

How To Create A Strong

**Linkedin**

**Profile**

Complete Guide 🙏



**Surojit Mahato**

@thesurojitmahato

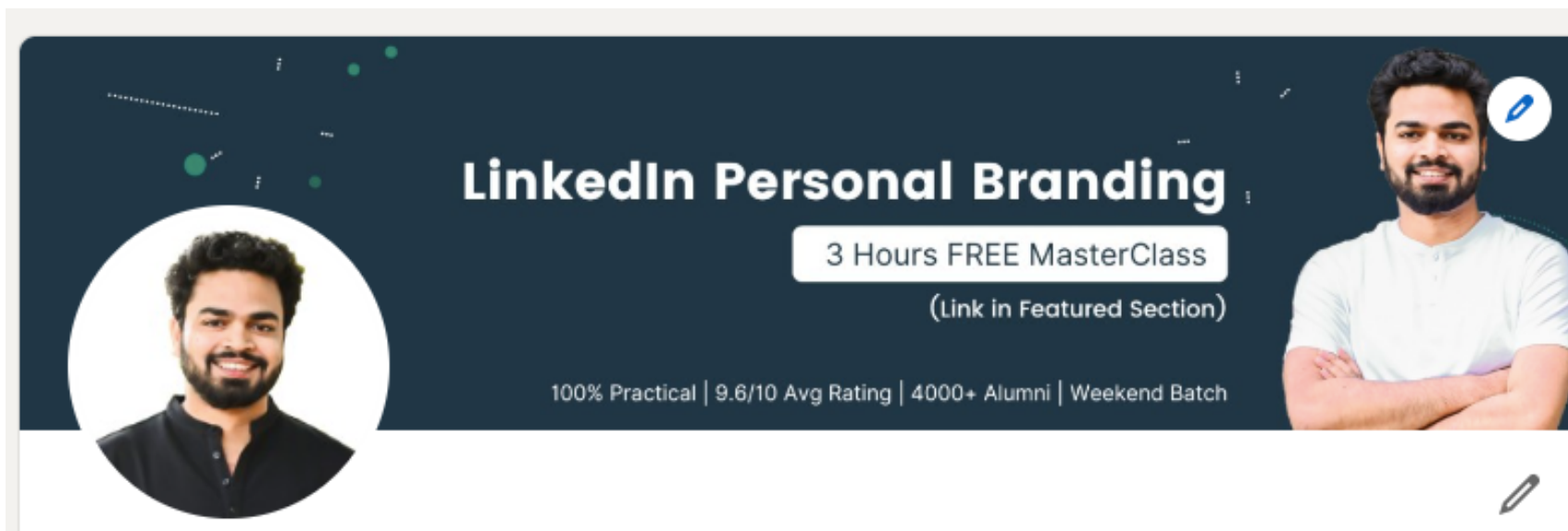
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# Sections of LinkedIn Profile

- Cover Photo
- Profile photo
- Headline
- Summary
- Job Experience
- Education
- Certification
- Skills
- Recommendation
- Publication

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# Cover Photo



Dimensions : 1584\*396

## How To Create?

Go to CANVA and search LinkedIn Cover Photo templates. Choose a one that suits your industry and add 5 to 7 words to clearly mention about your expertise

## Pro Tip:

Prefer dark background and white text. Add your name, photo, email id to make it personalized.

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# Profile Photo



Ideal Size : 400\*400

## Points to Remember :

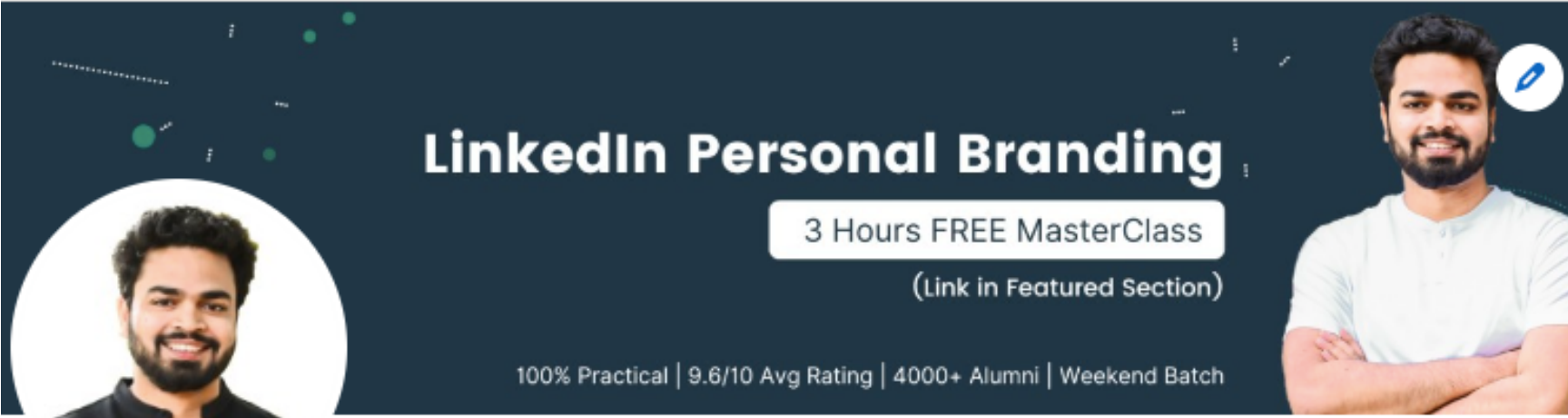
- 1 - Clean background is important.
- 2 - Dress should be in one colour.
- 3 - Look confident and direct eye contact
- 4 - Avoid selfies or hand on face.
- 5 - Prefer professional headshots

## Should You Hire a Photographer?

100% (If you can afford)



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# Headline



The banner features a dark blue background with a circular profile picture of Surojit Mahato on the left. The text 'LinkedIn Personal Branding' is prominently displayed in white. Below it, a white box contains '3 Hours FREE MasterClass' and '(Link in Featured Section)'. At the bottom, it states '100% Practical | 9.6/10 Avg Rating | 4000+ Alumni | Weekend Batch'. On the right, there is a larger photo of Surojit Mahato with his arms crossed. A small blue icon with a pencil is in the top right corner of the banner.

**Surojit Mahato**  
Digital Marketing Consultant & Trainer | LinkedIn Coach | Career Advisor | Personal Branding Strategist | Content Marketer | Blogger | Co-Founder@ GrowthDish Marketing | Telegram @surojitmahatofficial

 Growthdish  
 ICFAI Business School  
Mumbai

## What to write in Headline?

- Current Designation
- Areas of Expertise
- Relevant Skills
- Notable achievements

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# Profile Summary

## About

As far as I remember, I have always been a creative person.

In my childhood, I was fascinated with colors. I spent most of my time painting, sketching, and experimenting with ideas.

In college, I wrote poetry, random thoughts in my diary, and script for drama.

So, in 2014, when I graduated from Business School, I knew that I wanted something more than just a job. It had to be interesting, exciting and should give more to learn and grow.

I started my career in management research and worked as a research associate at ICFAI university for 2 years.


I Developed 27 Business Case studies on Marketing & Strategy, published in ICFAI Journal & The Case Centre, London. I also won the Oikos International Case Study competition in Switzerland, in 2015 and was mentioned in The Hindu.


## What to write in about section?


- Write a good story about your professional life
- Start from childhood/school/college
- Have chronology in your story
- Talk about failure and success
- Add numbers to quantify
- Add a personal touch


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# Work Experience

**Experience** + 

**Co-Founder**  
Growthdish  
Jun 2019 - Present · 3 yrs 5 mos  
  
Building a niche digital marketing training ground for beginners. Focussed on helping people who want to understand online marketing from scratch and get hands-on experience. Created 100% Pract ...see more

**Corporate Trainer - Advanced Digital Marketing & Social Media**  
Vertex Global Services  
Sep 2020 - Nov 2020 · 3 mos  
Gurugram, Haryana, India

**Senior Digital Marketing Manager**  
Way2Online · Full-time  
Jan 2019 - Dec 2019 · 1 yr  
Hyderabad Area, India

## What to write in work experience?

- What you have done in specific job roles
- Your achievements
- Attach photos if relevant
- Write in bullet points
- Keep it short and crisp


# Recommendations

## Recommendations


Show all pending →

+  
✎

ReceivedGiven



**Trishi Sharma** · 1st  
LinkedIn Coach | SEO | Digital Marketing | 1:1 session for Job Interview, Career development | Public Speaker | Ex-Eli Lilly | Ex-Roche | Ex-Novartis  
June 21, 2022, Trishi worked with Surojit on the same team  
  
Surojit is expert at guiding for the LinkedIn growth strategy. You can master Digital Marketing skills in his live Digital Marketing workshop. This workshop is different from the other online courses available as this includes live sessions along with the real time projects. You get the hands on experience along with learning about the Digital Marketing skills.  
...see more



**Jennifer Yedidi** · 1st  
Operations Manager | Ecommerce | Digital Marketing | Retail Management  
February 11, 2022, Jennifer reported directly to Surojit  
  
Most of you know Surojit as a digital marketing coach/influencer well known for his motivational writings and viral digital marketing content on LinkedIn but what it doesn't giveaway is the selfless and humble human being that he is.  
...see more

## How to get recommendations?

- 1st you write recommendations to people
- Then ask them to write back
- Follow up
- If you have clients, make it a priority
- 5 to 7 recommendations are enough



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# Tool To Check Your Profile Score

## Resume Worded

[www.resumeworded.com](http://www.resumeworded.com)

The screenshot displays the Resume Worded website interface. On the left, a dark blue sidebar contains the text "RESUME WORDED" at the top. The main content area has a dark blue background with the heading "Improve your resume and LinkedIn profile" in white. Below this, a paragraph states: "Designed by top recruiters, our AI-powered platform instantly gives you tailored feedback on your resume and LinkedIn profile. Land 5x more interviews, opportunities and job offers." At the bottom of this section are two buttons: "Get started for free >>" in a green box and "See preview v" in a dark blue box. On the right, a white panel shows a resume analysis results. It features a large orange circle with the number "78" and the text "Overall Score". Below this is a "BREAKDOWN" section with a sub-section "IMPACT" showing "100/100" and "EXCELLENT" in a green box. Further down, a green circle displays "100" with "Impact Score" below it. To the right of this are three rows of feedback, each with a green checkmark and a label: "Qua", "Stro", and "No s".

# Find This Helpful?



**Got Questions ?  
Comment Below !!**

