

***In general, your LinkedIn summary template should look like this:***

- A sentence that will capture your target's attention.
- A paragraph about what you're studying and how it relates to what you want to do for a career/internship. *Optional:* You can briefly summarize your experience in this section here and/or list your skills/competencies at the end.
- What type of roles that you are seeking.
- How recruiters can contact you.
- Optional:* A list of skills or competencies.

***Below are some real examples of summaries that MAPP students have used in the past. Some information have been omitted to protect the students' privacy.***

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**Example #1:**

"The achievement I am most proud of came, not out of careful planning, but taking a risk.

I am currently pursuing my Master of Science in Applied Psychology. This program is the perfect marriage of my love of research/data analysis and real world problem resolution. I hope to strengthen the bridge between academia and the field of human resources. Through my studies and experience I hope to answer the question: How can capitalizing on human capital lead to increased profitability for a corporation?

I am seeking roles in Human Resources and am particularly interested in talent acquisition, employee retention and business development.

I love forward to connecting! Feel free to send me a message or email at [ilovemapp@gmail.com](mailto:ilovemapp@gmail.com)"

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**Example #2:**

I am an emerging professional in the field of Applied Psychology with a specific interest in Organizational Development. I have a passion for employee engagement, data analysis, and organizational learning. I seek to apply my strong problem solving skills to help companies better understand and utilize their employees through data-driven insights.

I received my Master's of Science in Applied Psychology at USC (May 2020) where my studies focused both on consumer and organizational psychology. I received my Bachelor of Arts in Basket Weaving from the University of Baskets (UCB) in 2020.

Core Competencies:

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Qualitative/quantitative research, data manipulation and statistical analysis, organization development, learning, engagement, leadership, selection and assessment, group dynamics

Please feel free to contact me if you would like to connect! Email:

[ilovebasketweaving@gmail.com](mailto:ilovebasketweaving@gmail.com)

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**Example #3:**

I am currently an Applied Psychology master's candidate at the University of Southern California. My coursework focuses on both consumer insights and organizational development. Having a background in psychology, I have always had a passion to understand the "Why" in human behavior. In all, as a person who is data driven and action oriented, I am seeking new opportunities to develop myself as a working professional and apply my extensive knowledge of consumer behavior and research in the field of marketing, brand development, consumer insights, and market research.

I am excited to thrive in a work environment that encourages innovation and employee development. I am open to hearing from recruiters, old classmates, and about new business ventures. Please feel free to connect with me!

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**Example #4:**

As a current master's candidate at USC, I am eager to work to solve contemporary business issues. My studies focus on both consumer insights and organizational behavior. I have a natural curiosity for the underlying influences of human behavior. I am looking for opportunities where I can apply my knowledge of business psychology in departments such as marketing, consumer insights, market research and experiential branding.

I'm currently seeking to thrive in an innovative work environment. I am always interested in hearing from recruiters, future business partners, and former classmates. Please feel free to contact me if you'd like to connect!

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**Example #5:**

My educational background in Applied Psychology with an emphasis in Consumer Psychology (M.S.) attributes me with a unique perspective in this field, as it allows me to approach data analysis from a more holistic, consumer-focused perspective. Blending psychology with research has made me passionate about digging deeper into data as a means to develop compelling insights on consumer attitudes, emotions, and behaviors. I have worked on both quantitative and qualitative studies for a wide range of business initiatives, including brand equity, marketing strategy, and brand positioning.

**Core Competencies:**

Quantitative/Qualitative Research, Brand Tracking, Copy Testing, Data-Driven Storytelling, Data Visualization, Brand Strategy, Customer-Driven Marketing, Campaign Assessment, Presentation Skills, Advanced Report-Writing, Survey Design, Complex Graph/Chart-Building, Persona Development, and Content Marketing

**Software Proficiency:**

Excel, PowerPoint, Microsoft Word, SPSS, RfS (Survey Reporter), Qualtrics, Competitrack, Netbase, MarketTools/MetrixLab, TrendKite, Strategy, Tableau, Google Analytics, Qualtrics, WARC, Float, R, and NVivo