

How to build

your **BRAND** through **Linked** 

About Me

Nikhil Bhogaraju

Head - GCD Program, INSAID

- Key Research Areas - Analytics, Neural Networks
- Live in New Delhi



 nikhil@insaid.co

 www.linkedin.com/in/nikhilbhogaraju

So far in Data Science Career Launchpad



Launch Session
April 8th

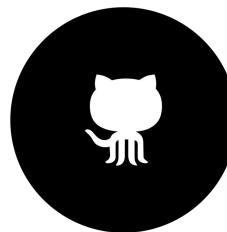


Resume Workshop
April 9th

In Week 2



Industry Immersion
April 13th



GitHub Profile
April 15th



LinkedIn Profile
April 16th

Have you completed first two tasks?

1. Professional Headshot
2. First Draft of your Resume



Submit your **Data Science Portfolio** - <https://careerlaunchpad.insaid.co/>

In Today's session

- Unexplored LinkedIn options - Photos, Links, Videos & Presentations
- Data Science Leaders - LinkedIn Breakdown
- How to increase your visibility in LinkedIn

Let's go live on LinkedIn

Data Science Leaders

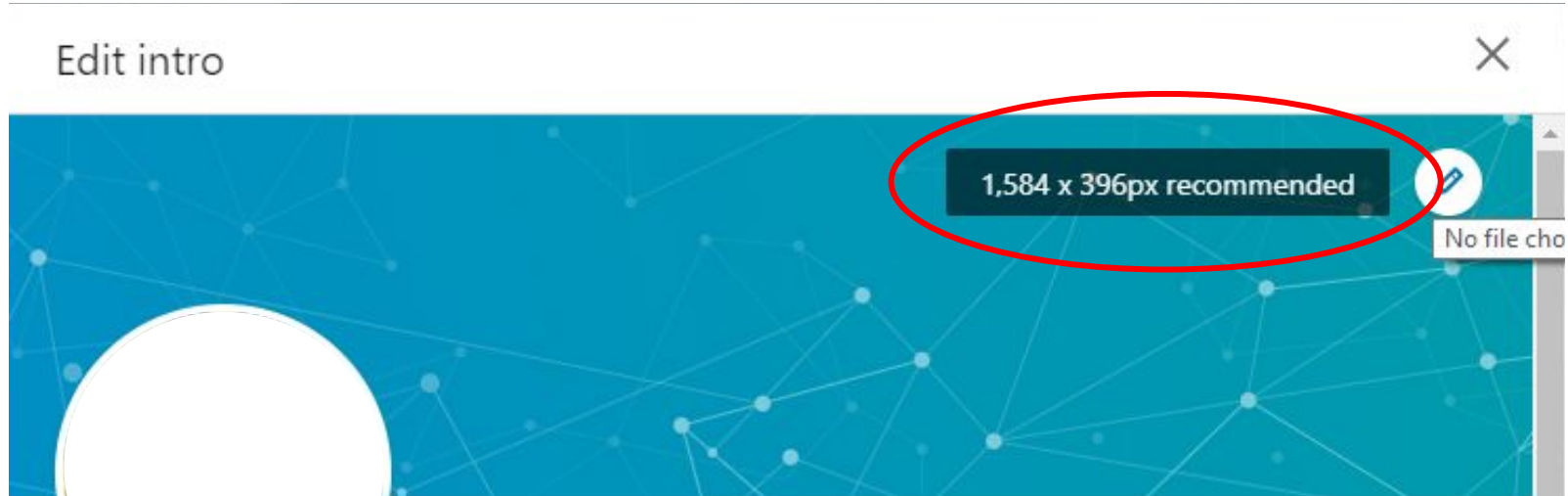
1. DJ Patil - <https://www.linkedin.com/in/dpatil/>
2. Dr. Kirk Borne - <https://www.linkedin.com/in/kirkdborne>
3. Vincent Granville - <https://www.linkedin.com/in/vincentg/>
4. Andrew Ng - <https://www.linkedin.com/in/andrewyng/>
5. Vin Vashi - <https://www.linkedin.com/in/vineetvashishta/>
6. Siraj Raval - <https://www.linkedin.com/in/sirajraval/>

Increasing Visibility on LinkedIn

Every detail **MATTERS!**

- Background image
- Profile Picture (Professional Headshot)
- Headline
- Summary
- Experience
- Education
- Skills & Endorsements'
- Recommendations
- Accomplishments

Easy way out for Background image



Easy way out for Background image

FREE TOOL - **snappa.com**

Tips to gain followers

Tips to gain followers

1. Write atleast **One Article** per week
2. Active participation in groups - Voice out
3. Keep your newsfeed active by resharing great articles
4. Increase your connections
5. Start following more leaders

Few suggested Data Science groups

1. Data Mining, Statistics, Big Data, Data Visualization, and Data Science - <https://www.linkedin.com/groups/152247/>
2. Data Scientists - <https://www.linkedin.com/groups/2013423/>
3. KDnuggets - <https://www.linkedin.com/groups/54257/>
4. Data Science & AI - <https://www.linkedin.com/groups/4488721/>

Few suggested Data Science groups

5. <https://www.linkedin.com/groups/5096075/>
6. Research Methods and Data Science - <https://www.linkedin.com/groups/1895501/>
7. Data Science.Us - <https://www.linkedin.com/groups/85005/>
8. Machine Learning & DS - <https://www.linkedin.com/groups/4298680/>