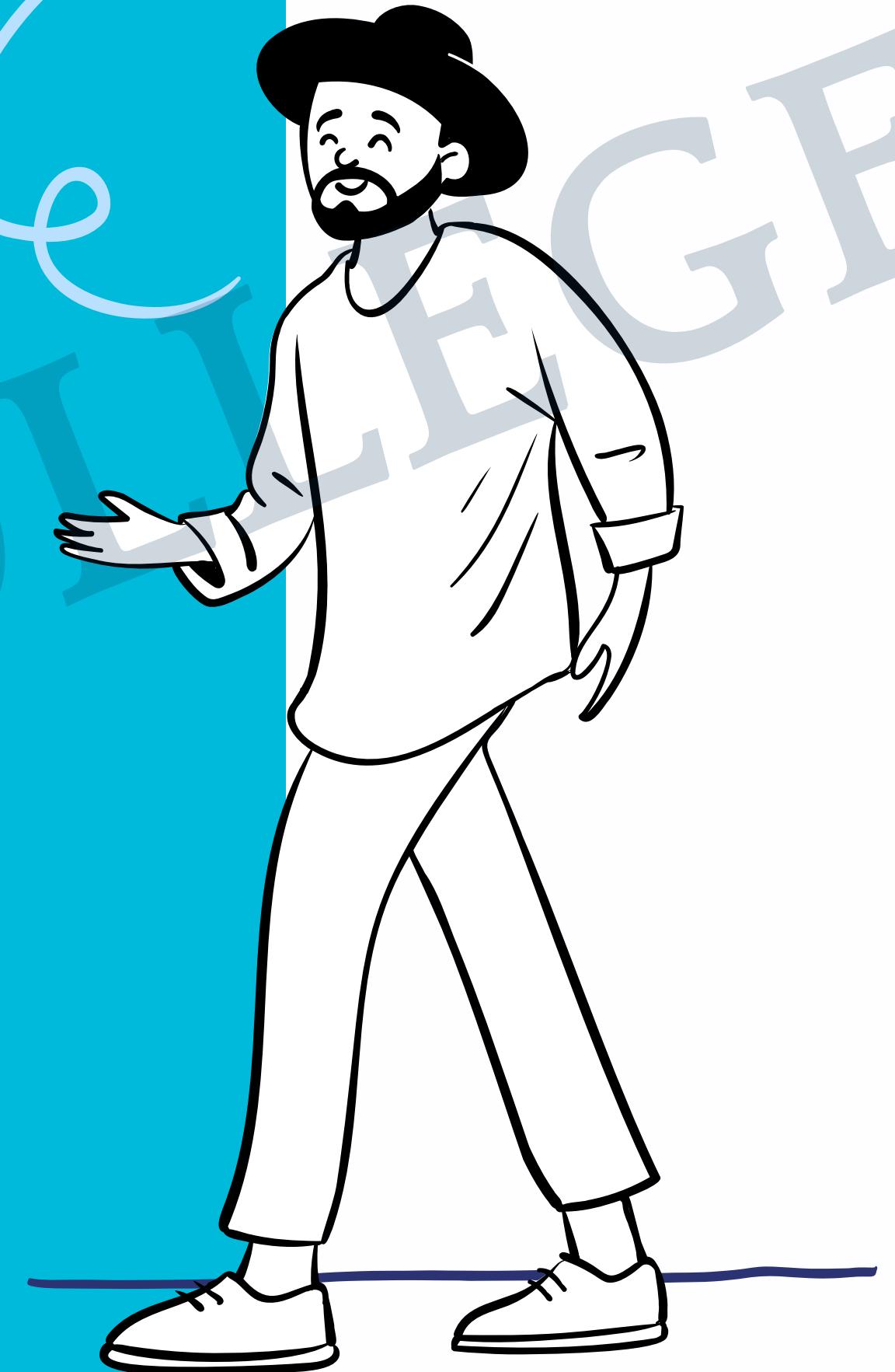


How LinkedIn can help you grow?

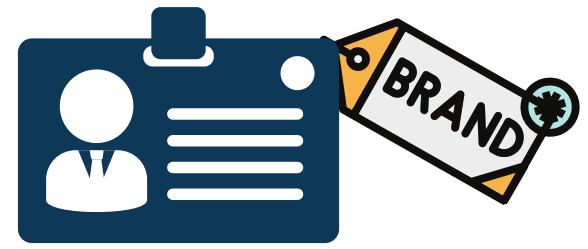
by Aman Dhattarwal



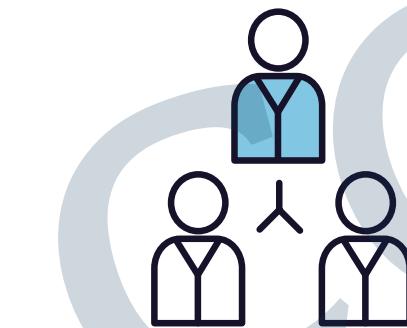
roshanip0614@gmail.com



It helps us build our
Personal Branding



It helps us build our network.
Right connections/posts can
teach us a lot about our
career/industry/opportunities



It helps you tell the story of
your career journey.



It's all about Personal Branding



01

The LinkedIn profile page is the foundation for your personal branding

02

When we neglect personal branding, we don't just sell ourselves short – we also miss a big opportunity from a marketing perspective

03

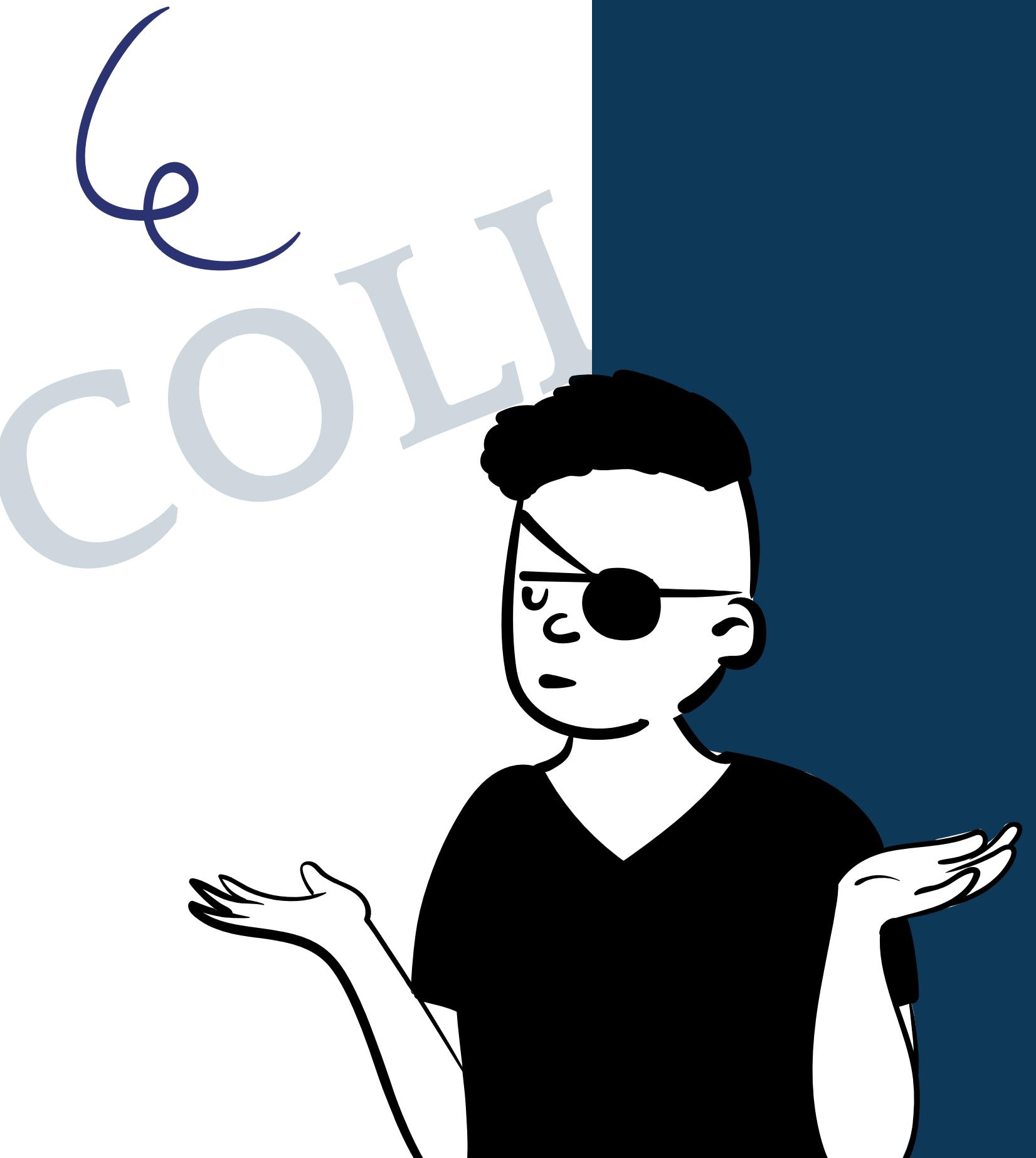
The impact of employees who share content is huge. And the most effective employee sharers are those who've built their personal brand on LinkedIn.



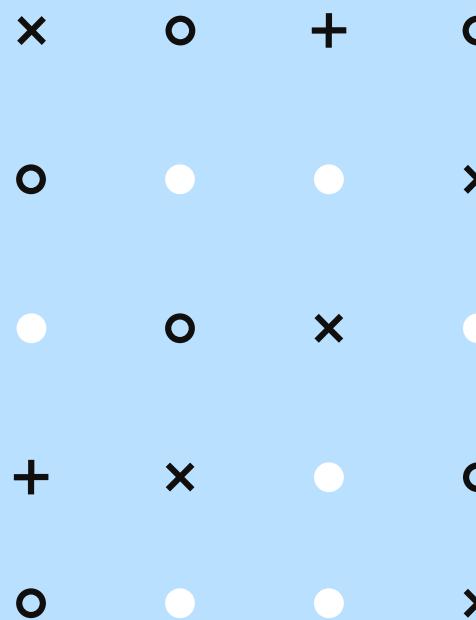
What is Personal Branding?

Personal branding is what other people think of you when you are not in the room.

At online platforms, it is what people think of you when they see your profile for the first time.



Initial steps



Step 1

Login & Setup your LinkedIn Profile

Step 2

Set the privacy & account settings as per your convenience.

Step 3

Complete your profile information - Education/Skills etc

The screenshot shows a LinkedIn profile for Aman Dhattarwal. At the top, there is a large circular profile picture of Aman, a young man with dark hair and glasses, wearing a purple shirt. Below the picture, his name "AMAN DHATTARWAL" is displayed with a gold "in" icon. A blue banner across the profile states: "Young TEDx speaker and #1 Online JEE Educator | Founder of 5 YouTube Channels with 2.5 million young hustlers." His location is listed as "South Delhi, Delhi, India". Below this, there are links for "500+ connections" and "Contact info". To the right of the profile picture, there is a blue button labeled "Add profile section ▾" and a "More..." button with a pencil icon. Further down, there is a red circular logo for "Netaji Subhas Institute of Technology" and another pencil icon. The background of the profile page features a photograph of Aman speaking into a microphone at a TEDx event, with a large audience visible in the background.

roshaniip0614@gmail.com



Showcase who you are

Videos

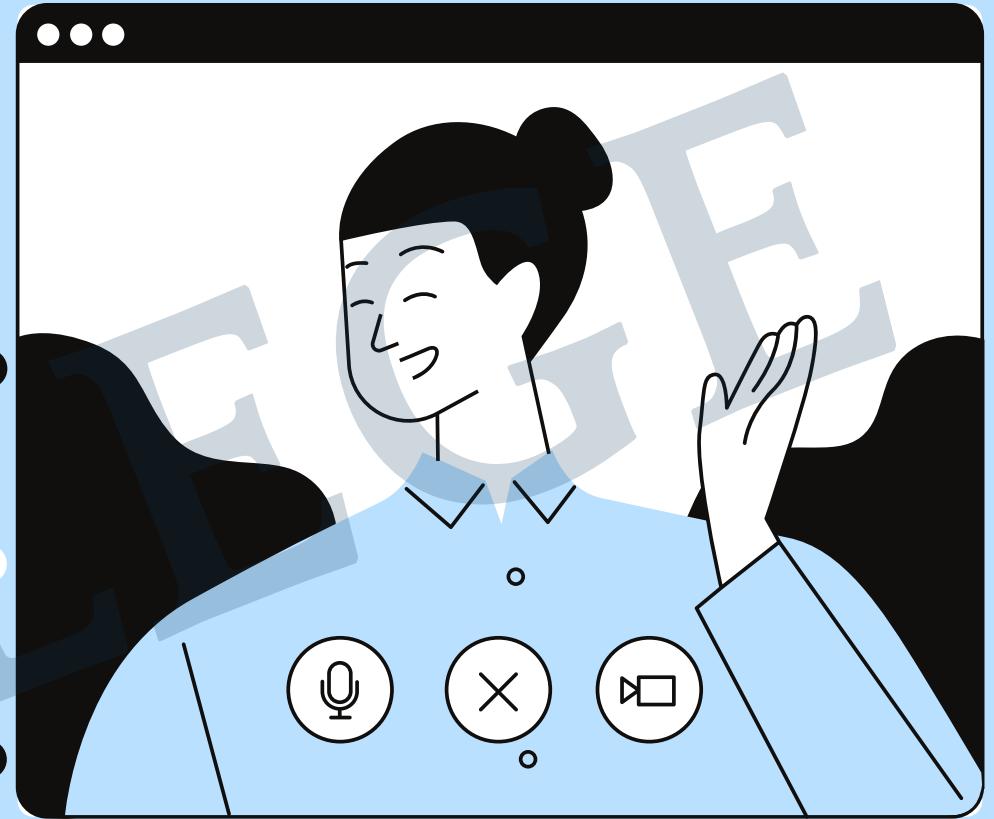
You can share/create educational videos.

Blogs

You can share/create interesting blog about recent technologies, a project you are working on etc

Projects

Any project you are working on



Story+Feel

Your Profile should tell your story

Telling story is the best way to connect to someone. They always stick longer in our memory.

Its about how you make them feel

Your posts should help your connections grow. They will always remember how you made them feel.



Uncover your Brand

ask others to contribute to your brand

x o +
o . x
o x +
+ x o
o .



05

Ask your team members

What words would you use to describe the work I do ?

Ask your mentor/manager

What are the top 2-3 words describe the experience I created for you?

Ask your friends

What can you count on me for

roshani0614@gmail.com

roshanip0614@gmail.com

PROFILE PICTURE



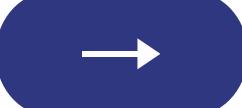
36X more messages
12 times more visibility

- ◁◁◁ Profile pic should not be blank
- ◁◁◁ Simple plain /blurred background
- ◁◁◁ Do not add group pic/ pets in the Profile picture
- ◁◁◁ Avoid headphones/shades
- ◁◁◁ A nice smile is all you need



LinkedIn Headline

- Should be unique/customised
 - Add industry keywords
 - Should define your role



Before Internship Examples

- BITS Pilani, Software Engineer in making
- IIT Madras, Coding/Development Enthusiast
- Engineering student, SIH(Smart India Hackathon) Runner Up
- Java DSA, 5 Times Hackathon Winner, B-tech student
- 9+CGPA / Java / Data Structures & Algorithms / student at xyz
- 3 Star Coder/Rating at Codechef/ HackerRank/ HackerEarth/ LeetCode/ Codeforces
- Aspiring software engineer seeking an Internship

- **Adobe Intern, BITS Pilani, Software Engineer in making**
- **ABC Intern, IIT Madras, Coding/Development Enthusiast**
- **Intern at Uber, Engineering student, SIH(Smart India Hackathon) Runner Up**
- **Ex-Intern at Accenture, Java DSA, 5 Times Hackathon Winner, B-tech student**
- **Upcoming Intern at ABC, 9+CGPA / Java / Data Structures & Algorithms / student at xyz**
- **ReactJS Developer, Aspiring software engineer seeking an Internship**

Correct

Software Developer, Adobe

Incorrect

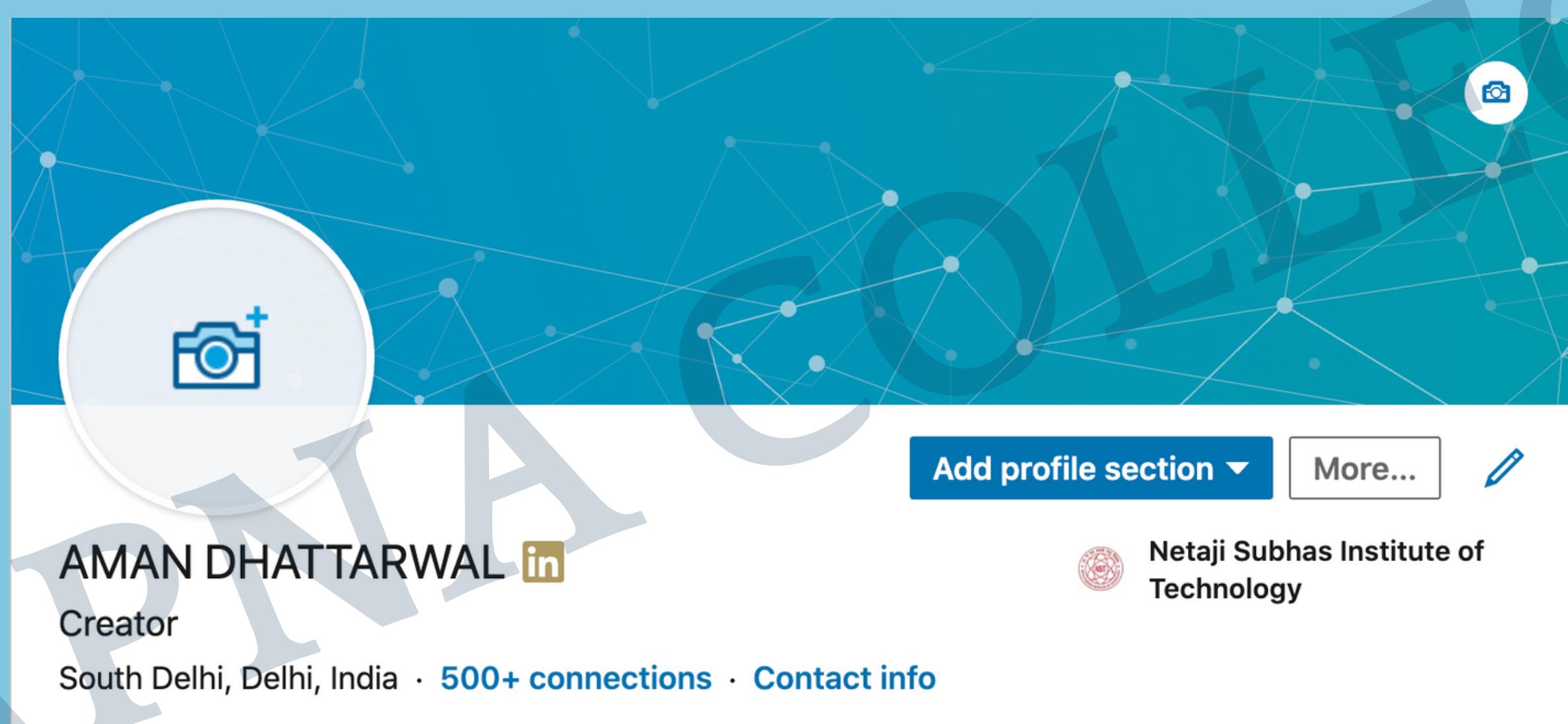
**Love Coding
Adobe**

APNA COLLEGE

roshnip0614@gmail.com

Let's learn from an example-

Noob



roshaniip0614@gmail.com

roshanip0614@gmail.com

Amateur

Aman Dhattarwal

Add profile section ▾ More...

AMAN DHATTARWAL

YouTube (2M+), TedX Speaker, Founder of Apni Kaksha, #1
IIT JEE Educator at Unacademy Coordinator at JaipurFootUSA

Netaji Subhas Institute of Technology

Good

AMAN DHATTARWAL

Young TEDx speaker who loves to teach Physics. Five YouTube Channel with 2.5Million strong members.

South Delhi, Delhi, India · 500+ connections · Contact info

Add profile section ▾ More...

Netaji Subhas Institute of Technology

roshaniip0614@gmail.com

Pro

AMAN DHATTARWAL

Young TEDx speaker and #1 Online JEE Educator | Founder of 5 YouTube Channels with 2.5 million young hustlers.

South Delhi, Delhi, India · [500+ connections](#) · [Contact info](#)

Add profile section ▾ More...

[Netaji Subhas Institute of Technology](#)

roshaniip0614@gmail.com

AMAN DHATTARWAL

Founder of ApniKaksha & Apna College | 20 times TEDx Speaker | 8 Million+ strong family | 99 Seminars | Learner and Physics Teacher

South Delhi, Delhi, India · [Contact info](#)

217,703 followers · 500+ connections

roshanip0614@gmail.com

"About" Section

APNA COVERAGE

the "About" section
of LinkedIn

1. Your years of experience in your current field
2. A list of your hard skills, tools you've used, programming frameworks, etc.
3. Your current job title
4. What you've excelled at, any relevant accomplishments
5. What you're passionate about
6. What kind of role you're looking for (if you're openly looking for a new job, of course)

Do's

- Mention numbers, facts, be specific
- Insert bullet points wherever you can, structured
- Sum it up in 3-5 paragraphs

Don't

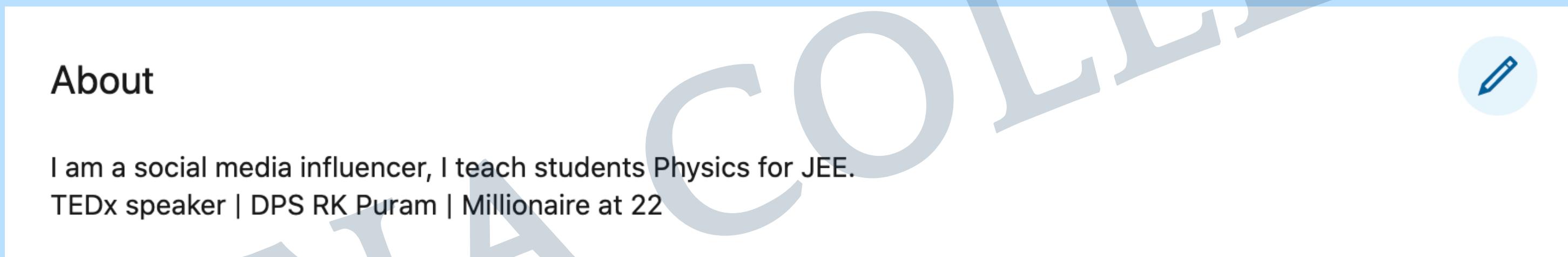
- Very long paragraphs about your life journey, education and experience etc
- Very short 1-2 lines
- Generic copy paste lines

For example:

Amateur Profile Summary : 1/5

About

I am a social media influencer, I teach students Physics for JEE.
TEDx speaker | DPS RK Puram | Millionaire at 22



Okay

About

I help students across India find their right career path. I have been a guest speaker at 22 Colleges including Top IITs, BITS Pilani, IIIT's, NIT's, SRCC, Jadavpur University etc.

I am the #1 Educator of JEE on India's biggest online platform and I believe that everyone has the right to quality education and with the help of my social media platforms, I have helped millions of students find their path to success in the last 5 years.

In the next few decades, India will rise as the leader of the world with the maximum young workforce, but for this, we need some good pilots who can take us through this.

I help these young hustlers find their true potential so that they can fly us to victory.

roshnip0614@gmail.com

Good

About

I help students across India find their right career path. I have been a guest speaker at 22 Colleges including Top IITs, BITS Pilani, IIIT's, NIT's, SRCC, Jadavpur University etc.

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I help these young hustlers find their true potential so that they can fly us to victory.

When I am not working I usually spend my time playing with my pet dog 'Dobby'.

Alphait

About

Teacher by Choice and Entrepreneur by Chance.

Last 7 years have given us love from 8 Million+ students on our YouTube Channels. Any student can watch & learn from our lectures. Have got the opportunity to be a Guest Speaker in 99 of India's Top Colleges/Universities like IIT Delhi, IIT Bombay, DU, BITS Pilani, Jadavpur and many more.

Apna College is now India's fastest growing channel for College students who love coding.
We love to teach and help students across India find their right career path.

In the next few decades, India will rise as the leader of the world with the maximum young workforce, but for this, we need some good pilots who can take us through this.

I help these young hustlers find their true potential so that they can fly India to victory.

Along with this love for animals & learning is constant.

roshnip0614@gmail.com

Case Study : Front End Developer

About

To work in a competitive and challenging environment where I would get ample opportunities to utilize my skills and there by enhance them up to the extent so that I can endure in competitive world and achieve high career growth through continuous process of learning and become a successful professional.

Case Study : Front End Developer

About

I enjoy building awesome software that solves practical problems. I work with Figma, HTML5, CSS3, JavaScript, React, Bootstrap etc.

And I also have an interest in Blockchain and web 3.0!

Case Study : Front End Developer

About

I am experienced in Flutter for developing hybrid Mobile Application(1 internship at Ercess Incorpation.).

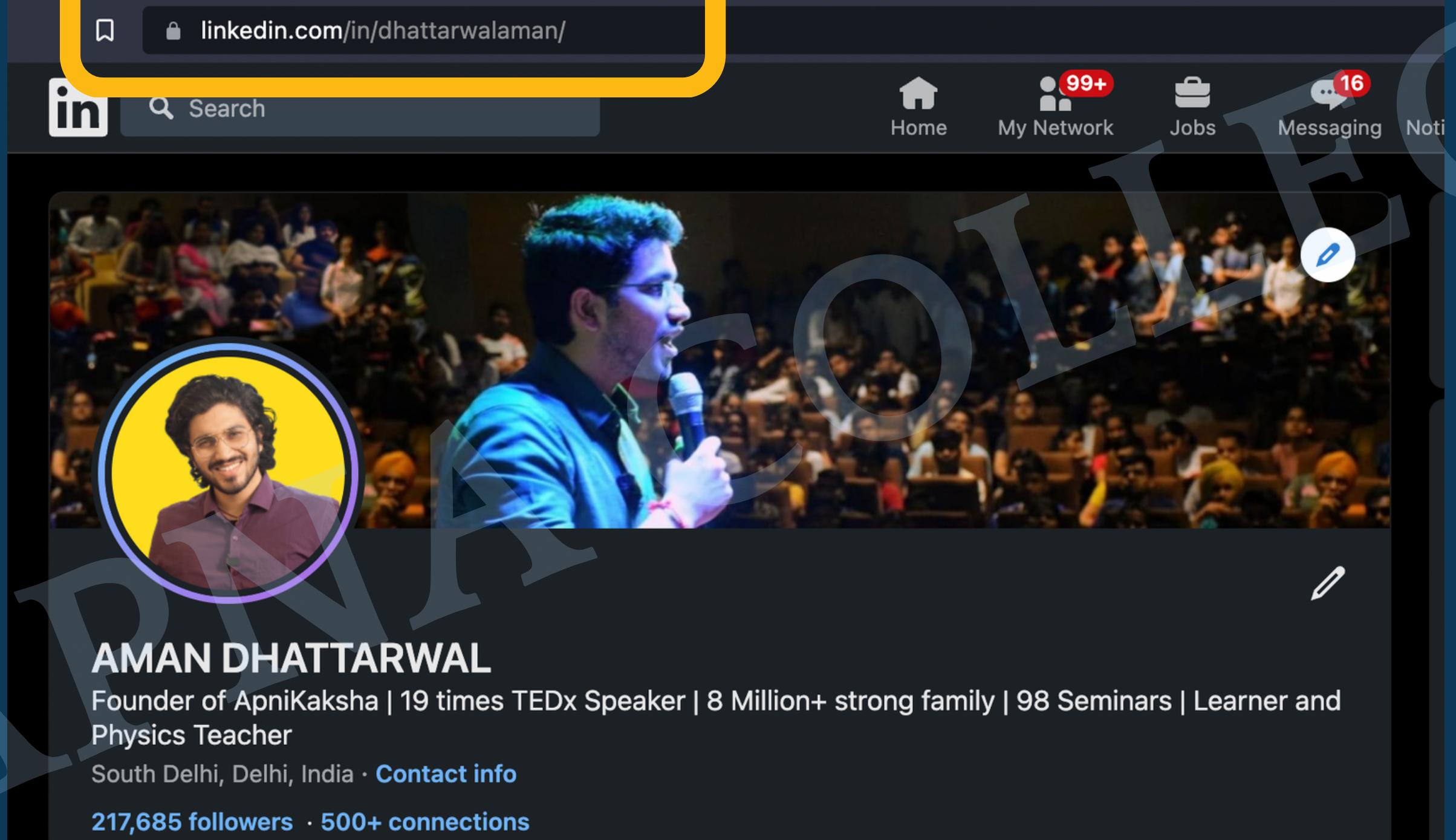
I have worked on Frontend technologies(HTML5, CSS3, BootStraps, Javascript, and other JS libraries) and Backend technologies(JSP and Servlet) for almost a year and had done several projects.

I have a Gold badge for Java on HackerRank.

Skillful in C , Java and Data Structure with hands on experience on web development tools.

Aspiring for a challenging career in Software Development as to use my learned skills and experience for best results.

roshanip0614@gmail.com



The image shows a LinkedIn profile page for Aman Dhattarwal. At the top, the URL 'linkedin.com/in/dhattarwalaman/' is highlighted with a yellow box. The LinkedIn header includes the 'in' logo, a search bar, and navigation links for Home, My Network (with 99+ connections), Jobs, Messaging (with 16 notifications), and Notifications. Below the header is a large profile picture of Aman Dhattarwal speaking into a microphone at a TEDx event. To the left of the main profile picture is a circular thumbnail of Aman's face. Below the profile picture, his name 'AMAN DHATTARWAL' is displayed in large, bold, white capital letters. Underneath his name is a bio: 'Founder of ApniKaksha | 19 times TEDx Speaker | 8 Million+ strong family | 98 Seminars | Learner and Physics Teacher'. It also mentions 'South Delhi, Delhi, India · Contact info'. At the bottom of the profile, it shows '217,685 followers · 500+ connections'. There are edit icons in the top right corner of the profile section.

- Go to your profile
- At the top right of your profile page click “Edit public profile & URL”
- Again at the top right of the page now click the edit pen image button
- Fill in “[First Name] + [Last Name]”, like in the example above

Keywords are the Key

Coder
Developer
Eat sleep code
Software Engineer



Full Stack Developer
Front End Developer
Back End Developer
Android Developer

MERN, Full Stack Developer
MongoDB, Express JS, React JS, Node JS
Flutter Developer
Android Developer, Java
Android Developer, Kotlin



roshani09014@gmail.com

← Experience

◇ +

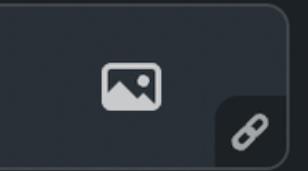
 **Founder**
Apna College · Full-time
Aug 2020 - Present · 2 yrs 9 mos

Founder of Apna College
- Internship/Placement Preparation
- More than 35,40,000+ students
- Fastest growing coding community of College students
- Want to build a platform which values skills over degree.

 Apna College

 **Founder**
Apni Kaksha · Full-time
Jun 2019 - Present · 3 yrs 11 mos
New Delhi, Delhi, India

- IIT JEE/NEET & CUET preparation
- More than 16,00,000+ subscribers and one of the fastest-growing educational channel.
- I wanted to make a platform where I could bring top faculties and subject experts and provide quality to free education across India.

 Apni Kaksha



Aman Dhatarwal

YouTube · Self-employed

Apr 2015 - Present · 8 yrs 1 mo

- 4+ Million Subscribers
- This is where my journey started, back in 2015 I decided to start my YouTube channel where I wanted to guide and teach students for their Class 12 Board Examinations. It has been an amazing journey since then and I got the opportunity to get in touch with millions of students.
- Today it is one of the top Educational Channel on social media run by a single creator.
- More than 400 videos have been uploaded on this channel till now.



#1 IIT JEE Faculty at Unacademy

Unacademy · Contract

Jun 2019 - Mar 2021 · 1 yr 10 mos

New Delhi, Delhi, India

- I was the #1 Top Educator for IIT JEE on India's leading online educational platform.
- I help students fall in love with Physics and at the same time secure a good college and rank for their Btech.
- I have set a record of the maximum number of students attending a LIVE Class with more than 364K likes in a single class.
- Maximum number of followers in JEE Category on Unacademy (2,00,000+)
- Highest watch time

Referral

Shradha Khapra · 3:52 AM
Hi [REDACTED]
I am a 4th year Computer Engineering student. I have been an intern twice at Microsoft & currently hold a full time offer.
I am keen on applying to Facebook for engineering roles.
It'd be happy to share my resume with you, if you could give me a referral or connect me to a recruiter!

[REDACTED] · 3:53 AM
send me the resume

Shradha Khapra · 7:41 AM
Sure

 **Resume_Shradha_Khapra.pdf**
90 KB

AUG 31, 2020

Shradha Khapra · 8:24 AM
I have also sent you an email with my resume, in case you miss out on the message.

SEP 2, 2020

[REDACTED] · 9:37 PM
done, you will get a mail. fill out the positions for which you want to apply

roshaniip0614@gmail.com

Referral
Linkedin

Seniors/ Alumni

Random People

"If you have an **impressive** profile(resume), you get a referral"



increase chances exponentially

APNA COLLEGE

roshani0614@gmail.com

How to increase chances of Referrals?

Strong Profile (**MUST**) but how to prove?

Win Contests -> Get Ranks

Win Hackathons

Do Great/ unique projects

Do good prior internships (for full-time)

Think - **Would you bet on yourself?**

Recommendations

From College Seniors/ Professors

ABC is a hardworking person with a great technical acumen. He is well versed with fundamentals of computer science as well as has a knack for exploring newer technologies. I have seen him devoting his 100% to all the projects that he undertook and his work speaks for itself.

From Managers/Mentors

XYZ is a highly reliable and hard working person. He takes charge of things and has a very strong gets things done attitude. As a result of his presence in the organization efficiency in many operations increased manyfold. I wish him all the best for all his future endeavors.