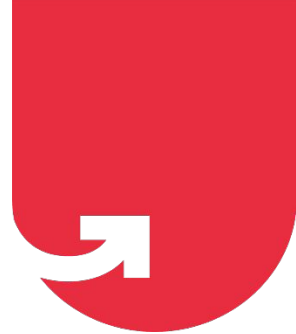




upGrad

Raho Ambitious



SGC Coaching:

Articulate your Journey | Activate Your Vigour | Accelerate Mutual Growth

*JumpStart to an engaging session with
your group!*

Focussed teaching–(20 mins)

Attract the target recruiters with effective resume



Personalised Feedback–(70 mins)

Create effective resume/ profile & improve targeting

Provide personalized feedback

Your career choices are influenced by:

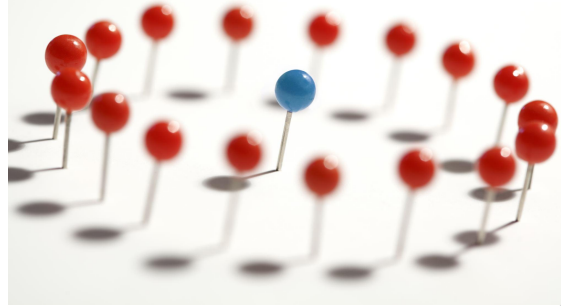
- Who are you as a person (personality, values, interests, natural strength)?
- Career life-stage led key aspirations and growth opportunities.
- What experiential learning you gathered beyond tools & techniques

Pick Your next option through:

- Creating your own brand with right messaging.
- Highlighting relevant achievements/accolades
- Build your own network

Steer your career through effective development plan

Strength/ Boosters



Barriers/ challenges



Build development plan

- Build your credentials
- Highlight boosters



Your Career aspiration



Enhance Your Resume Building Skills: Build your Brand Purposefully.

How To Build Impressive Resume/LinkedIn Profile

- Executive summary highlighting critical skills and strategic function within the organization, to showcase value additions.
- What should it contain? Ask yourself these questions:
 - If I could tell a hiring panel just three things about myself, what would they be?
 - What career achievements am I most proud of?
 - What are my areas of expertise?
 - What are my most valuable intangible traits (e.g. pragmatic, relentless, entrepreneurial)?
 - What would I like to achieve next?
 - What unique skills, traits, or experiences do I bring to the table?



- Opening Title: Current Role, highlighting what is your critical function in the organization.
- Executive Summary: Keep it crisp and engaging for the recruiters to run through your entire profile.
- Body
 - Work experience: Most recent experience at the top.
 - Highlight key projects and achievements in each of your experience to draw attention.
 - State the tangible facts to substantiate your claims.
 - Publications: Share links of your published whitepapers, journals, blogs
 - Education/ Certification: Start from most recent education
 - Add it before work- experience only if it adds significant relevance to your profile
 - Adding details on capstone/internship project is useful.
 - Language skills could be a good value-add.
 - Personal Details: Include the relevant details only including your topic of interests.



Show your achievements tangibly.

- *“Grew net revenue by 23% in just six months.”*
- *“Reduced IT infrastructure overhead by 40% by transitioning from company-leased data centers to a public cloud.”*
- *“Restructured customer success function, resulting in 30% increase in revenue and 74% decrease in client attrition.”*
- *“Designed and implemented new data processing program for 200-member marketing division at XYZ Corp. that saved more than \$2 million in consulting fees over a 5-year period.”*



What do the Recruiters Look For while Shortlisting?

Survey findings

- **40%** : Focusing on skills relevant to the job offered
- **36%** : Highlighting universally desired skills such as analytical skills, teamwork and leadership help a resume stand out.
- **35%** : recruiters advise including skills that add value to the position applied for.
- **26%** : Researching profiles of professionals working in the same job applied provides better idea.
- **21%** : Adding statistics and numbers to skills to substantiate them and show measurable results
- **20%**: of recruiters give more weightage to adaptability.

Types of Projects to Showcase

- Leadership and Executive Presence
- Technical skills and Research Mindset
- Job Competency

How These Help In Improving Your Job Hit Rate?

- It demonstrates leadership skills and initiative.
- It demonstrates a proven track record of success.
- It allows potential employers to mentally insert you into a position that requires a similar skill set.

Increase Precision To Highlight Potential

- Add measurable parameters to substantiate the success in projects.
- Do not exceed your description beyond 2-3 lines.

Professional Summary- Example

12+ years of experience in Pricing and Marketing Analytics, spanning across roles including business consulting, as subject matter expert, as project and people manager. Skilled in delivering statistical analysis and providing business insights to global CPG clients.

Experience Summary- Example

Trade Specialist

Company Name

Dates Employed

Employment Duration

Location

Plan in conjunction with Head of Trade Marketing, Sales Team the merchandising , distribution and pricing strategy for the Fiscal. Pre & post promotion deep dives through ROI calculations , Consumer behaviour & other data readings when applicable. Consult with other functions internally and externally as necessary to gain information & insights about the competition and making recommendations basis thorough evaluations

Senior Consultant Knowledge Centre, Thought Leadership

Company Name...

Responsible for qualitative and quantitative research activities in support of the Thought Leadership business area. Research focuses on the development of new insights, products and solutions in the "positive impact space," - 'the intentional linking of social and economic opportunities to deliver greater value.

Also involved in ongoing research to identify the drivers of best practice Balanced Scorecard implementations and to further evolve the concept and methodology.

A further key focus area is providing analytical support to XYZ's global marketing efforts - focused on the use of digital vehicle

Create your resume using the layouts from:

- <https://www.canva.com/create/resumes/>
- [Graphicriver.net: elegant-resume](#)

Value of endorsements

- It may not establish your skills fully well, but a curated set of endorsements on top of profile will help the recruiters reach out to you easily.
- Irrelevant endorsements must be removed from the list.
- A lack of endorsements might make viewers skeptical about your social media presence as well as any skill sets you claim on your profile
- Combined with recommendations, a large amount of endorsements will help you establish your reputation as an industry SME.

How to enhance the relevance of endorsements

- Reorder top skills as your preferred ones and remove the ones which distract the viewer
- Personalized Emails to your network so as to build your endorsement for preferred skills.

Recommendations

- Detailed recommendations from your co-workers/ seniors speak volumes of your skillsets and perceived value in your organizations.
- Send personalized message to your network to request for a recommendation which enhances your profile and emphasis on your professional relationship with the person.
- Return the favour by writing a recommendation about them, especially in case of peers



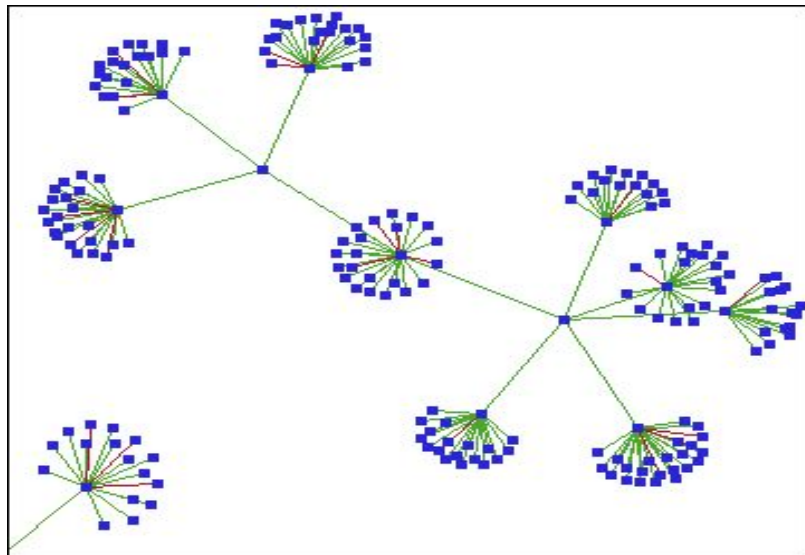
LinkedIn: Most recommended professional Network

Spend time judiciously and smartly on LinkedIn, and it has high potential to make you land at your preferred job or role.

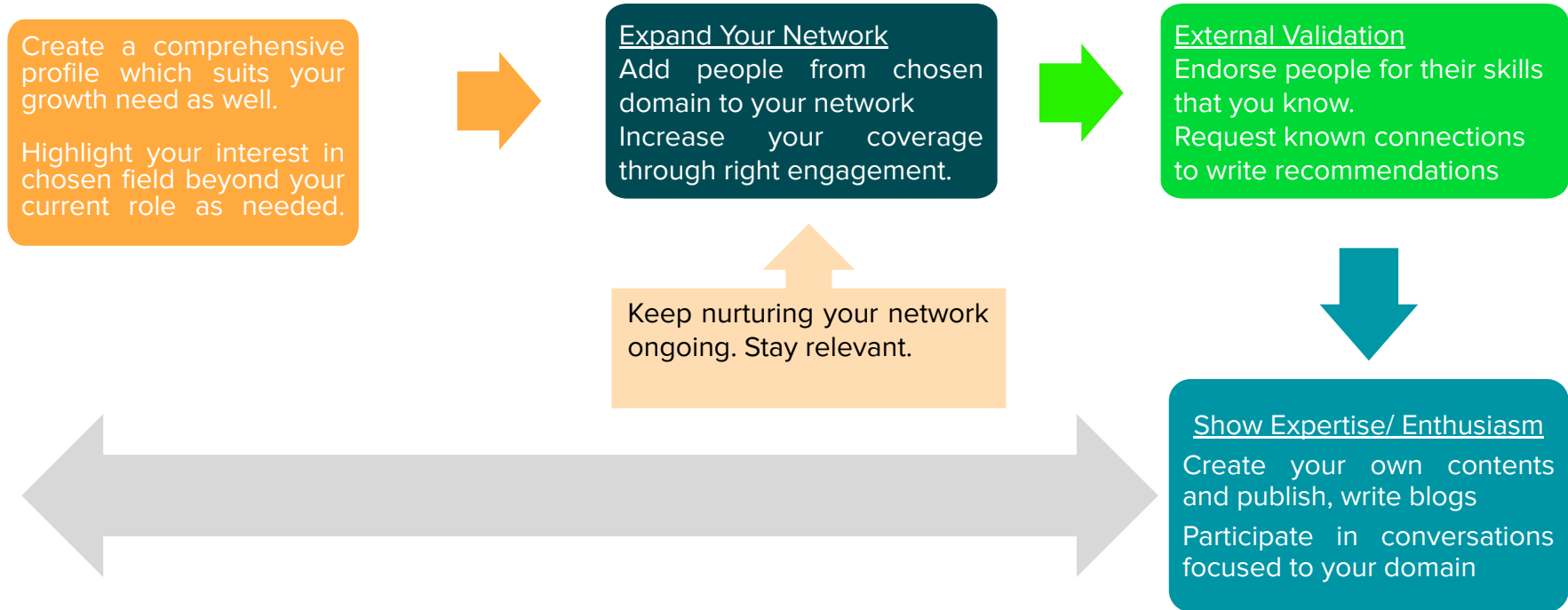
Curate each item and your network to build your credentials in chosen field.

Power of Targeted Networking

- Connect with industry SMEs/ domain experts to increase your weightage of influence in network.
- Review your network to ensure that it is gravitating towards the relevant industry professionals and not randomly distributed including all contacts.
- Connect to the professional communities with common interest areas, e.g. Machine Learning and Data Science to build professional presence.



Leverage LinkedIn to Boost Your Brand

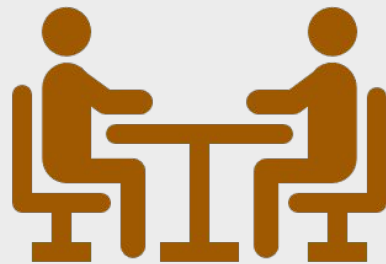


Things to remember:

- Your profile needs to stay updated and reviewed periodically to keep abreast of changes.
- Your network must include the right set of people to attract attention where needed.
- Exhibit your executive presence in all your feeds/ responses to empower your brand image.
- Job search on periodic basis helps you stay informed of the in-demand skills.

- Activity:

- Group of 2
- Share your LinkedIn Profiles & Resumes
- What is their impression about you? Ask them to share candidly.
- Individual feedback
 - How to club similar projects to strengthen the experience.
 - Adding more of different project examples will showcase the variety of problems and solutions.
 - Crispness of Resume (How to compress to 1 page) and highlight relevant skills.



Resume/ LinkedIn Feedback

- Continue with the resume reviews
- Review the updated profiles/ resumes with stringent feedback on tangible highlights and linkage with business outcomes
 - Assert the importance of professional summary
 - Skill endorsements
 - Words like Solid background, Champion without providing tangible examples would not help.
- Discuss peer feedback to keep the communication open and learn from each other.
- How it is going to enable them keep track of their progress and achieve aspirations.