How to build

your BRAND through Linked in

About Me

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➔ Key Research Areas - Analytics, Neural Networks
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So far in Data Science Career Launchpad

Industry Immersion
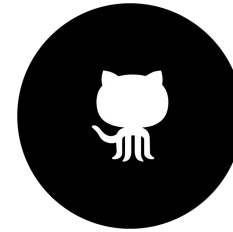Dec 7th

Profile Evaluation
Dec 9th

Resume Workshop
Dec 12th

In Week 2

LinkedIN Profile
Dec 16th

GitHub Profile
Dec 18th

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
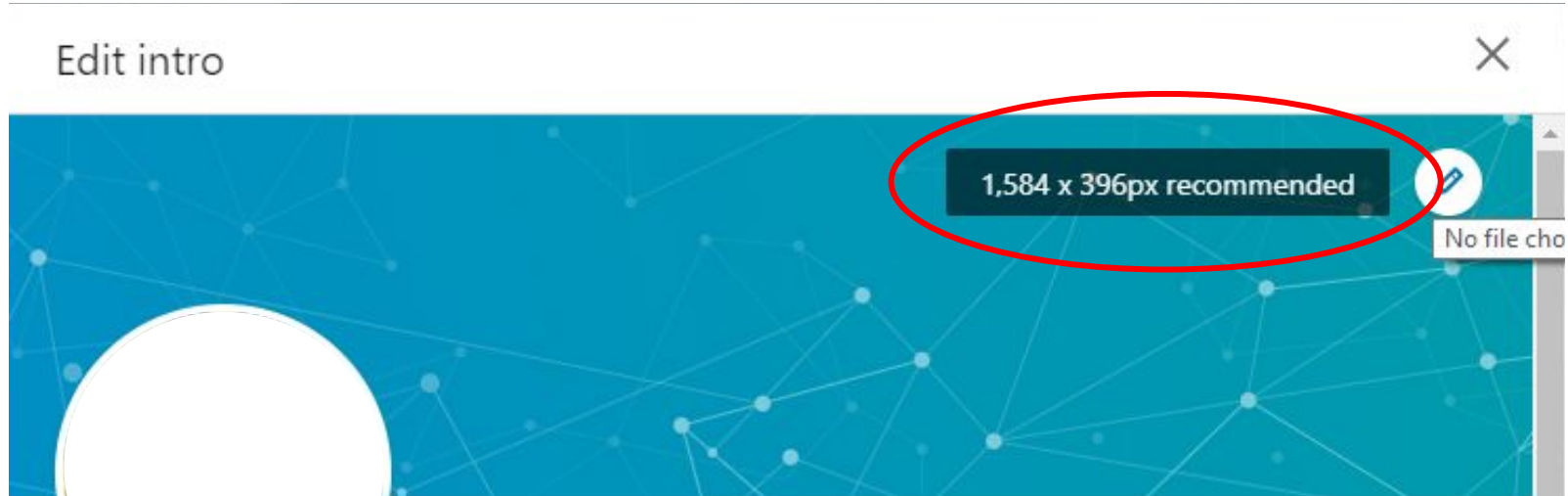
Let's go live on LinkedIN

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 **<u>MATTERS!</u>**

- 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 **<u>One Article</u>** 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/