Apply to the UNC Kenan-Flagler Master of Science in Management Program with your **LINKEDIN PROFILE**

For many uses, including your application to the UNC Kenan-Flagler Master of Science in Management Program, your LinkedIn profile can replace your formal resume. Make sure it represents you well by following these important tips.

Introduce yourself properly.

"Hello, my name is ... " Be sure that your LinkedIn name matches the name on your application profile. It's helpful to have your current job title in the contact section, but we also understand if you're keeping your headline statement broad and skill-based.

Tell us more about yourself.

What makes you special? Tell us about your key skills and future aspirations. What defines you as a professional individual and what are your goals? Bonus points for including a reference to our MS in Management program!

Your experience.

What have you done? This section will look the most like your resume. Provide a general overview of your role in a couple sentences. Then, craft action-oriented specific bullets. What skills did you demonstrate to solve a problem? How can you quantify your impact? Use this section to demonstrate your abilities! Include a summary and bullets for whichever provides a greater duration five years or your last three positions.

Education and activities.

What have you already learned? Include all of the institutions from which you received a formal degree. Please include graduation dates. To supplement your education, include your clubs and activities. We highly value community, volunteer, and leadership experience. Show us your best!

WE'RE HERE TO HELP.

Our admissions and career specialists can answer any questions you have about your resume/LinkedIn profile, other parts of the application, or the UNC Kenan-Flagler Master of Science in Management Program. Simply contact us at msm_info@unc.edu or 919-843-4339.



Education

Molly Marketer Assistant Brand Manager Motivated marketing newbie with a big interest in branding and storytelling. Excited to learn the ropes, support creative projects, and grow with a team Experience Social Media Coordinator Non-Profit August 2024 – Present Created and scheduled engaging content across Instagram and Tik-Tok to boost brand visibility and audience interaction. Assistant Manager H&M July 2023 – August 2024 Washington, D.C. Supervise a team of retail associates, ensuring we provide excellent customer service and meet sales goals

University of North Carolina Art History, minor in Political Science Activities and Societies: UNC Drama Improv, Volunteer at the Ackland

msm.unc.edu