



How to Use LinkedIn's Project Section to Showcase Skills Acquired From School Coursework

While completing MBA coursework, you have had classes that required you to work on projects. Or you may have participated in case competitions, or other special projects. Listing these projects on LinkedIn is a powerful way to showcase your skills (hard and soft) and knowledge. In this way, you will strengthen your perceived value to potential employers far beyond your past job experience. You use your MBA work to demonstrate your potential.

Below are instructions for including projects and examples of school projects on your LinkedIn profile.

These instructions first appeared as an article here: <https://www.job-hunt.org/linkedin-job-search/linkedin-projects.shtml>. You can reach Laura Smith-Proulx, a Top Award-Winning, 11X Certified Executive Resume & LinkedIn Writer, through her company website at <https://anexpertresume.com/>

Strengthen Your Profile Using LinkedIn Projects

Seeking more ways to attract employer and professional interest on LinkedIn?

Look beyond the commonly used areas of the site such as About (formerly Summary), Experience, or Education and into the Projects section.

The Projects section is a powerful part of LinkedIn, impacting the site's search algorithm.

Projects do NOT have to represent formal initiatives from your work history.

Some projects have formal names, like NASA's Project Gemini, but most projects have unofficial names simply describing the task being accomplished, like the website conversion, the emailed newsletter, or the inventory update. Those unofficial projects are fine.

The Projects section can facilitate your findability as a candidate, especially when you add a substantial number of keywords associated with those projects.

How to Leverage the LinkedIn Projects Section

Add Projects that show desirable skill sets, group and individual work efforts, new capabilities, or informal use of valuable skills that reinforce your brand message.



Projects must be “linked” to either jobs in your Experience section or entries in your Education section – whether these are current activities or from your professional history.

The key is to emphasize the type of project important to your target employers to demonstrate your value as a prospective employee, whether it’s a specific area of expertise or industry term common in your field.

Grab Recruiter Attention with LinkedIn Projects

To get started using Projects, open your Profile.

Navigate to Add profile section (shown left) in a blue box near the top, right of your Profile.

Then, click on the down arrow beside Accomplishments.

Scroll down until you find the Projects link.

Click on the word “Projects” or the “+” button to the right.

A form will open which you can complete for each project.

Fill in details using these strategies:

Project Name

This field has strong ranking in LinkedIn’s search algorithm, so you’ll want to add a description that notes skills or job titles where possible.

For example:

A Project Manager who has delivered small SAP deployments might add —

“Project Manager — SAP Modifications, Finance Module.”

A Sales Rep who is applying for team management roles (but who has only mentored junior colleagues thus far) could add —

“Sales Management” as a Project Name to describe ongoing efforts to train other aspiring sales staff.

The Project Name can also be a major initiative that was mentioned in your employer’s marketing materials, such as a rollout of a new customer-facing capability or the release of next-generation software.

The Project Name can represent any area of your expertise, work history, or skills, with the idea of further marketing your capabilities.

Project Dates or Ongoing

Like many other areas of LinkedIn, you can either ignore the Date requirement, specify a Year only, or provide both Month and Year for the project start and end.

If your Project entry is intended to show a current area of expertise, indicate that it is ongoing by selecting, “I am currently working on this project.”



Associated with

Here, LinkedIn lets you choose the Experience or Education entry most applicable to the Project. This can be your current job, a past role, previous university studies, or current coursework.

If you're using the Projects section to emphasize a current skill represented across more than one position, the most likely selection here will be your current job.

Project URL

If relevant and available to be shared with people outside of your employer's organization, a hyperlink to your Project (whether it's an online document, video, or web page) will provide viewers with an additional means of viewing your work. Note that unlike the rich media features of LinkedIn, your Profile will not display a thumbnail image from this link.

Project Description

Almost as important as the Project Name field, this description entry can be used to provide more keyword-specific information on the effort.

You can, of course, add considerable text to describe a major project at your employer, but keep in mind that a short description (relevant to your brand) will provide more keyword density (the ratio of keywords to all the words in your Profile) and therefore increase your findability.

For example:

A Plant Manager working on an upgrade to company manufacturing systems might add —

“Production Increase” in the Project Name field, with ***“Operations management for increased production capacity”*** in the description.

An IT Manager who is converting systems to cloud-based platforms could add —

“Cloud Platform” in the Project Name field, with a brief description such as ***“Transition to cloud-based platform from on-premise solutions.”***

The Bottom Line

Keep in mind that not only will Projects show employers that you've undertaken extra efforts in your work, this area of LinkedIn will provide more keyword strength for your Profile. You'll benefit from adding content descriptions on the Projects Section and gaining more traffic (and interest!) on LinkedIn.

Examples of MBA Projects

Here are some examples of MBA projects and how to post them on LinkedIn:

Pricing Data warehouse

Aug 2018 – Mar 2019

Project description

By extracting and analyzing all transactional data for several companies, the data was fed into analysis tool in a specific format (OBIEE). Project was implemented in 1 sprint for each country it was being implemented in.



Faculty Professional Development Day Event Planning

Jun 2017 – Oct 2017

Project description

I led a committee of 6 to plan and execute a half day workshop centered around the impact technology (particularly cell phones) have on today's teenagers. A variation of the workshop occurred again for parents during Parents' Weekend.

Private Equity funding for SME's in Mexico- Project

Nov 2013

Project description

As part of our participation as Delegates, we performed an analysis on the state of the PE industry in Mexico, with a focus on the regulatory framework and empirical findings on its impact for Small and Medium entities. Based on this, we proposed a number of public policy measures to be taken. The working paper is still in process, and the main ideas were presented during Summit. See link.

California Flight Delays

July 2018

Project description

Created a tool to avoid flight delays using USDOT flight data, stochastic gradient descent, and user input individual flight details to suggest which California airport to fly from.

Diversity Case Competition- Finalist

Jan 2017

Project description

Teams were given a case written by executives from a large retailer concerning diversity and inclusion initiatives across stores nationally. Teams were evaluated by retailer's representatives based on the strength of their analysis, creativity and comprehensiveness of the recommendation and presentation skills. Our team progressed through four brackets against 20 other teams before being named a finalist in the last round.

Medicaid Market Analysis

Jan 2019 – Apr 2019

Project description:

Served as Senior Project Advisor. Advised client in understanding the Medicaid market landscape and testing the effectiveness of its marketing and branding strategies.

- Provided guidance and expertise to project managers helping the client improve brand awareness and competitive position in the market.
- Mentored project managers to help the client in road-mapping to expand market share.

Rebranding Consulting

Oct 2018 – Jan 2019

Project description:

Rebranding and repositioning client from bespoke Marketing Agency to Brand and Marketing Strategy Consultancy.

- Assessed current state of business model and operating structure.
- Increased effectiveness of its sales pipeline by refining its pricing and marketing strategy.
- Developed differentiated market position to capture new customer segment.
- Conducted market sizing assessments to refine growth strategy into new local markets.