Mastering LinkedIn:

Building a Powerful Online Presence

I am currently a Peer Career Advisor at the Loeb Center

What & Why of Online Presence?

- In a tech-centric society of today, how you or your work appear online **can make or break** a lot of potential opportunities

- Components:
  - LinkedIn (Profile + Posts)
  - Personal Website / Blog
  - Portfolio (Arts, etc.) / GitHub (Codebases) / Google Scholar (Research)
  - Other Social Media (Instagram, Twitter, Facebook)

LinkedIn Overview

Industries where LinkedIn can help you level-up:

- Tech
- Finance
- Research / Academia
- Social Impact
- Medicine
- And so on ...

"Living" Resume

1 Billion+ Members

Recruiting Pipeline

Industry Trends

LinkedIn Tips: Basics

- Professional Profile Photo (Business Casual)

- Professional (yet creative) Background Image
  - E.g. city skyline for consulting
  - E.g. tech-themed image for engineering-style roles

- Custom LinkedIn URL
  - linkedin.com/in/dhyey-mavani

- Headline (Your Elevator Pitch - not just your current role)
  - *“Computer Science @ Amherst College | Aspiring AI Engineer | Driven Scalable Systems @ AWS”*

- About Section (Your Story)
  - Start with hook (unique strength or passion)
  - Key highlights (skills, experiences or achievements)
  - End with Call to action (“Open to …”)

LinkedIn Tips: Basics Continued ...

- **Experience section** with bullets quantifying results and impact + telling some story
  - Also add media / links
- **Education** (list activities + grade)
  - Also add media / links
- **Skills & Endorsements**
  - Prioritize / order by appropriateness & link them to experiences / education
- **Recommendations**
  - Ask for short, focused recommendations that highlight collaboration, leadership, or technical expertise.
- **Featured Section**
  - You can “pin” key projects, articles, internships, or media PR here

LinkedIn Networking Tips

- **Start Small:** connect with classmates, professors, and internship colleagues
- **Personalize Connection Requests**
- Use LinkedIn's filters extensively to find alumni in your target industry
- Content Creation:
  - Post reflections on internships, lessons from coursework, or industry trends
  - Share achievements and projects
  - E.g. *"Thrilled to complete my LinkedIn internship, where I saved $1M in GPU costs by optimizing AI systems. Excited to continue innovating in this space!"*
- Engagement Tips:
  - Comment & Repost meaningfully
  - Join in relevant discussion groups / collaborative documents
  - Interact with company representatives, recruiters, influencers & companies for visibility

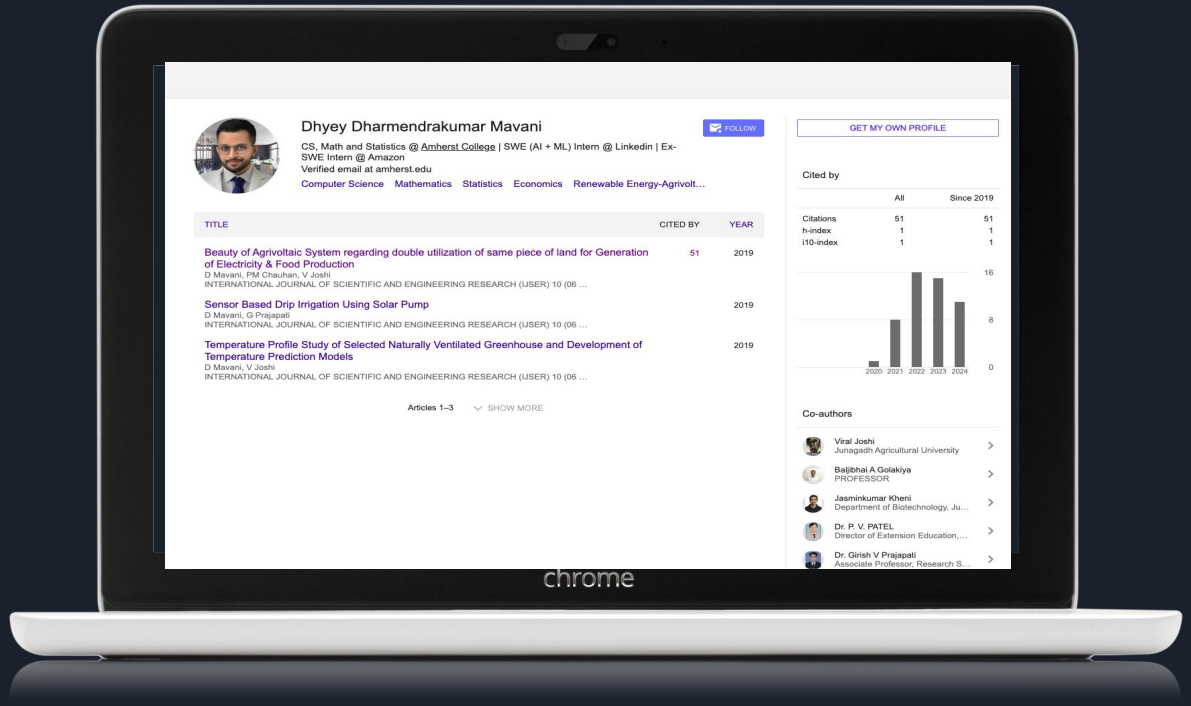
Other Online PR Artifacts

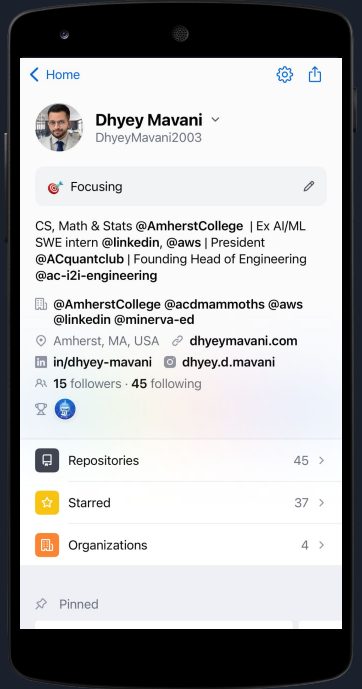
Personal Website / Blog

Example: dhyeymavani.com

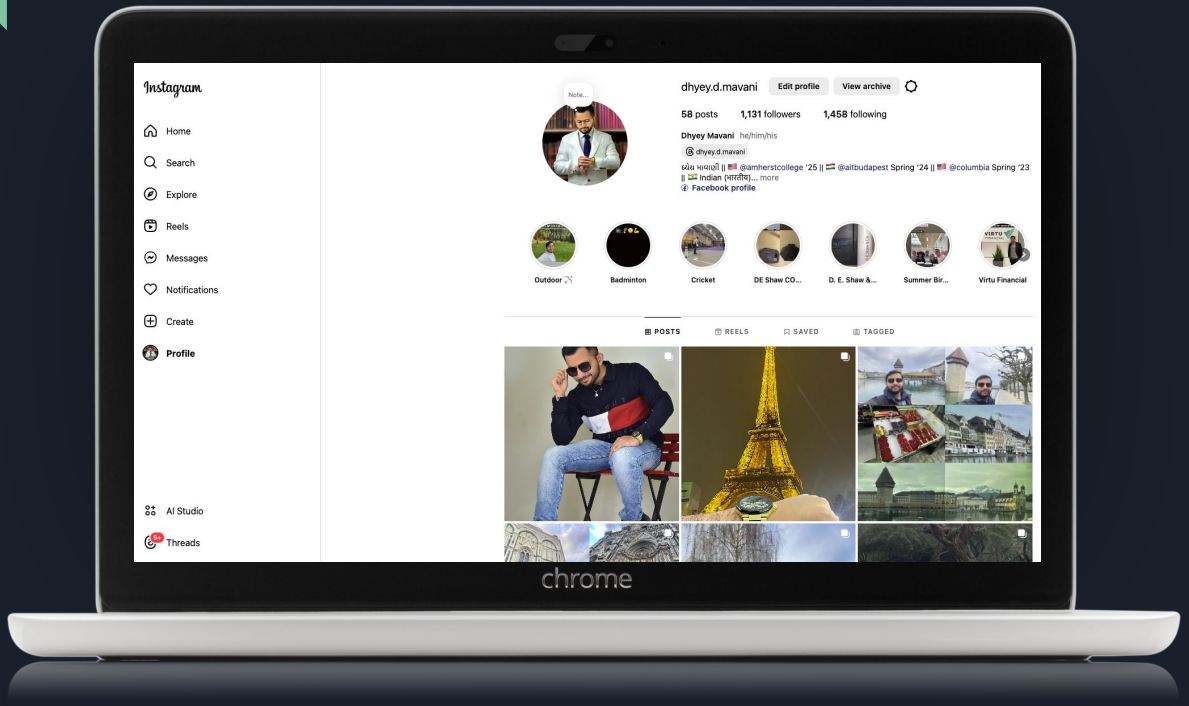
Portfolio / GitHub / Google Scholar

GitHub Example: github.com/DhyeyMavani2003
Google Scholar: scholar.google.com/citations?user=MNEPsDoAAAAJ&hl=en





Instagram / Facebook / Twitter

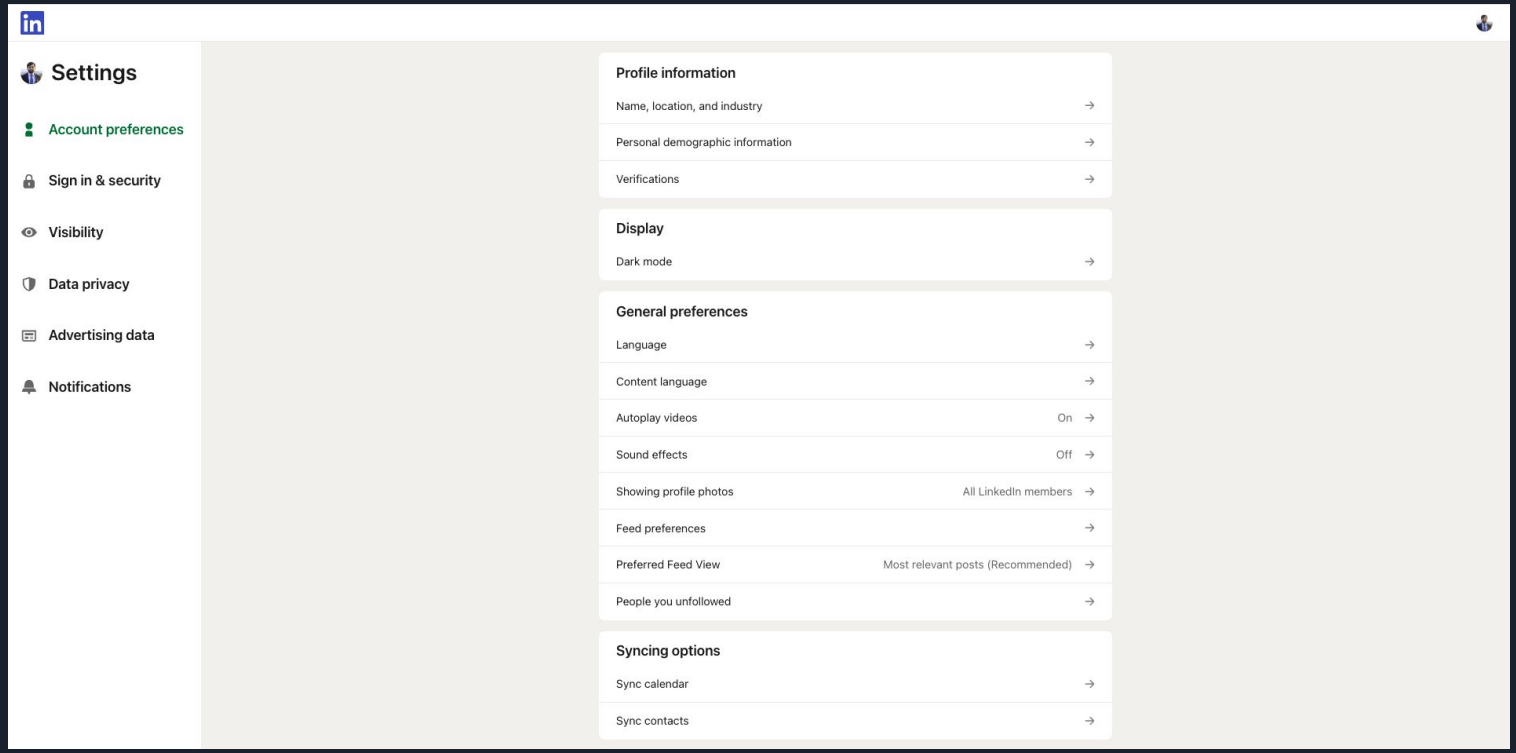


Twitter (X)
Is an important social media application for making connections → seizing opportunities.

I need to be more active on this!

Additional LinkedIn Pro-Tips (LIVE Demo + Insights)

Toggle through everything on this page: https://www.linkedin.com/mypreferences/d/categories/account



Summary & Next Steps

GREAT online presence =

compelling LinkedIn

+ meaningful engagement

+ holistic branding on other artifacts

Call to Action(s):

- Complete your profile + settings in next 24 hours.
- Post your first LinkedIn update within a week.
- Reach out to 5 new connections in your target field.

Contact

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