

Creating and developing your LinkedIn profile

Profile Photo:

Use a photo appropriate for the sector that you want to work in and make sure that you can tell that it is you.

Headline:

Make sure that it is tailored to your current or future career or what you are interested in and make it personal so it stands out because 'Student at Sheffield Hallam University' will apply to well over 30,000 people. Make use of the keywords that relate to your future career.

Experience:

List all relevant experience (paid or unpaid) and focus on responsibilities which are transferrable to the career you are interested in. Think about what **you** did in the role and highlight what impact **you** had, for example, devising a new sales strategy which led to a 20% increase in sales (quantify where possible). Add images and examples of your work which show off your skills, such as videos, presentations, excerpts from dissertations, creative portfolios etc.

Profile Photo: Jamie Marshall, 2nd

Headline: MSc Sport Business Management - Corporate Event Manager
Sheffield Hallam University • Sheffield Hallam University
Sheffield, United Kingdom • 312

Summary: Currently undertaking MSc Sport Business Management at Sheffield Hallam University and furthering my experience in management of events within my current employment as an Event Manager for Wildfire Experience Agency throughout the UK.

I'm also currently undertaking a work based learning project within business strategy and planning for Hallam Barbell Weightlifting Club in conjunction with British Weightlifting, whilst also currently completing a Sport Business Consultancy role for Sheffield International Venues (SIV) in association with Sheffield Hallam University.

My undergraduate studies consisted of BSc (HONS) Physical Activity, Health and Exercise Science full time whilst indulging in all aspects of part time paid work, voluntary positions, placements, additional courses, sports team membership and continued professional development for employability within the Sports Industry.


I'm currently looking for opportunities NOW to start in June 2017, with a keen interest in all aspects of the Sports Industry and Business Management roles. The experiences I've gained within the last year have been pivotal to my personal success in various academic and applied projects.

Experience

Sports Business Consultancy Project - Team Leader
Sheffield Hallam University
Jan 2017 – Present • 7 mos
Sheffield, United Kingdom

This involves me being the team leader for a consultancy project in association with Sheffield International Venues (SIV) and Sheffield Hallam University. I currently have to oversee all project planning, lead the team, organise admin duties and be the main liaison with the client through email, phone and face to face meetings. The client SIV is an operational arm of the Sheffield City Trust that provides leisure services to benefit the health and wellbeing of the people of Sheffield. They're currently upholding a sustainable Olympic legacy for sport participation and utilisation of facilities for the city. The project specifically focused on holiday camp growth at the English Institute of Sport (EIS). This involved primary and secondary data collection, analysis and the formulation of a report which will be presented to the client.

Media (1)



EIS Sheffield

Education

Sheffield Hallam University
Bachelor's Degree, BSc (Hons) Physical Activity, Health and Exercise Science, Second Class Honours
2013 – 2016
Activities and Societies: Sheffield Hallam Men's Rugby Union Chairman, Sheffield Hallam Students Union Ambassador, Sheffield Hallam Students Union Fresher Rep, Sheffield Hallam University Ambassador, Volunteering, First Aid Training, Conferences, Student Representative & Committee training. *Rugby Football Union awards valued volunteer and Student Leadership Academy graduate *Team Sheffield Hallam Club Colours

Level 4
Introduction to skills for sport and exercise science - Introduction to research in sport and physical activity - Nutrition and metabolism - Introduction to sport and exercise physiology - Introduction to sport and exercise psychology - Introduction to functional anatomy and sports biomechanics.

Level 5
Physical activity, health and disease - Sport and exercise skills for employment - Sport and exercise psychology - Integrated physiology and nutrition - Research in sport and physical activity - Physical activity development.

Level 6
Physical activity referral schemes - Contemporary issues in physical activity and exercise science - Applied nutrition for sport and exercise - Physical activity development -

10,000 Word Dissertation project
Title: The effect of acute moderate and vigorous intensity continuous cycle ergometer exercise on ad-libitum energy intake and appetite in active males
Area: Physiology & Nutrition
Methods: laboratory based mixed methods approach

Background (optional):

You can create a cover image that is either relevant to you, your career goal or your professional brand. The image needs to be 1400 x 425 pixels and can be created using programs such as Canva.com. It might help your profile to stand out from the crowd.

Summary:

This should be personal and outline who you are and what you do. It should also highlight specialists areas of interests or expertise.

Education:

Highlight relevant degree modules which relate to the career that you are interested in. Provide a brief summary of what the module covered (1-2 lines) if it is not obvious from the module title. If you have completed a dissertation mention this too.

Voluntary work:

Many employers value voluntary work as equally as paid work, so don't forget to include this in your profile.

Volunteer Experience



Assistant Sports Coach
RuggerEds Ltd
Feb 2015 - Apr 2015 • 3 mos
Children

A six week full time placement was complete alongside my undergraduate degree, which lead to part time paid employment within the company alongside my current studies. Within the placement I was in charge of running coaching sessions with the head coach, through utilising my previous coaching skills and qualifications. This was within schools and holiday camps and gave me the chance to work with range of children of various ages. I also completed a research project alongside the placement, this involved data collection of the children's activity levels through utilising pedometers as a method of measurement and presenting them as a report.

Featured Skills & Endorsements

Customer Service · 9

Endorsed by 3 of Jamie's colleagues at Sheffield Hallam University

Teamwork · 15

Endorsed by Kieran Pearson, who is highly skilled at this

Endorsed by Andrew Walton (mutual connection)

Leadership · 12

Endorsed by 3 of Jamie's colleagues at Sheffield Hallam University

View 27 more

Recommendations

Received (4) Given (1)



Adam Middleton
Physical Activity and Health
Coach at North Lincolnshire
School Sport Network
March 29, 2017, Adam managed
Jamie directly

An excellent hardworking employee. Who had a great deal of knowledge about sports coaching, health and fitness.

Interests



Loughborough College
9,195 followers



UK Sport
14,309 followers



British Heart Foundation
22,591 followers



South Yorkshire Sport - now Yorks...
236 followers

Following

Influencers Companies Groups Schools



Nuffield Health
22,684 followers

+ Follow



Leicestershire County Council
4,448 followers

+ Follow

Following

Influencers Companies Groups Schools



Fitness & Wellness Professionals
51,432 members



Event Planning & Event Management - the 1st Group for Event Professionals
430,795 members



Sheffield Hallam University - Alumni Connect
6,916 members



Sheffield Hallam University Alumni
8,131 members

Skills:

Make sure that you are highlighting skills which are relevant to the career you are interested in. Use the alumni tool to see what skills former students in your chosen career most use to describe themselves. Look at a mix of core (job specific skills) and generic (transferable) skills.

Recommendations:

These are particularly useful because they can help to prove that you have the skills and abilities that you are claiming to have on your profile.

Following:

Make sure to follow companies that offer the career opportunities which you are interested in and to join relevant professional groups. This is a useful way to research prospective employers, keep abreast of current sector developments and issues and to identify professionals to network with. The LinkedIn Recruiter Tool which some employers use allows profiles to be search under various criteria including companies followed and groups which people are part of.

Need further advice?

Come to one of our LinkedIn workshops or drop-in sessions advertised on UniHub or contact the Careers and Employability Centre to book an appointment.