



LinkedInGrad

careers for freshers

Launch Email

Summary :

Raj completed his graduation in software engineering 6 months back. He was not able to find the right job that matches his skills and interests. One day he met his classmate Rohit who told him about the new feature LinkedInGrad, launched by LinkedIn.

He checked out the features and signed up for premium membership. After accessing the skills, he applied for a job for an MNC and gets an offer for Security Engineer within just a few days of applying.

Raj is happy now and renewed his membership for LinkedInGrad to upskill and build his professional network.

Background

Recent college graduates face a challenge in finding their first job that best suits their skills and interests. They also lack practical skills and self-branding that is most needed by many jobs today.

Product

We created LinkedInGrad, a new feature for LinkedIn targeted for recent graduates (age 20-30) that helps to provide best job recommendations based on their skills and preferences.

Key Features

1. College2Campus

Trainings courses for user to upgrade their soft skills. This is an important feature for users to build confidence and gain important skills like interview skills, negotiation etc to stand out from completion.

2. Skills and interests matching

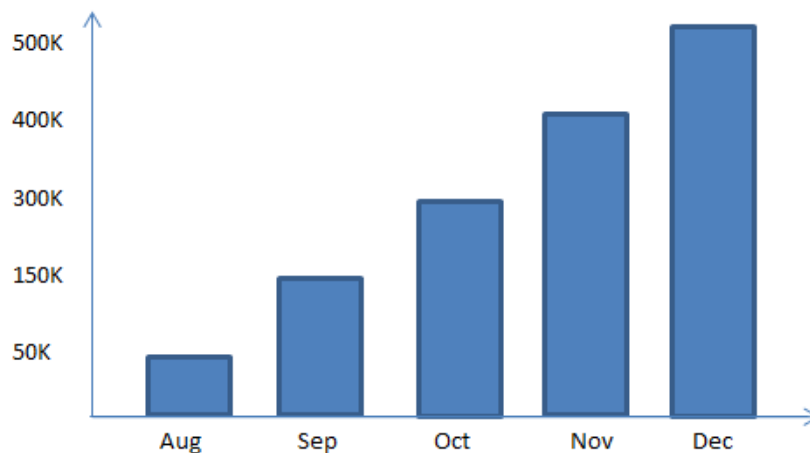
This feature will make users to add their interests, skills and soft skills and encourages to take up assessments. All assessed skills are shown in their profile and best suited career roles and recommended based on these skills. This not only boosts users confidence in a skill but also helps understand what kind of role or career path is best for them.

3. Build professional network and a self-brand.

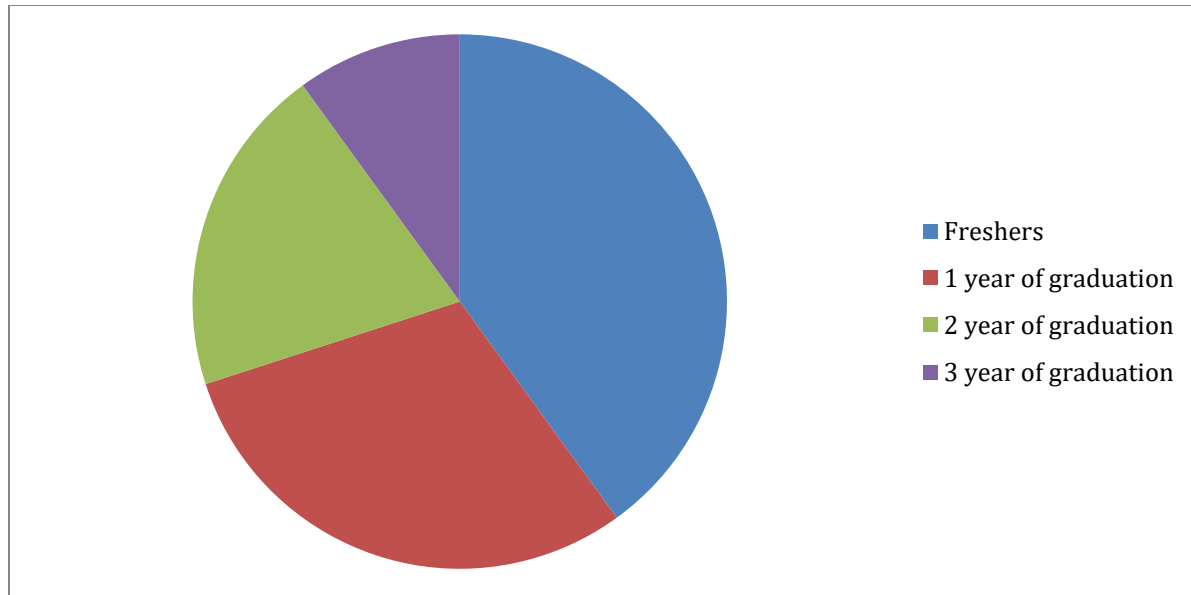
Users will be able to build a public profile showcasing their skills and achievements. This will help them build a good self-brand. They can network with mentors and professionals and build network as they go.

Post-Launch Insight

Our LinkedInGrad feature is loved by many and they are getting offers for their dream job. We launched our LinkedInGrad in India on 01.07.2020 and currently have 500k signups and 100k premium members.



Number of download VS Time



Types of graduates and their percentage

Next Steps:

1. We will be adding 2 new features :
 - A feature which shows percentage of candidates skills matching for a particular job
 - Customizing job notification
2. Expand the offering to China, US and Russia which have largest recent graduates.

This launch would not be possible without the hard work of all the members of our team and I would like to thanks all members of project.

- Product designer
- Product marketing manager
- Sales team
- Customer Services
- Legal
- Engineering team
- QA team

Regards,
Rakesh Dhotre
Product Manager