power in individuals, we believe we are better with collaboration and **teamwork**. Everyone has the freedom to speak up and listen to each other with an open mind. Teamwork is vital to making us a global leader in aeronautics and space.

Our unifying statement of We Are One is embraced at every level of our community, enabling us to make our mark so we can make it fly.