**Profile Creation**

* **LinkedIn syllabus**

1. **Introduction to LinkedIn**

Overview: Why LinkedIn is essential for job seekers

Key Features: Profile building, job search, and networking

**2. Building a Strong LinkedIn Profile**

Profile Setup: Importance of a professional photo and headline

Summary: Writing a brief, targeted summary (2-3 sentences)

Experience & Skills: Highlight key roles and skills

Recommendations: How to request and add them

**3. LinkedIn Networking**

Building Your Network: Sending personalized connection requests

Engagement: Commenting, sharing posts, and joining groups

**4. Job Search on LinkedIn**

Job Search Basics: Using filters and job alerts

Easy Apply: How to apply efficiently

Reaching out to Recruiters: Using In Mail or direct messages

**5. Optimizing Your Profile for Recruiters**

Keywords: Adding relevant keywords to your profile for visibility

Analytics: Using LinkedIn insights to track profile views

**6. Practical Demo & Q&A**

Live profile setup demonstration

Quick job search simulation

Q&A session to address participant queries

* **Naukri.com training syllabus**

**1. Introduction to Naukri.com**

Overview: Why Naukri.com is vital for job seekers in India

Key Features: Profile building, job search, and recruiter connect

**2. Creating a Strong Naukri Profile**

Profile Setup: Importance of a professional photo and resume upload

Headline & Summary: Crafting an impactful headline and brief summary

Key Sections: Adding relevant experience, skills, and qualifications

Keywords: Using industry-specific keywords to improve visibility

**3. Job Search Strategies**

Job Search Filters: Using filters for location, experience, and salary

Setting Job Alerts: How to receive customized job notifications

Resume Visibility: Ensuring your resume ranks higher for recruiters

**4. Applying for Jobs**

Smart Apply: Using the “Apply” button efficiently

Customizing Applications: Tailoring cover letters and resumes for specific jobs

Tracking Applications: Using Naukri’s application tracking features

**5. Engaging with Recruiters**

Naukri Recruiter Tools: Using "Recruiter Connection" and "Follow Companies" options

Direct Messaging: Best practices for messaging recruiters

**6. Practical Demo & Q&A**

Live profile setup and job search demo

Walkthrough of applying for jobs

Q&A to clarify doubts and provide personalized guidance

* **Resume Building training syllabus**

**1. Introduction to Resume Building**

Purpose of a Resume: What hiring managers expect from a fresher's resume

Resume Format Options: Chronological vs. Functional vs. Hybrid

**2. Selecting the Right Resume Format**

Recommended Format: Hybrid format for combining skills and education

Layout: Single-page structure, appropriate margins, fonts (Arial, Calibri), font size (10-12 pt.), and spacing for readability

**3. Key Resume Sections & Content**

Header: Name, contact information, LinkedIn, and portfolio (if applicable)

Professional Summary: 2-3 lines focusing on skills relevant to Data Analyst/MBA roles

Education: List degree, institution, graduation year, and relevant coursework (e.g., data analysis, business strategy, etc.)

Skills: Focus on hard skills (e.g., Excel, SQL, Power BI, Python, financial modeling) and soft skills (e.g., problem-solving, communication)

Internships/Projects: Include relevant projects with measurable outcomes (e.g., “Analysed 10k rows of sales data to identify key growth areas”)

Certifications: Mention relevant certifications (e.g., Google Data Analytics, CFA Level 1, etc.)

Extracurricular/Volunteer Work: Only if relevant to leadership, teamwork, or analytical skills

**4. Resume Formatting & Optimization**

Consistency: Bullet points, alignment, and formatting

Action-Oriented Language: Using action verbs (e.g., “Developed,” “Analysed,” “Led”)

Quantifying Achievements: Use numbers where possible (e.g., “Increased sales by 15%”)

**5. Making the Resume ATS-Friendly**

Use of Keywords: Matching job description keywords (e.g., "data analysis," "business analytics") in skills and experiences

Avoiding Graphics and Tables: Text-based resume for better ATS compatibility

File Format: Saving as a PDF unless specified otherwise

**6. What NOT to Include**

Avoid: Personal information (age, photo, marital status)

Don't Use: Overly creative fonts, colours, or images

Omit: Irrelevant experiences (e.g., part-time jobs not related to analytics or business)