LinkedIn Checklist

You need to use your LinkedIn to build your online credibility which is a major differentiator.

First, optimize your profile using this checklist.

1. Custom URL

☐ Have you personalized your LinkedIn URL?

> A custom URL is more memorable, professional, and easier to share. Personalize your URL to include your name clearly. (Avoid numbers and symbols)
> (Ex: https://www.linkedin.com/in/singaramharish/)
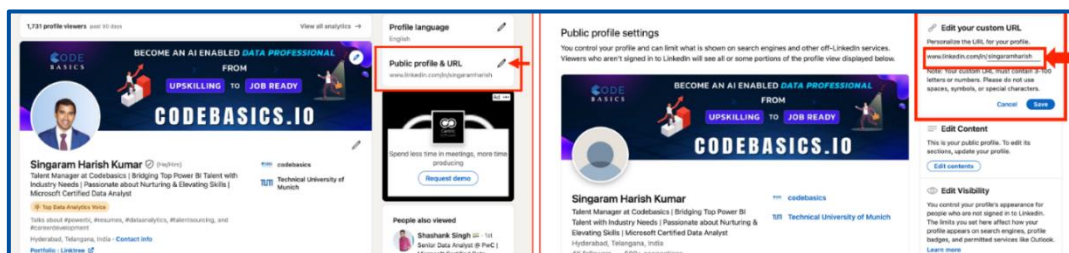
2. Profile Visibility

☐ Is your LinkedIn profile set to public visibility?

> Maximizing visibility ensures your profile is accessible to recruiters and potential connections. Adjust privacy settings to make your profile visible to all LinkedIn users.
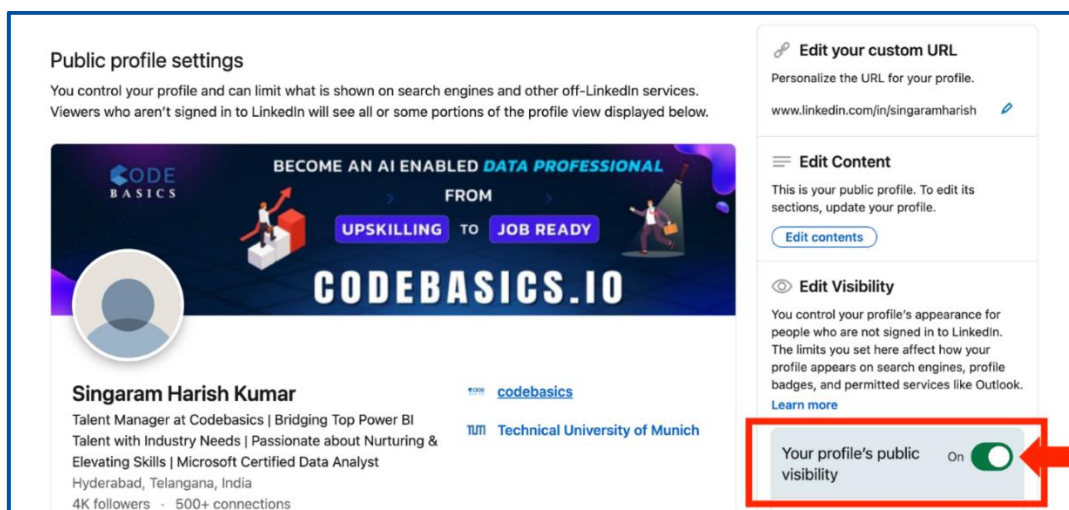
3. Creator Mode – Uses of creator mode

☐ Have you activated Creator Mode on your profile?

   Enhances your ability to reach a wider audience and showcase your expertise.
   Activate creator mode and add specific links related to your work.
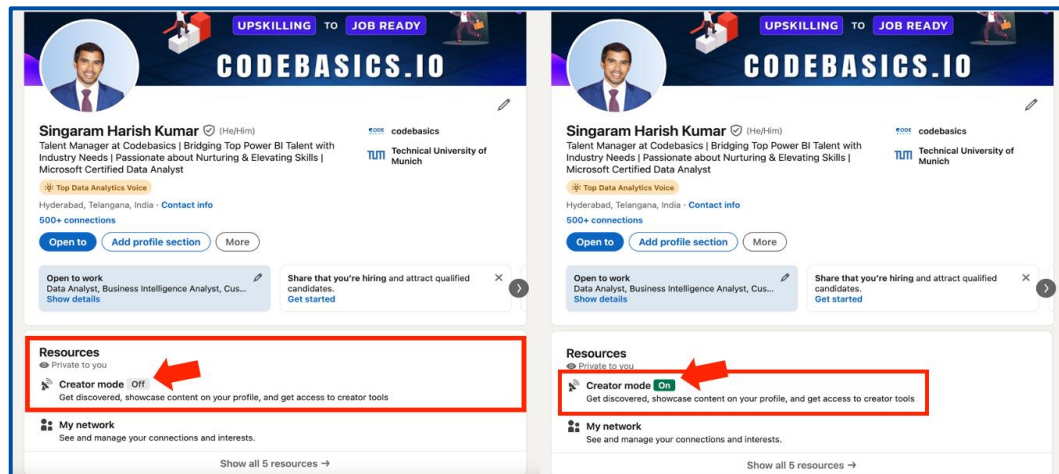
4. Add a Link to Your Profile (With Creator Mode On)

☐ Have you added direct links to your project portfolio in your profile?

   Direct links can significantly boost your professional credibility. Add links to your
   personal website, portfolio, or project sites.
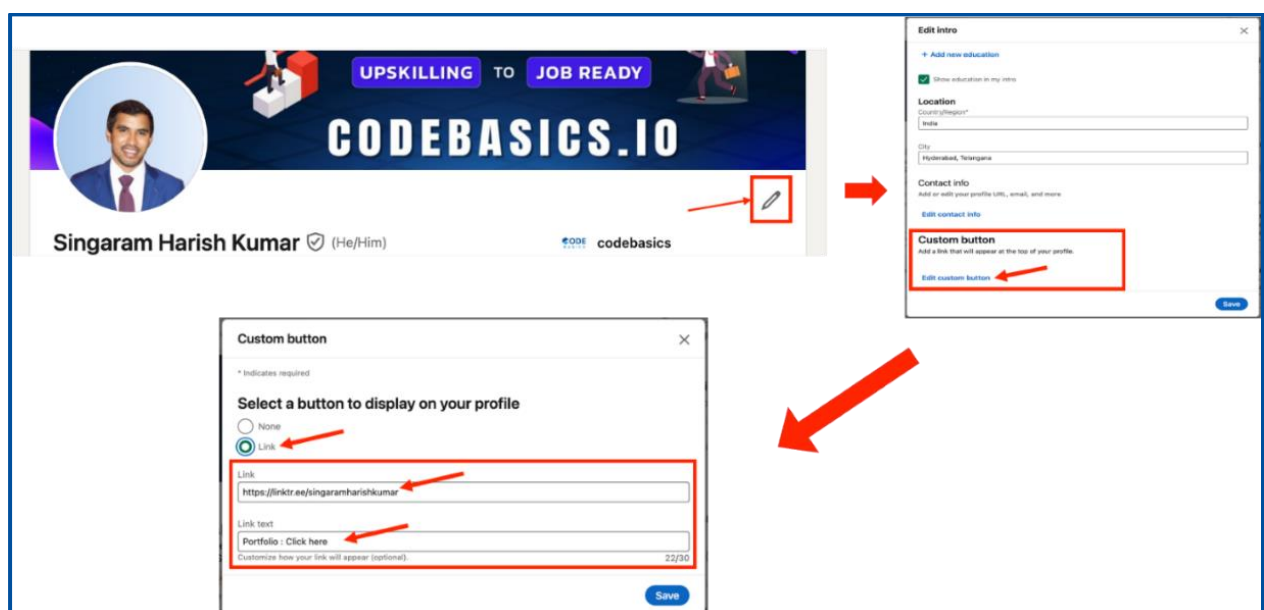
5. Cover Photo

☐ Does your cover photo make a strong professional impression?

> The cover photo is one of the first visual impressions on your profile. Use an industry-related image, personal branding element, or a motivational quote.

6. Profile Picture

☐ Is your profile picture clear, professional, and recent?

> A clear and professional profile picture is essential for a positive first impression. Use a recent, high-quality headshot with a neutral background.
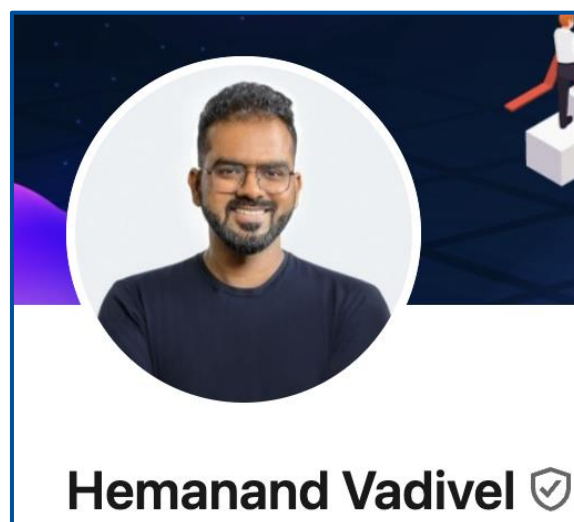
7. Headline

☐ Is your profile headline clear, concise, and keyword-optimized?

Your headline is crucial for summarizing your professional expertise. Incorporate relevant industry keywords and highlight your unique value proposition.

A quick Headline formula:

What is it exactly you do for people + your organization + achievement 1 + achievement 2 + achievement 3 + fun fact

Alternative 1:
Inspirational line that's written in your voice + contact details

Alternative 2:
What is it exactly you do for people + your occupation + inspiring line about life + CTA/contact details
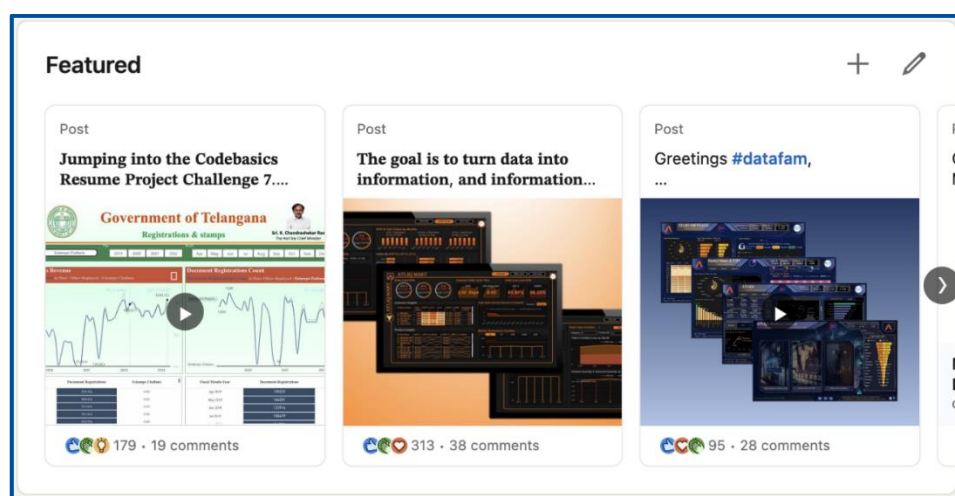
Hemanand Vadivel ✓ · 1st
Co-Founder @ codebasics.io | Helping People Become AI Enabled Data Professionals

8. Featured Section

☐ Have you utilized the Featured Section to showcase your best work?

This allows you to showcase your achievements front and center. Feature articles, presentations, videos, or any other content that represents your achievements.

9. Summary (About Section)

☐ Is your LinkedIn summary engaging and reflective of your career journey?

Your summary gives insight into your career journey and personality. Write in the first person, highlighting your experience, hobbies, and what makes you unique.

About

I'm Naveen, currently working as Data Analyst & Product Owner at Codebasics, and I love figuring out the story and insights from the messy data.

One Interesting fact about my job is, I got this offer based on my Linkedin profile and my submissions in the #codebaiscsresumeprojectchallenge , without any formal interview 😊

I have recently switched to a data analyst role from Testing Engineer. The experience from working in the testing domain, helped me to become the best in identifying the hedge cases in all the scenarios.

Tools and Technologies I work with,

- Power BI
- Python
- MySQL
- Excel
- Notion

My Functional Areas

- Data Visualization
- Market Analysis
- Content creation
- Social Media Handling
- Dashboarding

I strongly believe in learning in Public, which is the main reason I share all my learnings and experience here on a regular basis. To learn from my learnings and experience, you can follow/Connect with me here 🥰.

💎 **Top skills**
Microsoft Power BI · Data Analysis · Microsoft Excel · MySQL · Python (Programming Language)

10. Experience

☐ Have you clearly outlined your professional experience and achievements?

Clearly outlined experience demonstrates your career progression and skills. Focus on achievements using short, impactful sentences.

Experience

Co-Founder & CEO
codebasics · Full-time
Aug 2022 - Present · 1 yr 4 mos
Princeton, New Jersey, United States

Codebasics is a learning-tech company that helps humans achieve their true potential by helping them upskill in the area of data analytics, data science, ML, software engineering etc. ...   ...see more

Edgewell Personal Care
5 yrs 4 mos

Data and Analytics Manager, Revenue Management International
Full-time
Jun 2020 - Jul 2022 · 2 yrs 2 mos
High Wycombe, England, United Kingdom

• Leading Data & Analytics initiatives across commercial departments in Europe, LATAM and APAC markets to achieve Revenue Management Targets....   ...see more

Data and Analytics Specialist, Supply Chain Europe
Full-time
Sep 2018 - May 2020 · 1 yr 9 mos
Düsseldorf Area, Germany

• Providing end to end analytics solutions across Supply Chain to improve Visibility, Performance & Processes...   ...see more

Junior Analyst, Demand Planning Data, Systems & Applications EMEA
Oct 2017 - Aug 2018 · 11 mos
Solingen

• Enhancing BI & Creating Insights in Demand Planning & Supply Chain Centre of Excellence
...

11. Education

☐ Is your educational background accurately and comprehensively listed?

Education can lend credibility and context to your professional background. List your highest qualifications, including notable projects or activities.

12. Licenses & Certifications

☐ Have you included all relevant licenses and certifications?

Certifications showcase your commitment to professional development. Include any relevant certifications with their issue and expiration dates.

13. Skills

☐ Are your skills up-to-date and endorsed by colleagues?

Skills are crucial for recruiters to match you with relevant opportunities. Regularly update your skills list and seek endorsements.

Skills

Data Analytics
- Recognized as a Top Data Analytics Voice on LinkedIn
- Endorsed by Manish Pawar (mutual connection)
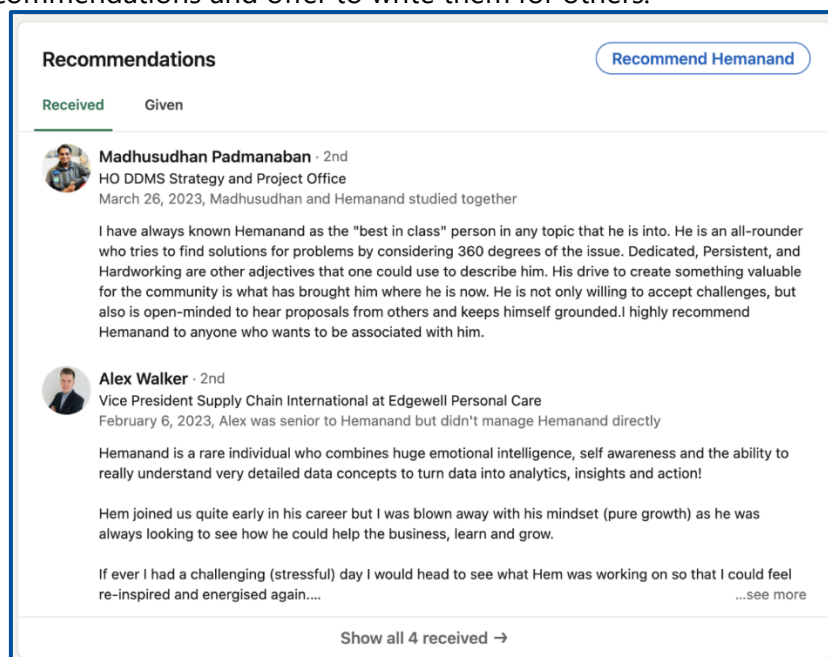- Endorsed by 2 people in the last 6 months

Show all 4 details →

(Endorse)

Power BI
- Endorsed by Kyaw Htet Win and 1 other mutual connection
- Endorsed by 4 people in the last 6 months
- 16 endorsements

(Endorse)

Show all 10 skills →
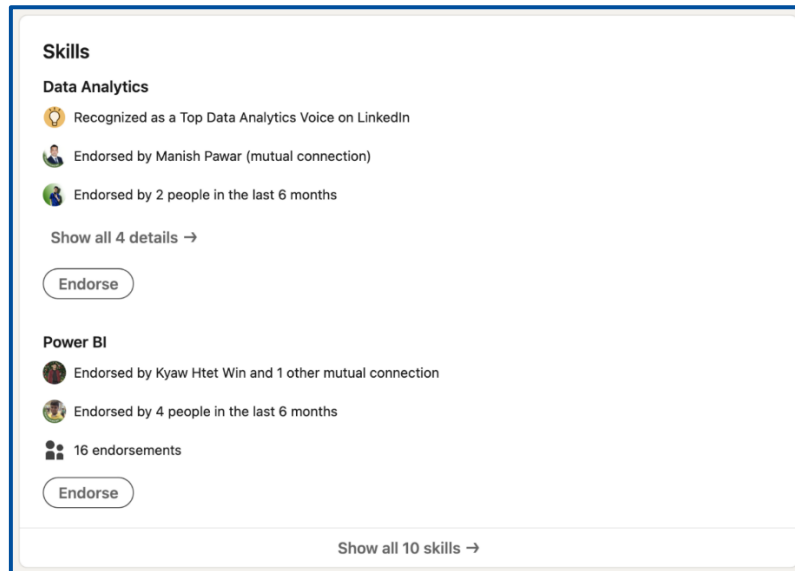
14. Recommendations

☐ Have you asked for and displayed recommendations from trusted connections?

Recommendations serve as testimonials to your professional capabilities. Request recommendations and offer to write them for others.

Recommendations   (Recommend Hemanand)

Received   Given

Madhusudhan Padmanaban · 2nd
HO DDMS Strategy and Project Office
March 26, 2023, Madhusudhan and Hemanand studied together

I have always known Hemanand as the "best in class" person in any topic that he is into. He is an all-rounder who tries to find solutions for problems by considering 360 degrees of the issue. Dedicated, Persistent, and Hardworking are other adjectives that one could use to describe him. His drive to create something valuable for the community is what has brought him where he is now. He is not only willing to accept challenges, but also is open-minded to hear proposals from others and keeps himself grounded.I highly recommend Hemanand to anyone who wants to be associated with him.

Alex Walker · 2nd
Vice President Supply Chain International at Edgewell Personal Care
February 6, 2023, Alex was senior to Hemanand but didn't manage Hemanand directly

Hemanand is a rare individual who combines huge emotional intelligence, self awareness and the ability to really understand very detailed data concepts to turn data into analytics, insights and action!

Hem joined us quite early in his career but I was blown away with his mindset (pure growth) as he was always looking to see how he could help the business, learn and grow.

If ever I had a challenging (stressful) day I would head to see what Hem was working on so that I could feel re-inspired and energised again....   ...see more

Show all 4 received →

Codebasics.io

15. Courses

☐ Have you showcased relevant courses?

> Demonstrates continuous learning and expertise in specific areas (Data Analytics). Include relevant courses with the institution and completion date.

16. Projects

☐ Have you highlighted key projects you've worked on?

Projects illustrate your practical experience and successes. Include the title, description, and achievements of relevant projects.

17. Languages

☐ Are your language skills listed?

Language skills can be a significant asset in global and diverse workplaces. List languages you are good at.

Post Regularly on LinkedIn

You need to talk about you projects and learnings regularly on LinkedIn. If you cannot post atleast write two meaningful comments on someone's post everyday.

Asking help on LinkedIn

You can reach out to professionals on LinkedIn to get your resume reviewed or even get referrals.

Refer to this template to increase your chances -> Template

Follow this Checklist:

❑ I have optimized my LinkedIn profile based on the checklist

❑ I know how to approach professionals on LinkedIn

❑ I am active on LinkedIn and post at least twice a week

❑ I at least make one meaningful comment a day

Codebasics.io