

Mastering LinkedIn:

Building a Powerful Online Presence



Hello World! I'm Dhyey Mavani.



(AI/ML) Software Engineer

LinkedIn · Internship

May 2024 - Aug 2024 · 4 mos

Sunnyvale, California, United States · On-site

[in](#) helped me get this job



Quantitative Trader

Valkyrie Trading · Internship

May 2024 - May 2024 · 1 mo

Chicago, Illinois, United States · On-site



Software Engineer

Amazon Web Services (AWS) · Internship

May 2023 - Aug 2023 · 4 mos

Greater Seattle Area · On-site

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 ...

A horizontal process flow diagram with four circles connected by a line. The first and third circles are blue, while the second and fourth are dark grey. The text inside the circles is white.

**“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](https://www.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

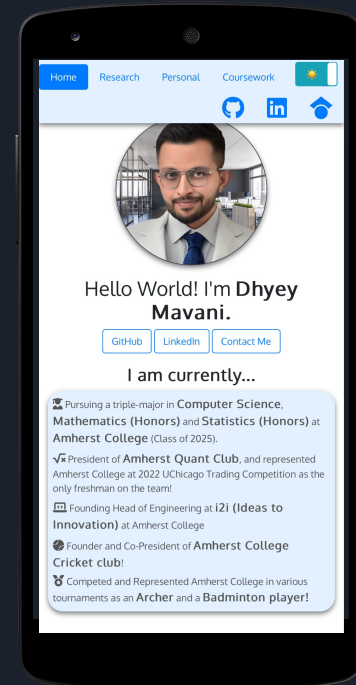
- **Start Small:** connect with classmates, professors, and internship colleagues
- **Personalize Connection Requests**
- Use LinkedIn's filters extensively to find alumni in your target industry
- **Content Creation:**
 - Post reflections on internships, lessons from coursework, or industry trends
 - 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

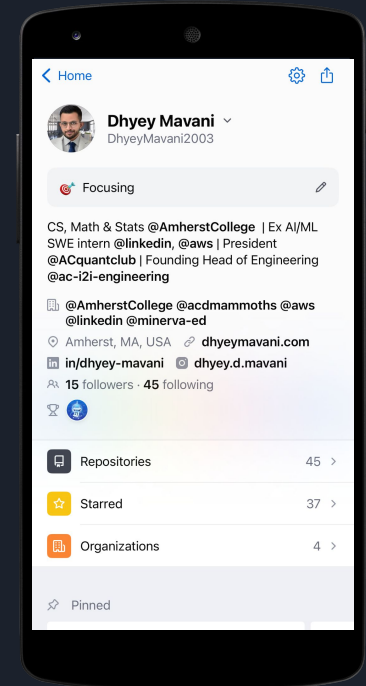
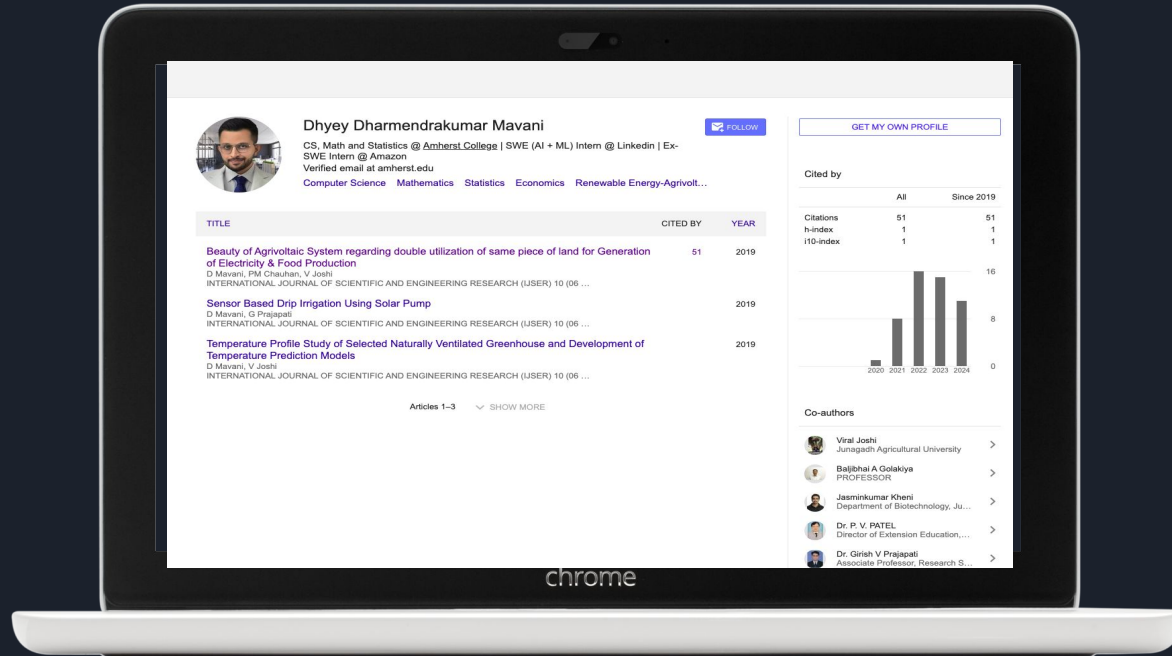
Example: dhyeymavani.com



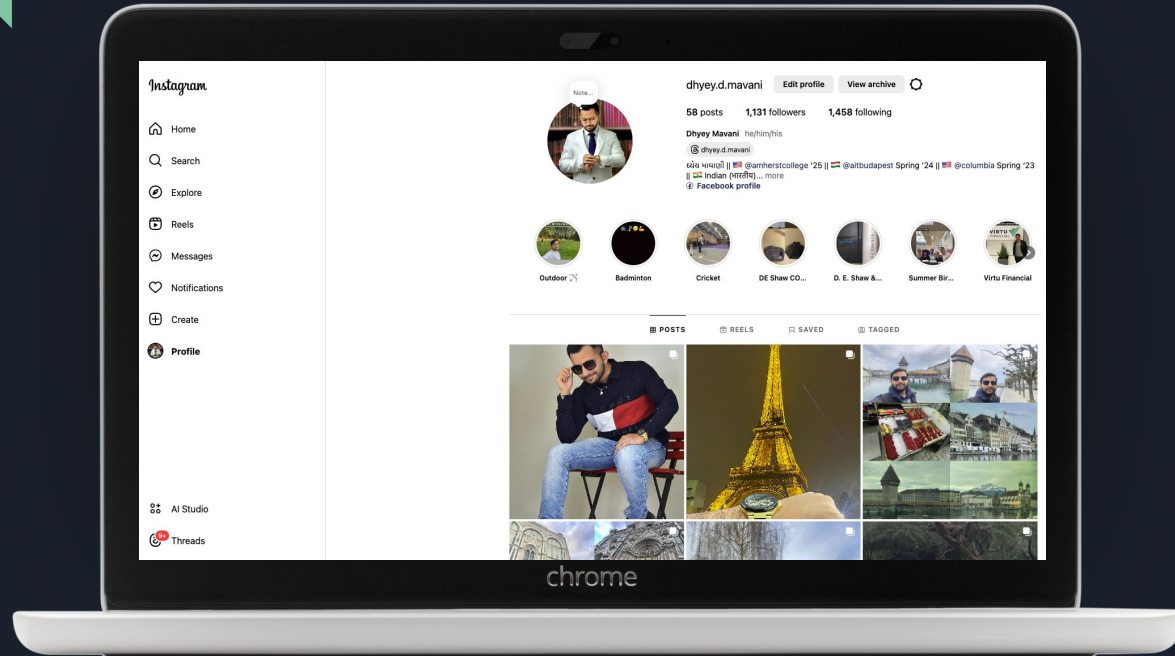
Portfolio / GitHub / Google Scholar

GitHub Example: github.com/DhyeyMavani2003

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



Instagram / Facebook / Twitter



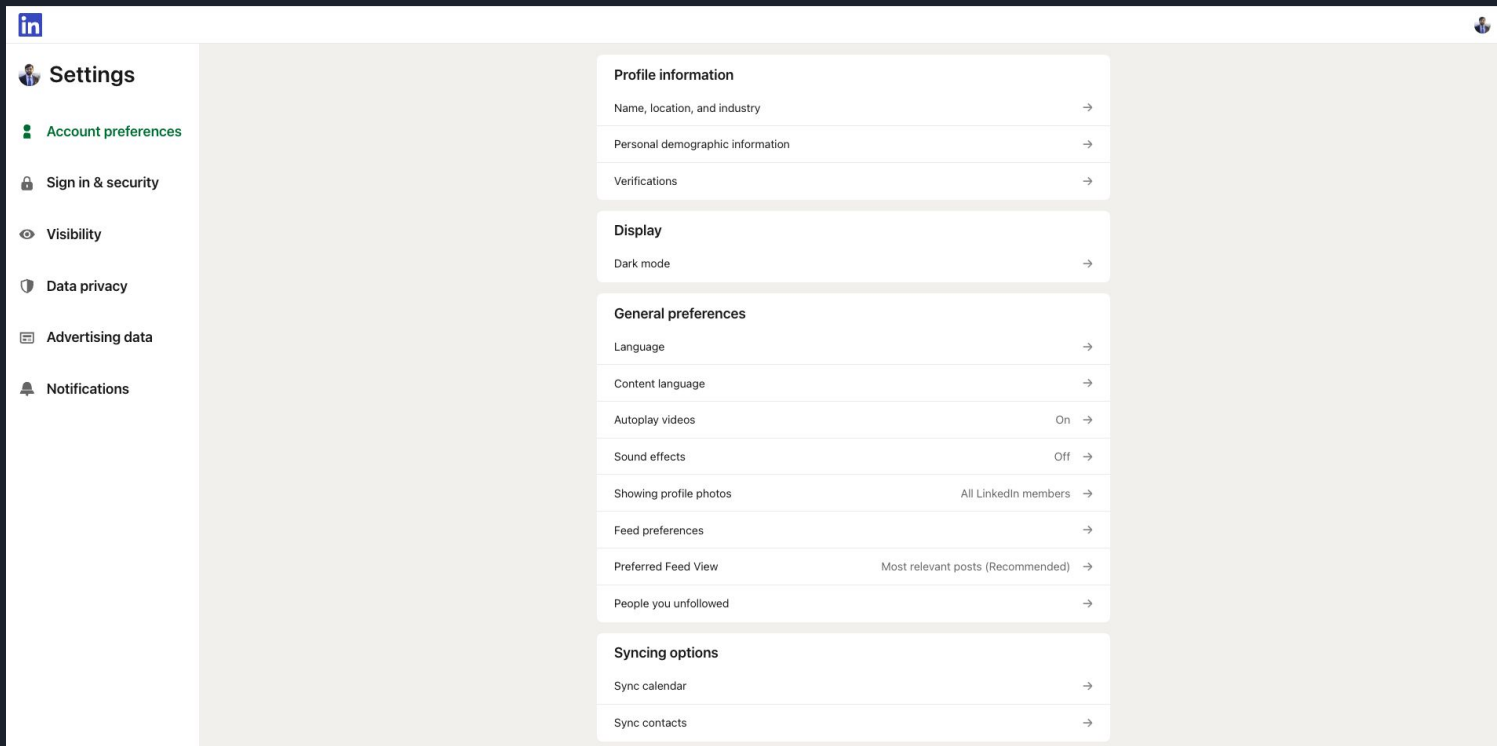
Twitter (X)

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>



The screenshot displays the LinkedIn 'Settings' interface. On the left, a sidebar lists various settings categories: Settings, Account preferences (highlighted in green), Sign in & security, Visibility, Data privacy, Advertising data, and Notifications. The main content area is titled 'Account preferences' and is organized into several sections: Profile information, Display, General preferences, and Syncing options. Each section contains a list of settings with arrows indicating further options.

Section	Setting	Value/Option	Action
Profile information	Name, location, and industry		→
	Personal demographic information		→
	Verifications		→
Display	Dark mode		→
General preferences	Language		→
	Content language		→
	Autoplay videos	On	→
	Sound effects	Off	→
	Showing profile photos	All LinkedIn members	→
	Feed preferences		→
	Preferred Feed View	Most relevant posts (Recommended)	→
	People you unfollowed		→
Syncing options	Sync calendar		→
	Sync contacts		→



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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