

Strive to Thrive

Career Tips For Ted Rogers School Students

These reports leverage the expertise of BCH Staff to share best practices with students and alumni.

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Why LinkedIn Matters

- **Your Professional Brand:** LinkedIn is your digital first impression, show who you are, what you do, and where you're headed
- **Network with Purpose:** Connect with classmates, alumni, and industry professionals to grow your career circle early
- **Job Search:** Discover and apply to roles that match your career goals, and let recruiters know you're open to new opportunities

How to Build a Strong Profile

Profile Picture and Header

- This is the first visual impression visitors get—it sets your professional tone
- Use a clean, high-quality image (avoid busy or distracting backgrounds)
- Choose a header that aligns with your industry or brand



Headline

- Your headline shows up everywhere—search results, connection requests, comments
- Go beyond “Student at [University]”—add career interests or key skills
- Include industry keywords for better search visibility

About Section

- Your “elevator pitch” to potential connections
- Break this section up into who you are, what you’re studying and your experience, and what you want to do
- Showcase your personality—what motivates you or why you’re passionate about your field
- Keep it concise and easy to skim



Experience and Professional Development

- Include part-time jobs, volunteer work, internships, school projects, and leadership roles.
- Use bullet points with strong action verbs and focus on results and skills gained, not just duties.
- Include student clubs, case competitions, or committees
- Add Bootcamps, online courses, certifications, or workshop



Connections Are Key- Networking

LinkedIn is a powerful platform for connecting with professionals in your industry and beyond, giving you direct access to people you can learn from. It helps you build relationships, stay informed, and showcase your interests and goals. Whether you're exploring a new path or growing in your current field, it's a great way to shape your career journey through connections.



Did You Know?

You can leverage LinkedIn to connect with Alumni and industry professionals through a coffee chat. Learn more about how to set up a coffee chat [here](#).

Do Your Research

- Understand who you're reaching out to, look at their current role, past experience, education, and posts to understand what they do
- Know why you want to connect, ask yourself: What do I want to learn from this person? How does their experience align with my interests or career goals?



Start The Conversation



- Send a brief, personalized message when connecting, mention shared interests, programs, or career goals
 - After connecting, follow up! Thank them or ask a thoughtful question
- Don't ask for a job, instead ask for insights, advice, or a quick chat

Tip: Keep it short, polite, and specific. It's a conversation, not a pitch

Stay Visible

- Like, comment, or repost content that aligns with your interests or field
- Leave thoughtful comments, this shows engagement and helps others notice you
- Congratulate connections on milestones (new roles, work anniversaries, achievements)

Tip: Engagement on LinkedIn leads to visibility. Liking, commenting, and reposting content that interests you increases your visibility.



Did You Know?

You can customize your LinkedIn URL to make it more professional by going to your profile and selecting the edit icon under "Public profile & URL." Your LinkedIn URL, if updated and active, is great to include on your resume.

Job Search



Save Jobs: If you're interested in a job posting save it and set job alerts for roles or companies you're targeting.

Research: If there is a company you are interested in, before applying, do some research on the company's page to understand their culture and stand out in interviews.



Filters: Use the "All Filters" button to narrow jobs by title, level, company, location, etc.

Recent Postings: Focus on jobs posted within the last 3–5 days. This will help your application reach recruiters faster.



Strong LinkedIn Profiles by TRSM Students & Alumni

Victoria
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Alyssa
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Cole
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Marella
A.

Visit the Business Career Hub

Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly 'BCH Careers Newsletter' for a list of upcoming [events](#).

Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. Click here to [register](#) for current bootcamps.

Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[Business Career Hub Website](#)



[TedRogersBCH](#)



Career Consultant Contributor Tania Rasie

Tania is a Career Consultant and a graduate of the Ted Rogers Co-op program. She has experience in campus and early talent recruitment within the IT industry. She aims to support students in uncovering their career passions while leveraging their unique strengths.



Student Contributor Marakie Daniel

Marakie is a fourth-year Economics and Management Sciences student working as a Project Coordinator at the Business Career Hub. She has a growing interest in business strategy and building innovative, and impact-driven solutions.