



# MISSION

*Connect the world's professionals to make them more productive and successful.*

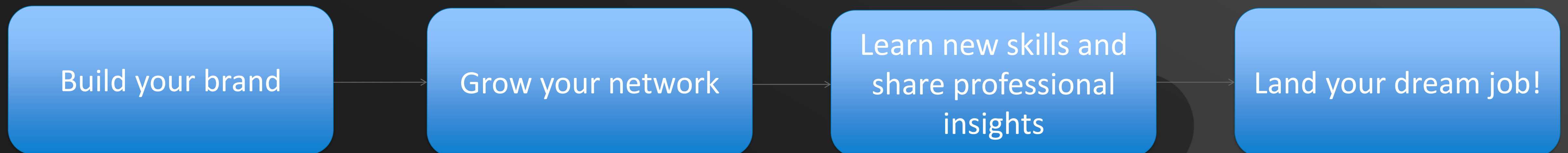
# VISION

*Create economic opportunity for every member of the global workforce*

# WHY LINKEDIN?

*LinkedIn is the world's largest professional network with millions of members.*

## What does LinkedIn help you do?

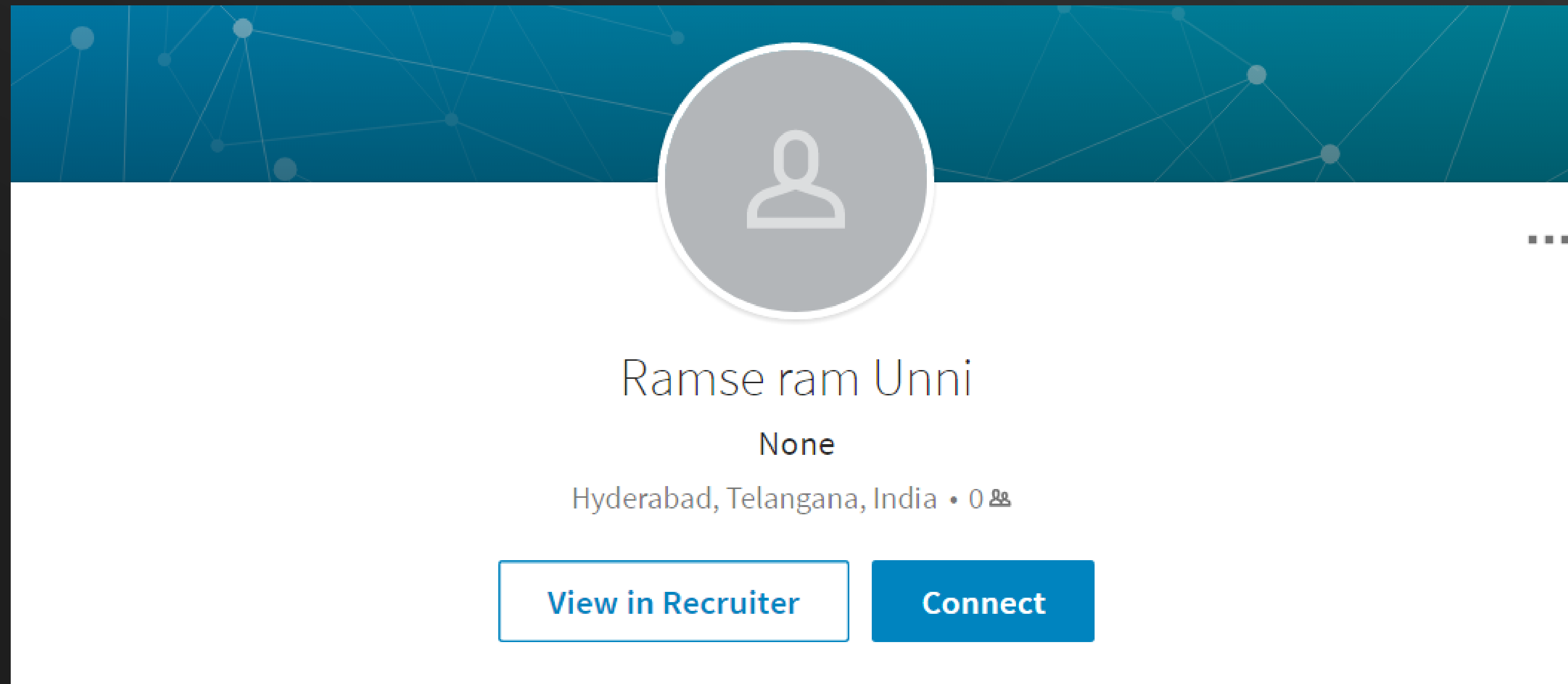


# How do you build your brand?

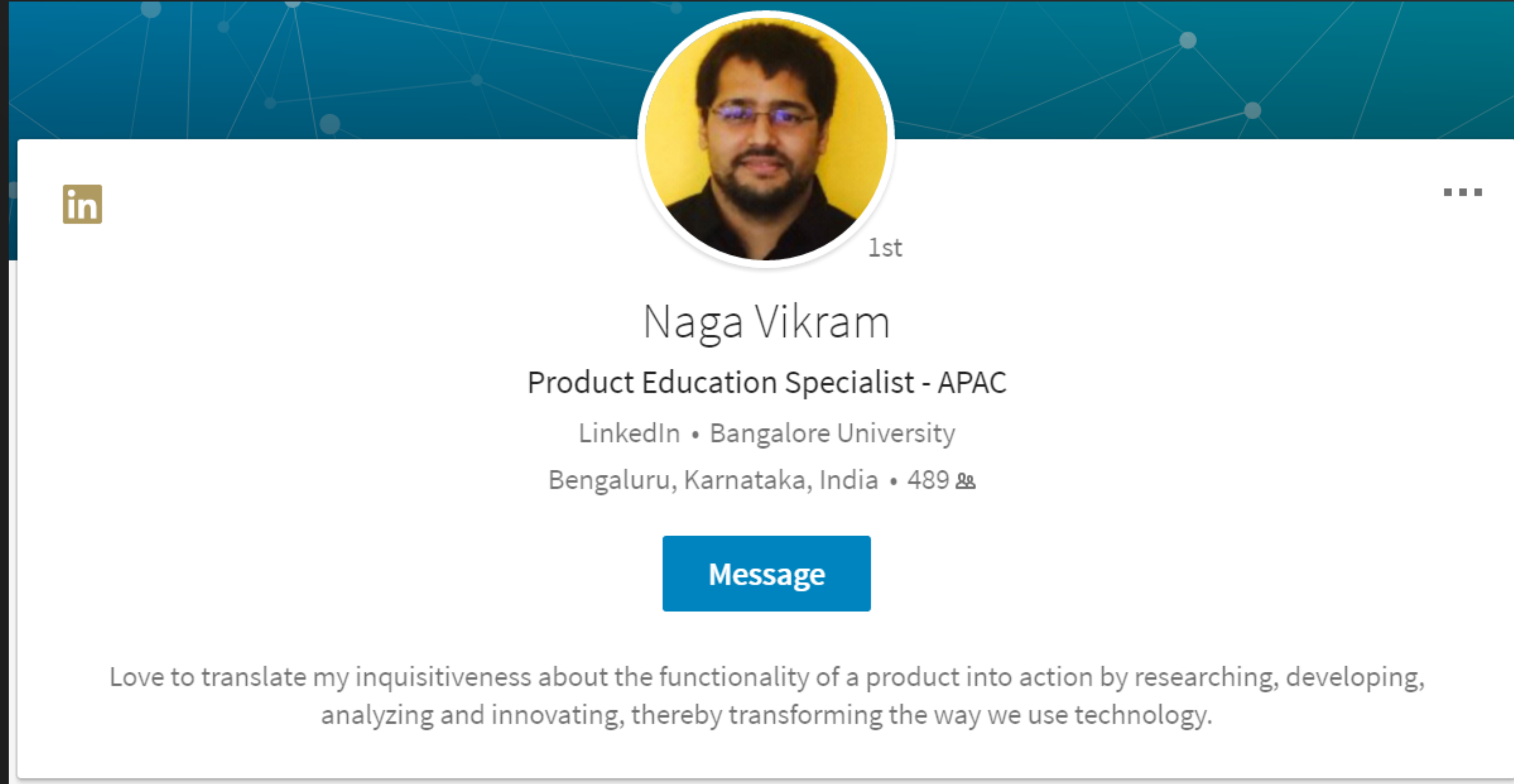
## By building your LinkedIn Profile

- Top Card (Profile Picture, Professional Headline)
- Summary
- Background (Experience, Education, Volunteer Experience)
- Skills
- Accomplishments (Certifications, Projects, Awards etc)

# What makes a good Top Card?



# TOP CARD



Along with your **photo**, your **headline** is the first thing people see on your LinkedIn profile.

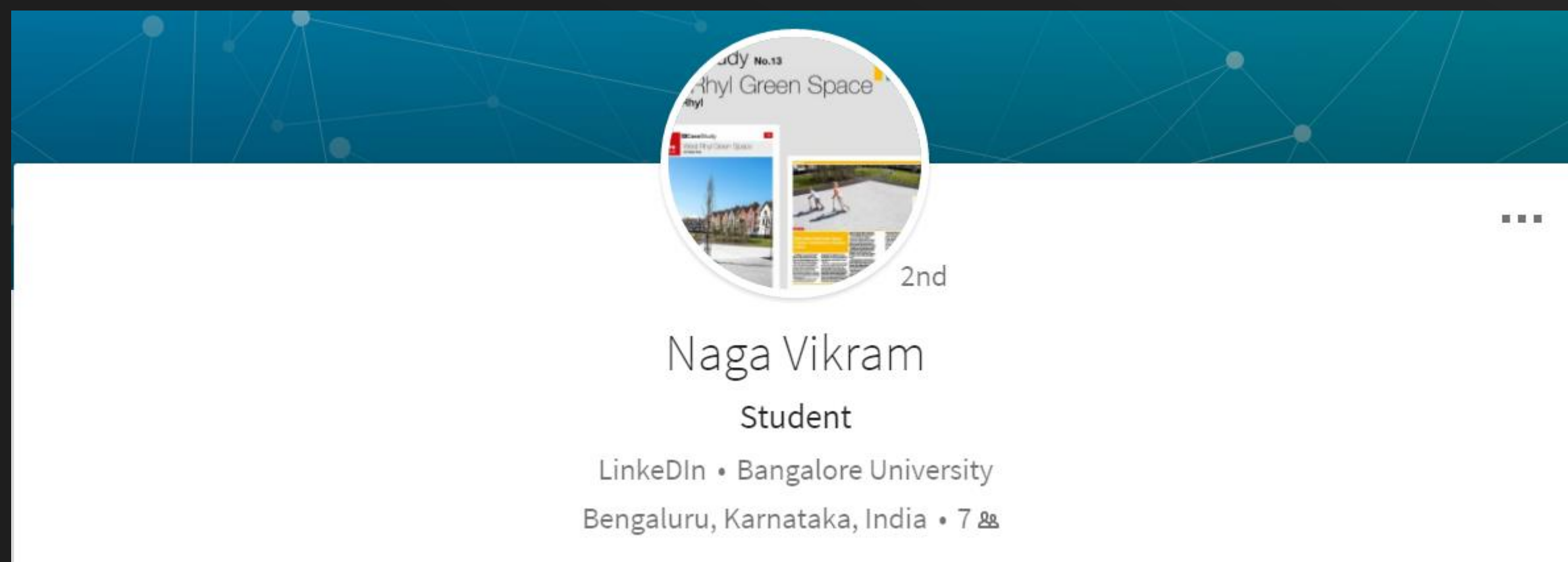
Use this area to speak directly to your target audience, including phrases or keywords they might be using to find you.



# SUMMARY

Summary is your opportunity to **talk about yourself** both personally and professionally.

## Make it count!



## Don't waste the opportunity

Ashutosh Dwivedi

Student Placement Coordinator at Career Development Centre, IIT Kharagpur  
Career Development Centre, IIT Kharagpur • Indian Institute of Technology, Kharagpur  
Lucknow, Uttar Pradesh, India • 500+ 88

Send InMail

Connect

I am a fourth year undergraduate student of Economics at Indian Institute of Technology, Kharagpur. I am a leader, strategist and quizzer in making. I like to apply the knowledge that I have gained to real life situations to bring upon a change in working.

My interest lies in Strategic Consulting and Analytics. I have actively been involved in solving a number of business cases as part of the Business Club of IIT, Kharagpur.

Being a student of one of the premier universities in India, it is my constant endeavor to match its stature and give my best to make a difference in whatever I pursue.

Currently, as a Student Placement Coordinator, I am working to provide the best possible opportunities for the students graduating in June 2017. [See less](#)

# BACKGROUND: EXPERIENCE

This is where your **professional experience** goes – Full time work experience or Internships

Which one do you think is a better profile?

## Experience



### Human Resource Intern

SABMiller India

Apr 2016 – Present • 1 yr • Bengaluru Area, India

Profile 1

## Experience



### Intern - Signal Integrity

Intel Corporation

Jun 2014 – Present • 2 yrs 10 mos • Bengaluru Area, India

My current responsibilities include silicon to simulation correlation for PCB and sensitivity analysis of Pad and ESD capacitance on the PCB using HSPICE, SigSim and JMP. I have experience using Agilent DSA's.

See less ^

Profile 2



# BACKGROUND: EXPERIENCE

This is **NOT** where you put positions held in college or campus clubs.



## JOINT COORDINATOR

OASIS HINDI PRESS, BITS PILANI.

Apr 2015 – Apr 2016 • 1 yr 1 mo • BITS PILANI

See description ▼



## APOGEE JOINT COORDINATOR

BIOLOGICAL SCIENCES ASSOCIATION, BITS PILANI

Apr 2015 – Apr 2016 • 1 yr 1 mo • BITS, PILANI

APOGEE is the technical fest of BITS, Pilani. The discipline association provides an opportunity to the students to either present a paper or do a project in Biology. Along with this, it also organizes events, Unravel, Dexter's Lab and Liquid nitrogen demonstration. Dexter's lab is organized in association with other discipline associations.

See less ^

# BACKGROUND: EDUCATION

Members with a school on their profile get 11 times more profile views.

Which one would make for a richer profile?

## Education



### Vellore Institute of Technology

Bachelor of Technology (B.Tech.), Electronics and Communications Engineering, CGPA - 9.45

2012 – 2016

Activities and Societies: Entrepreneurship Cell, VIT. The Institution of Engineering and Technology. Rowing Canyon. The Blueprints Club.



### Bangalore University

Bachelor of Science (BS)

2012 – 2016

Activities and Societies: Alpha Phi Omega, Marching Band, Volleyball

Activities and Societies: Worked as Graduate Research Assistant in Electromagnetic Modeling and Analysis, and MEMS research laboratories.

Dissertation Titled "EFFORTS TOWARDS THE DESIGN AND DEVELOPMENT OF AN ELECTROMAGNETIC INDUCTION SENSOR OPTIMIZED FOR DETECTION AND DISCRIMINATION OF UNEXPLODED ORDNANCE"

Lead Author of a paper "MEMS-Capacitive Pressure Sensor Fabricated Using Printed-Circuit-Processing Techniques", Sensors Journal, IEEE (Volume:6, Issue: 6)

### Media (1)



# BACKGROUND: VOLUNTEER EXPERIENCE

Share the causes you care about and organizations you volunteer for in this section. Helps you stand out from the crowd!

## Volunteer Experience

### City Team Volunteer

Janaagraha Centre for Citizenship and Democracy

Oct 2008 – Oct 2010 • 2 yrs 1 mo

Civil Rights and Social Action

- City Team member of the JaagoRe! One Billion Votes Campaign
- Conducted voter awareness and voter registration drives at multiple companies/institutes in Bangalore.
- Organized door-to-door outreach campaigns and conducted know your candidate events.
- Conducted multiple training sessions for volunteers on Indian Electoral System

# ACCOMPLISHMENTS: PROJECTS

You can add and edit multiple sections under projects right from the title to adding multiple team members. Go ahead and showcase the real team player in you!

✕

Edit project

Project name

International Project - Philipines


Date


April


2016

Switch to date range

Team members

 Naga Vikram

 Sneha Khale ✕

 Prashanth Vidyasagar ✕

Add another member


Product Education Specialist at LinkedIn

Your edits above won't be shared with your network.

Delete

Save

3 Projects






International Project - Philipines

The intention of the project is to increase member base in Philippines. I was an active team member of this project. Helped the Knowledge management team to create help center articles, shared the project/process information with all of Global Customer Operations!

Apr 2016




Teammates



LND project

Jun 2014

Teammates



Media Delete

I was auditing each and every ticket filed under media delete bug and create a JIRA ticket for the engineering team to clear the Images from our server.

Jun 2013

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GCO



# ACCOMPLISHMENTS: CERTIFICATIONS

Because nothing says you're more qualified than a string of certifications in your line of study or in that specialization you're looking to pursue.


9

Certifications

Intro to Python for Data Science Course

License 2646205

Mar 2017


 DataCamp

See certificate

AMCAT Certified Business Analyst

License 4402228-94

Jan 2017 – Present


 Aspiring Minds

See certificate

AMCAT Certified Business Consultant

License 4402228-247

Jan 2017 – Present


 Aspiring Minds

See certificate

AMCAT Certified Data Processing Specialist

License 4402228-211

Jan 2017 – Present

 Aspiring Minds

See certificate

# ACCOMPLISHMENTS: ORGANIZATIONS

This IS where you add positions held in college under various **clubs and student organizations!**

Add organization

Name

Student Graduate Board

Position held

Vice President

Student at Bangalore University, Bachelor of Science (BS)

From

May

2013

To

April

2014

☒ Yes, update my network

Your connections may see this change in their feed or email.

Save




# SKILLS AND ENDORSEMENTS


What better way to show that you're the right person for the job than through adding skills on your profile?

Featured Skills & Endorsements

Start-ups · 61




Endorsed by Shervin Kordary Pishevar and 11 others who are highly skilled at this




Endorsed by Hari Srinivasan (mutual connection)

User Experience · 51




Endorsed by Joann Wu and 3 others who are highly skilled at this




Endorsed by 12 of Akshay's colleagues at LinkedIn

Product Managem... · 47



Endorsed by Itamar Orgad and 8 others who are highly skilled at this



Endorsed by 17 of Akshay's colleagues at LinkedIn

View 19 more

How do you back it up? With endorsements from your trusted network of connections on LinkedIn!

# Q&A





# THANK YOU!

