

Job Hunt



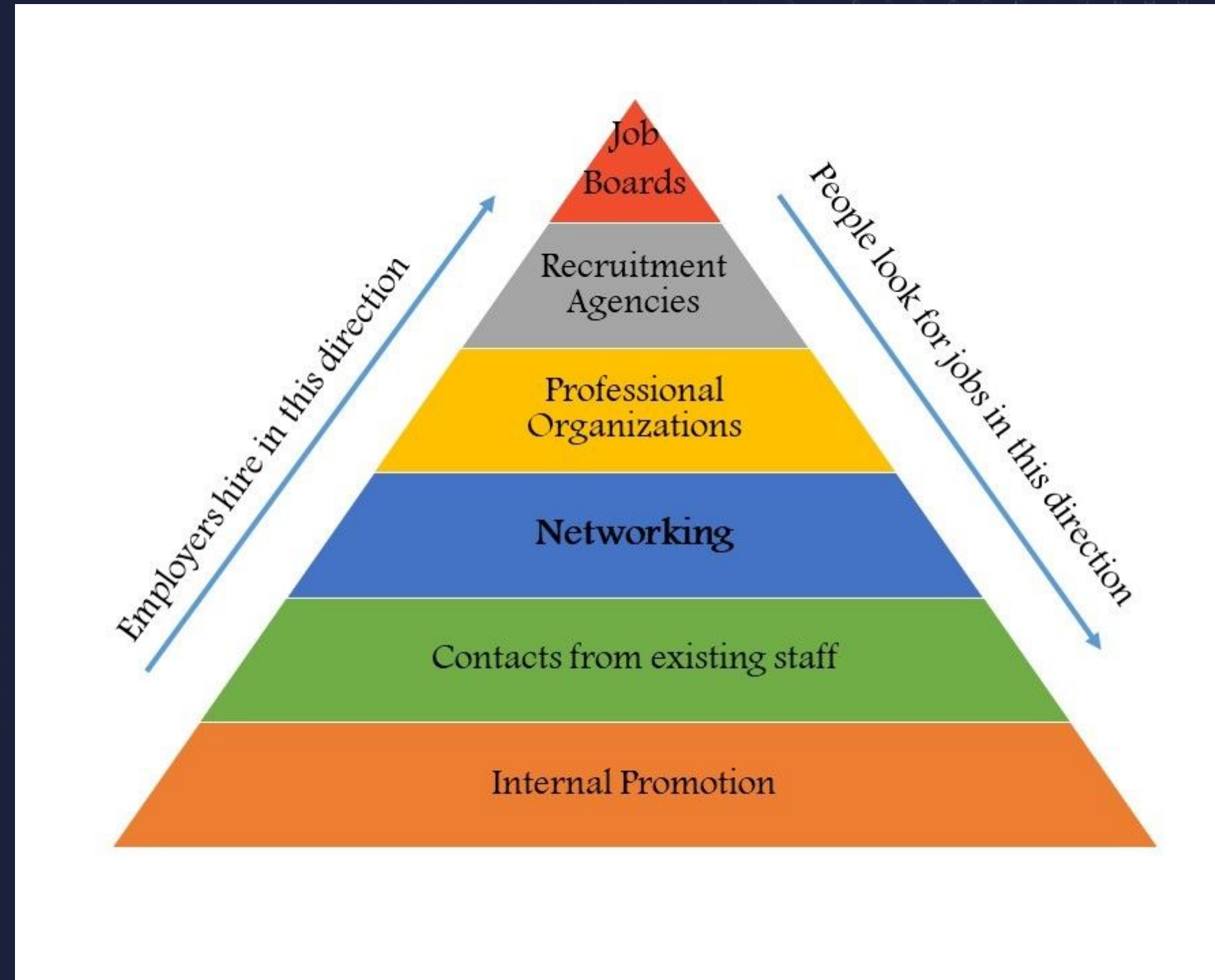
Agenda

- Job Hunting Strategies
- Job Search Pyramid
- LinkedIn Profile Optimization
- Do and Donts
- Utilizing Naukri and Other Job Portals

Job Hunting



Job Search Pyramid



Linkedin Profile Optimization

Getting Started- All Star Profile

- Professional Display Picture & Background Picture/ Banner
- Audio- Name/ Video Profile
- Headline (MBA/PGDM | ABBS | Previous Qualification | Ex-Org. (work exp. Or Internship)
- About Section (Summary)
- Profile Section (Education, Work Experience, Skill etc.)
- Endorsement
- Accomplishments
- Interests
- Contact Info



Have you ever rejected a candidate because of what you saw about them on a social networking site?

69%

Yes

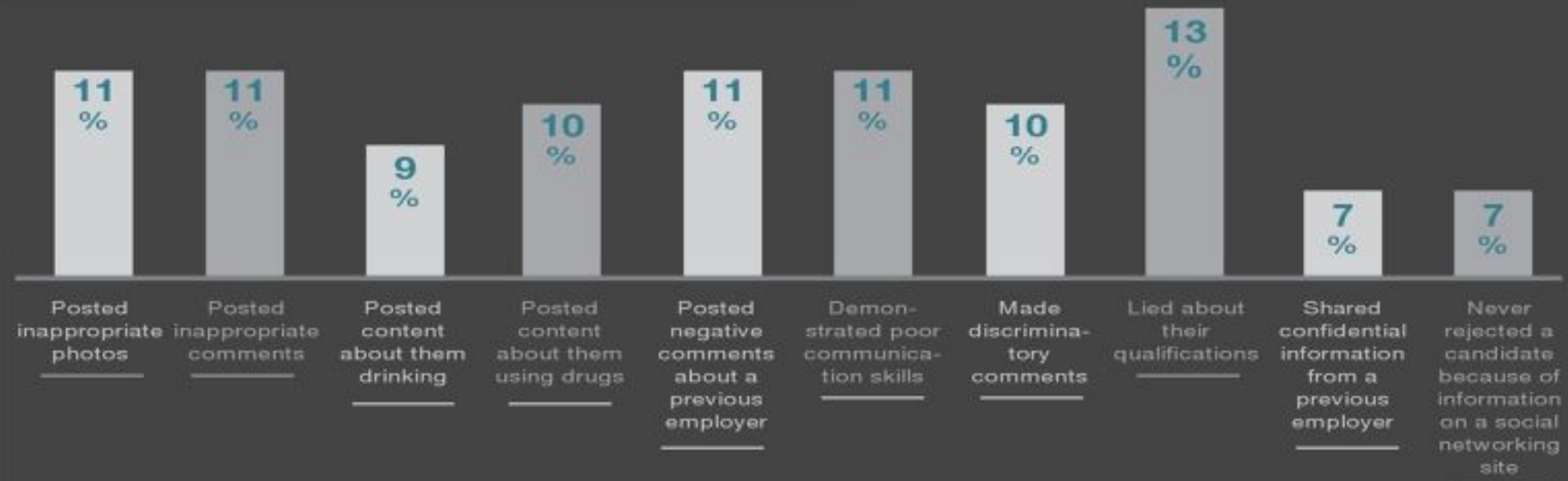
26%

No

5%

I don't use those sites to screen prospective employees

Why have you rejected those candidates?



Do's and Don't

**Your Views
on LinkedIn,
visible to
the world..**

What are your top recommendations for those who are starting a new job? ... see more

139 likes • 32 comments



Like



Comment



Share



... Learn to pamper ego of Bosses.
... see more

**Also,
When you view
a profile, the
person gets to
see it!**

← Who's Viewed Your Profile



11h

NEIL JAIN • 1st
CEO at TTPL

MESSAGE



14h

Veeraj Urs • 1st
Assistant Manager at Wipro Technologies

MESSAGE



1d

Mihir Shah • 2nd
Joint AVP at HDFC Asset Management Company Limit...
53 mutual connections

CONNECT



1d

Maj D P Singh • 1st
India's 1st Blade Runner ~ 1st amputee skydiver~ Change ...

MESSAGE

**Uploading
irrelevant
images
against status
updates**



CA Farheen

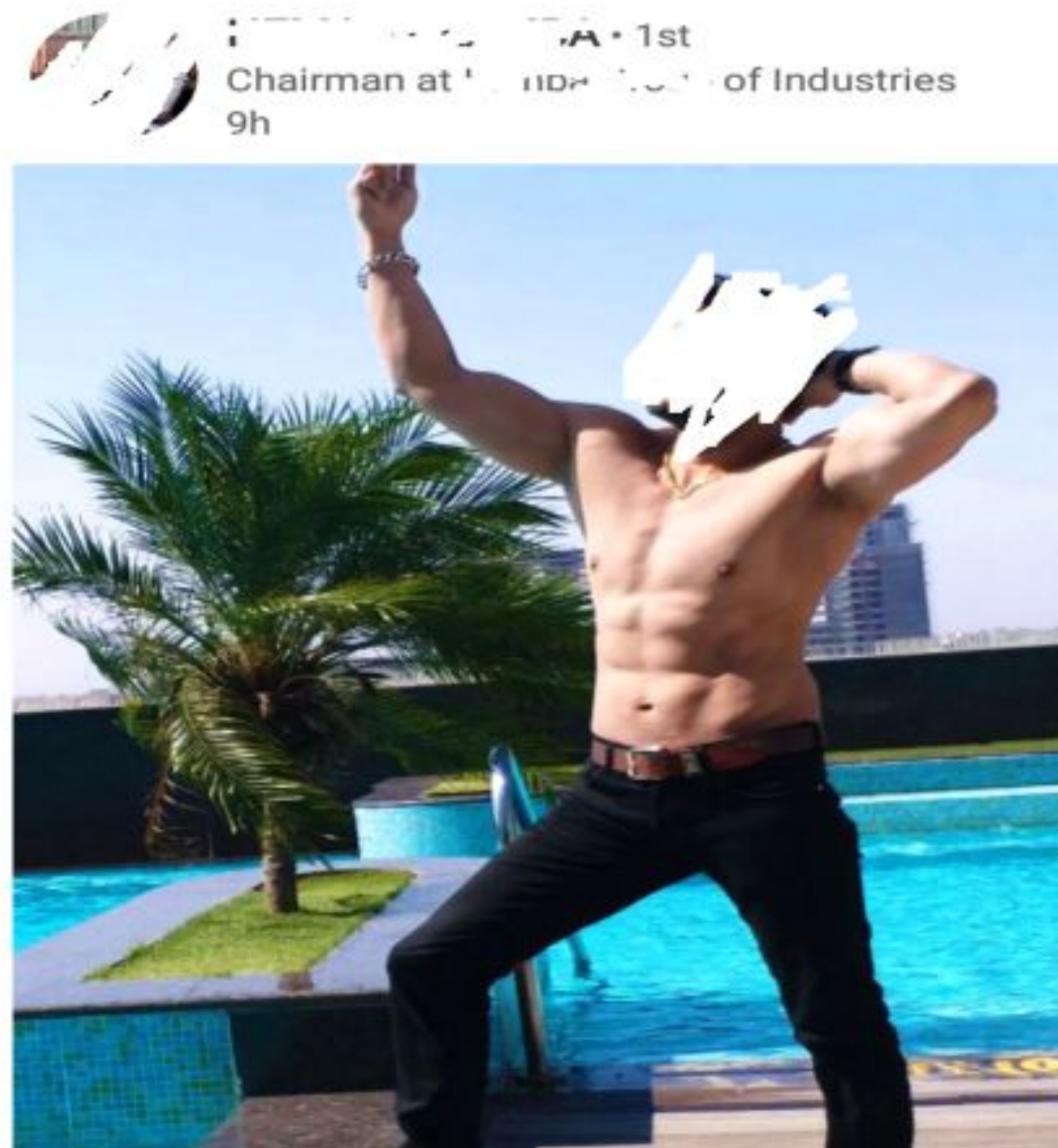
Founder and Chief Consultant at Farheen & Associates

1d

Yes I am thrilled to launch my online course. Distance is one thing which should not come in your way of learning. Let us connect online... see more



**Showcase
your talent
not your
packs!**



**Choose the
right
platform..**



**Not on a
professional
site!**



Customer specialist
2h

Update of my angel (tuktuk) she is doing much better walking and moving slowly. I will take her to vet tomorrow for antibiotics and bandage change. I am so happy that she is little pain free and willing to move steadily.



LINKEDIN PROFILE PICTURE

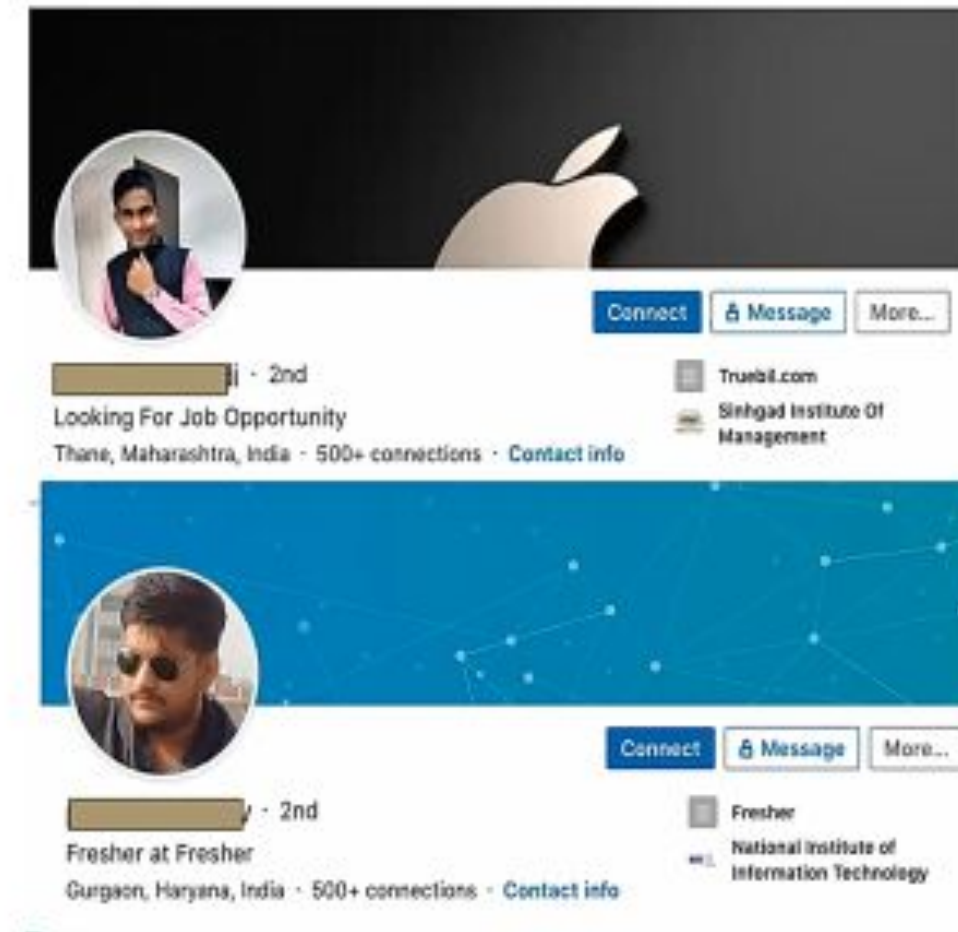
- No blurry pictures
- No far off pictures
- No casual pictures
- No logos
- No selfies, only headshots
- No cropped pictures



LINKEDIN HEADLINE -



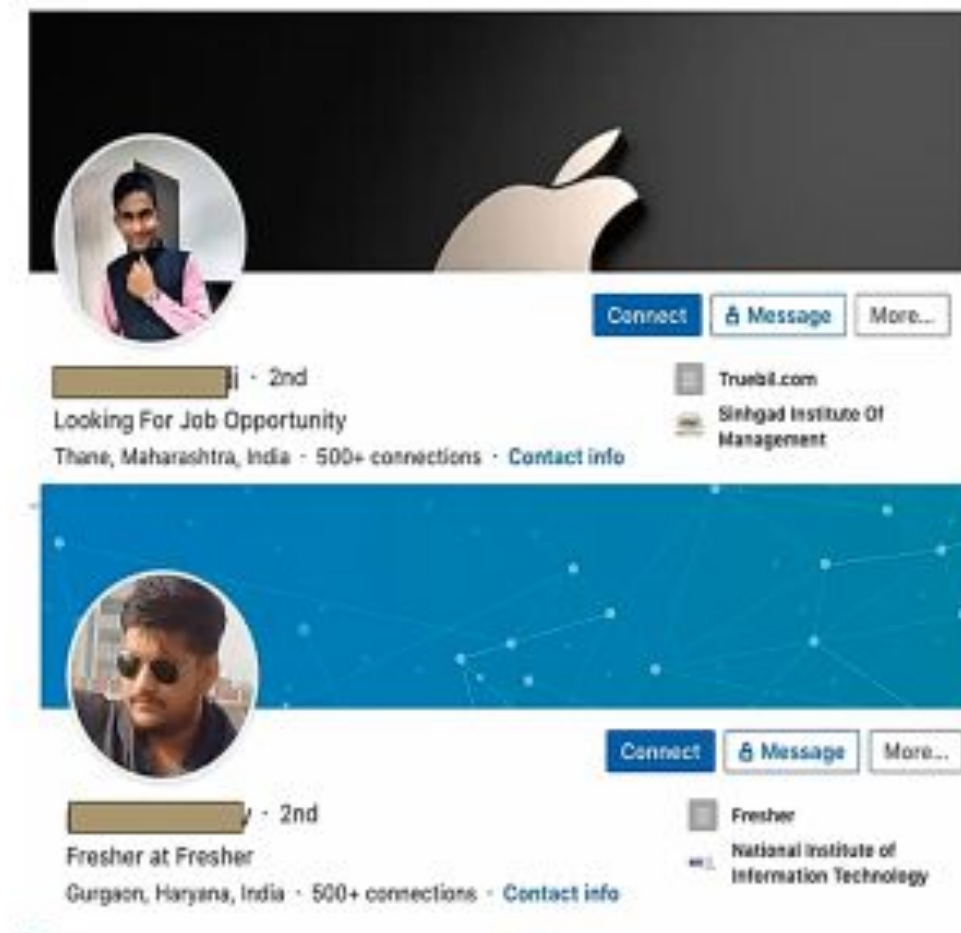
- Profile picture and headline are the most important
- Don't ask for a job, shows desperation
- Tell how you can help or summarize who you are
- Never leave it blank
- Keep changing it regularly till you find the right fit



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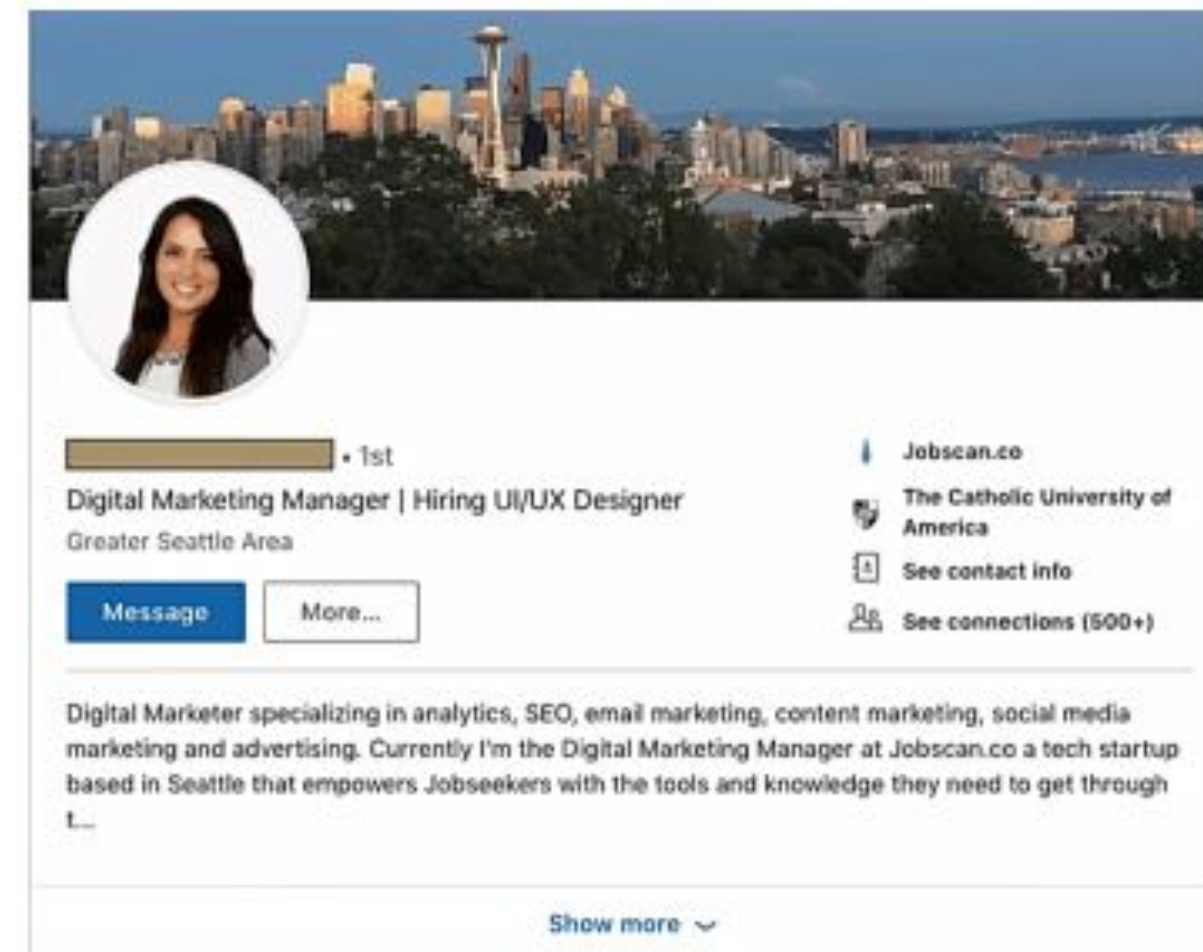
COVER PICTURE

- Keep it professional
- Let it showcase your personality
- 80% are still on the default LinkedIn image



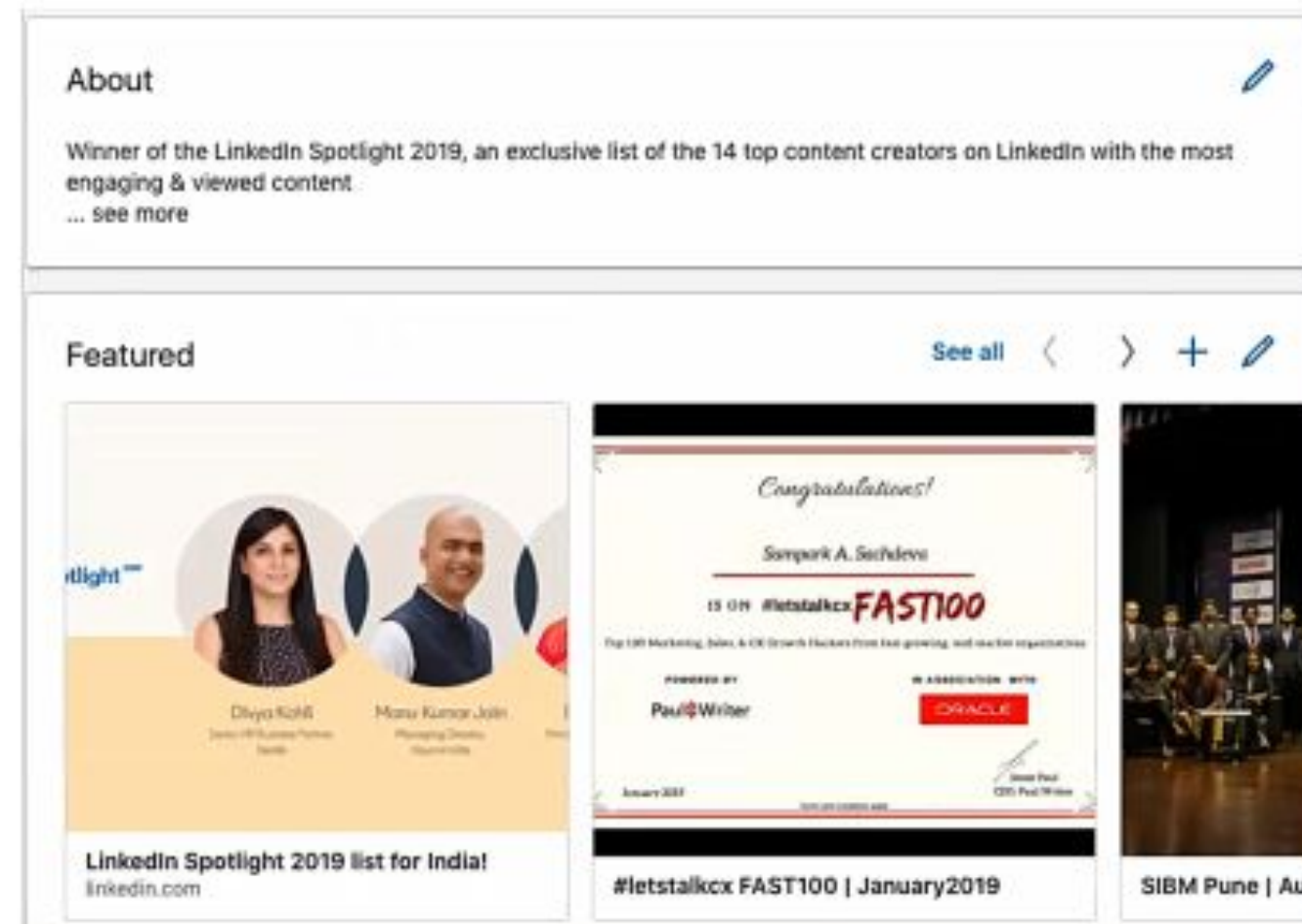
ABOUT SECTION OF THE PROFILE -

- Don't write in 3rd person, it is your profile not someone else's
- Catchy opening statement
- Use optimized search terms
- Inject some personality and add context to your story
- Brag about your accomplishments
- Utilize character limit as much as you can
- Good readability – short paragraphs/bullet points
- Don't go overboard with special characters/emojis
- Use a “call to action” at the end



FEATURED SECTION

- Very important – can make you stand out
- Top 5 achievements which define you
- Public speaking videos
- Winning awards
- Published articles
- Media coverage
- Photographs
- Internship certificates



BEST JOB PORTALS IN INDIA



Additional Resume Sections

6 Key Sections

1. Resume Header
2. Profile Statement/Resume Summary
3. Work Experience
4. Education
5. Skills & Certifications
6. Additional sections (optional)

Design Tips for Resume Layout and Formatting

- ❖ Margins
- ❖ Font Selection
- ❖ Consistency in Font
- ❖ Line Spacing
- ❖ Distinct Resume Header
- ❖ Dividing into Sections
- ❖ Bullet Points
- ❖ Resume Length
- ❖ Relevance
- ❖ Visual Appeal

Q & A



Ask your questions



▶ THANK YOU ◀