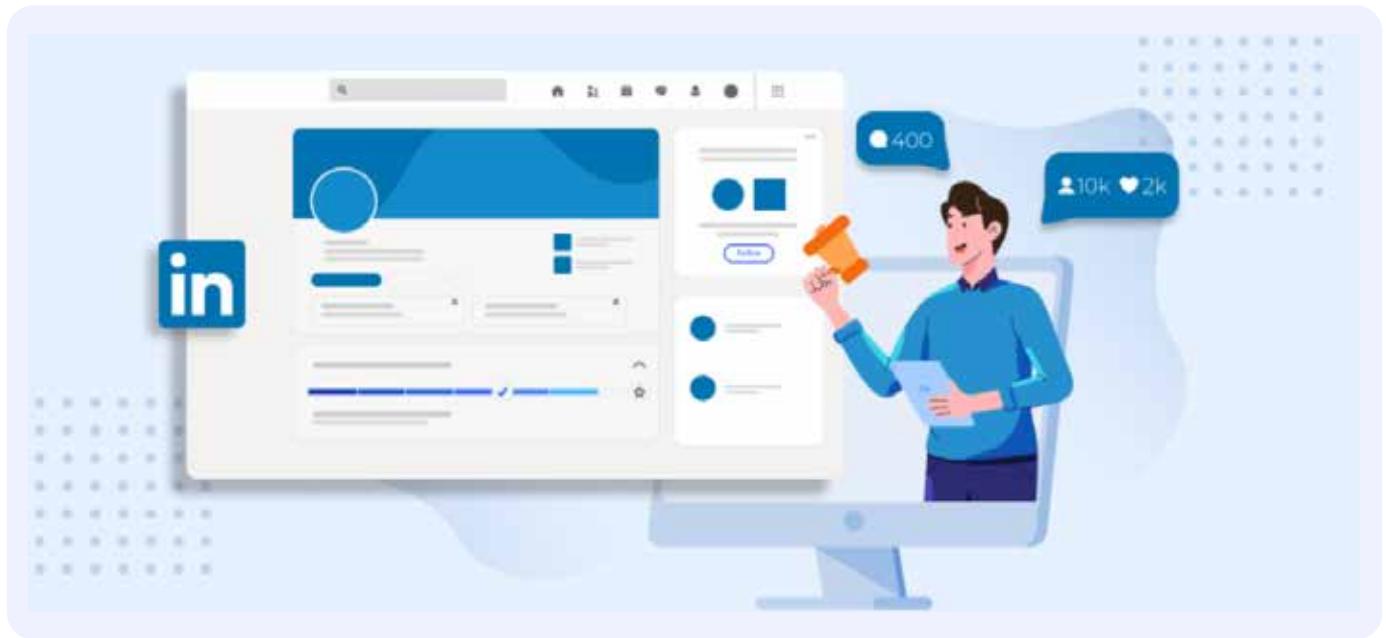


Creating an Exceptional LinkedIn Profile

A Step-by-Step Guide



In today's world, having a strong LinkedIn profile is like holding a golden ticket to the career opportunities of your dreams. It's your professional front to the world, especially to potential employers, collaborators, and connections.



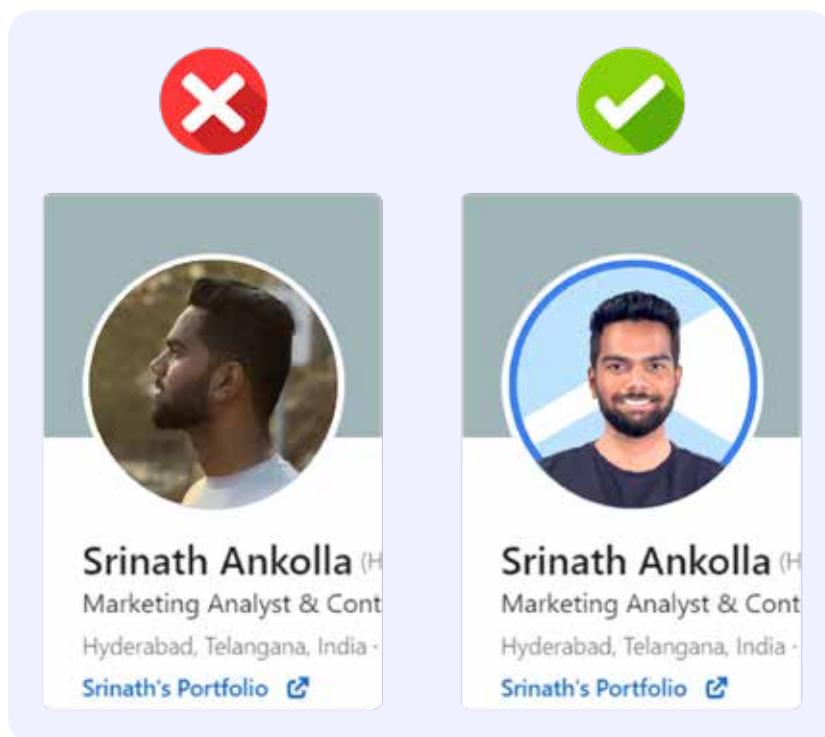
Here's a simple, step-by-step guide to making your LinkedIn profile not just good, but exceptional.

1

Profile Photo

Choose a clear, professional headshot where your face is well-lit and visible. Imagine you're going to a data analytics conference—how would you want potential employers or colleagues to see you? Avoid group photos or vacation snaps.

For example, a picture where you're smiling, dressed professionally, and the background is simple, like a solid wall.



Tip: You can use pfpmaker.com website to remove the background and add any solid colour background.

2

Cover Photo

Your cover photo should complement your professional persona. You could use an image of you presenting at a conference, or perhaps a simple graphic related to data analytics.

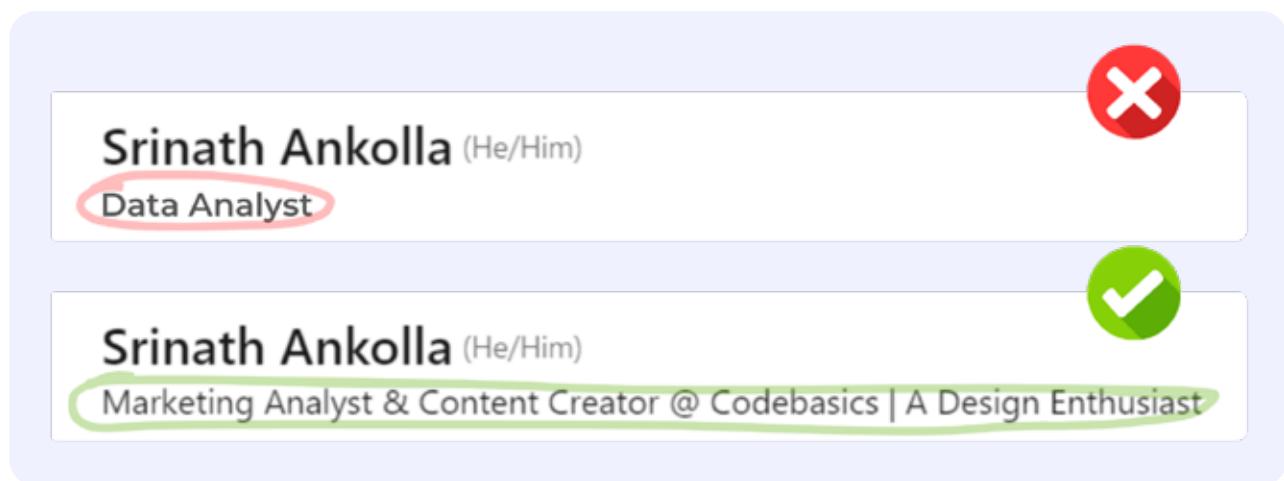
It sets a context for your profile and immediately tells a visitor about your professional interests and specialties.

The image shows two side-by-side LinkedIn profile cards. The top card, marked with a large red circle containing a white 'X', features a small circular profile picture of a man with a beard and short dark hair, set against a light blue and white background. Below the picture, the name 'Srinath Ankolla' is followed by '(He/Him)' in parentheses, and the title 'Marketing Analyst & Content Creator @ Codebasics | A Design Enthusiast'. The bottom card, marked with a large green circle containing a white checkmark, features a similar profile picture and title. However, it includes a larger, semi-transparent rectangular overlay at the top. This overlay contains the text 'ANALYZING TODAY'S DATA FOR TOMORROW'S DECISIONS.' in yellow, along with a small email icon and the address 'srinathankolla127@gmail.com'. To the right of the text, there is a smaller, faded image of the same man sitting at a desk. The bottom portion of this card is white, matching the rest of the profile card.

3

Headline

Your headline isn't just your job title. Use it to showcase your expertise or your career goals. For instance, "Aspiring Data Analyst at XYZ University | Passionate about Big Data and AI."



The image shows two examples of LinkedIn profile headlines side-by-side. The top example has a red circle around the job title 'Data Analyst'. The bottom example has a green circle around the entire headline: 'Marketing Analyst & Content Creator @ Codebasics | A Design Enthusiast'.

Incorrect Headline (Red Circle)	Correct Headline (Green Circle)
Srinath Ankolla (He/Him) Data Analyst	Srinath Ankolla (He/Him) Marketing Analyst & Content Creator @ Codebasics A Design Enthusiast

A Quick Headline Formula:

What is it exactly you do for people + your occupation + inspiring line about life + CTA/contact details

Alternative 1:

What is it exactly you do for people + your organization + achievement 1 + achievement 2 + achievement 3 + fun fact

Alternative 2:

An inspirational line that's written in your voice + contact details

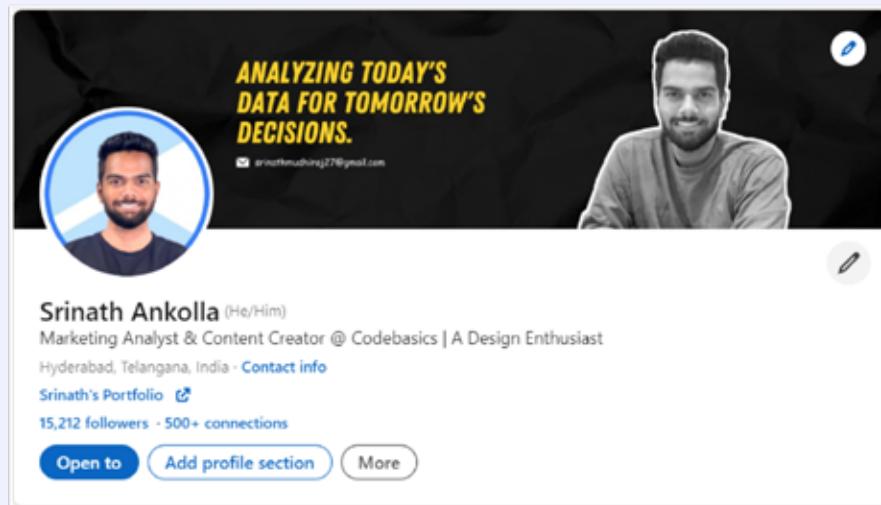
Tip: You can also use the copy.ai website to generate awesome headlines.

4

Custom URL

Customize your LinkedIn URL to make it easier to share and more memorable. Try to include your name, like: <https://www.linkedin.com/in/srinathankolla/>

A customized URL looks more professional and is easier to remember for networking purposes.



The screenshot shows Srinath Ankolla's LinkedIn profile. On the right side, there is a sidebar titled "Profile language" set to English. Below it is a section titled "Public profile & URL" which displays the URL www.linkedin.com/in/srinathankolla. This URL is circled in red. Further down the sidebar, there is a section for "Other similar profiles" featuring two other LinkedIn users: Satya Sravani Lakshmi and Durga Pilli. At the bottom of the sidebar, there is a "Message" button. At the very bottom of the sidebar, there is a small note about the URL being generated by LinkedIn.

5

Profile Visibility

Adjust your privacy settings so recruiters and potential employers can find you. Make sure your profile is visible to everyone.

Optimizing your profile visibility ensures that your profile gets noticed by the right people in your industry.

Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.

6

Summary Section

Your summary (or “About” section) is where you tell your story. Keep it simple.

Start with what you’re passionate about professionally. Then, briefly outline your experience and skills. End with what you’re looking for. Be genuine. This isn’t the place for industry jargon or buzzwords.

About

I'm Naveen, currently working as Data Analyst & Product Manager at Codebasics, and I love figuring out the story and insights from the messy data.

One Interesting fact about my job is, I got this offer based on my LinkedIn profile and my submissions in the #codebasicsresumechallenge , without any formal interview 😊

I have recently switched to a data analyst role from Testing Engineer. The experience from working in the testing domain, helped me to become the best in identifying the hedge cases in all the scenarios.

Tools and Technologies I work with,

- Power BI
- Power Automate
- Python
- MySQL
- Excel
- Notion

My Functional Areas

- Automating repetitive tasks
- Data Visualization
- Market Analysis
- Content creation
- Social Media Handling
- Dashboarding

I strongly believe in learning in Public, which is why I share all my learnings and experiences here regularly. To learn from my learnings and experience, you can follow/Connect with me here 😊.

💎 Top skills

Microsoft Power BI • Data Analysis • Microsoft Excel • MySQL • Python (Programming Language)



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Experience

List your internships, part-time jobs, or any projects related to data analytics.

Describe your role, responsibilities, and any tools you used like Python or SQL. Highlight any specific outcomes, like improved data collection methods.

Clearly articulating your experience shows how you've applied your skills in practical scenarios, which is key for potential employers.

Experience

Co-Founder & CEO

codebasics · Full-time

Aug 2022 - Present · 1 yr 9 mos

Princeton, New Jersey, United States

Codebasics is a learning-tech company that helps humans achieve their true potential by helping them upskill in the area of data analytics, data science, ML, software engineering etc. ...

[...see more](#)



Edgewell Personal Care

5 yrs 4 mos

• Data and Analytics Manager, Revenue Management International

Full-time

Jun 2020 - Jul 2022 · 2 yrs 2 mos

High Wycombe, England, United Kingdom

- Leading Data & Analytics initiatives across commercial departments in Europe, LATAM and APAC markets to achieve Revenue Management Targets....

[...see more](#)

• Data and Analytics Specialist, Supply Chain Europe

Full-time

Sep 2018 - May 2020 · 1 yr 9 mos

Düsseldorf Area, Germany

- Providing end to end analytics solutions across Supply Chain to improve Visibility, Performance & Processes

...

[...see more](#)

• Junior Analyst, Demand Planning Data, Systems & Applications EMEA

Oct 2017 - Aug 2018 · 11 mos

Solingen

- Enhancing BI & Creating Insights in Demand Planning & Supply Chain Centre of Excellence

...

[...see more](#)

[Show all 4 experiences →](#)

8

Education

Include your degree, and highlight any relevant courses like Statistics, Data Science, or Computer Programming.

Mention academic projects or activities. Your educational background demonstrates your foundational knowledge and preparedness for the industry.

Education



University of Duisburg-Essen

Master's Degree, Technical Logistics

2014 - 2016

Grade: 2,2

I graduated from the university of Duisburg-Essen with my master degree in Technical Logistics. The study provided me with an extensive knowledge in the field of logistics and supply chain, in which particular ...[see more](#)



invalid15094330

Bachelor's Degree, Mechanical Engineering

2008 - 2012

Grade: 2,2

Activities and societies: Active member and former secretary, SAE .

9

Licenses & Certifications

Have you completed courses on platforms like Codebasics or any other platform? List those certifications that show your skills in data analysis, like "Certified Data Analyst" or "Advanced Excel User."

Certifications highlight your dedication to continuous learning and expertise in specific tools or methodologies.

[← Licenses & certifications](#) [+](#)

 SQL Beginner to Advanced For Data Professionals Codebasics Issued Nov 2023 Credential ID CB-50-132702 Show credential	
 Excel: Mother of Business Intelligence Codebasics Issued Aug 2023 Credential ID CB-51-132702 Show credential	
 Get Job Ready: Power BI Data Analytics for All Levels Codebasics Issued Aug 2023 Credential ID CB-49-132702 Show credential	
 Salesforce Certified Associate Salesforce Issued May 2023 Credential ID 3433424 Show credential	

10

Projects

Detail projects you've worked on, either academically or in internships. Use the STAR (Situation, Task, Action, Result) method to describe your role, the goal, and the outcome

For example, "Developed a forecasting model to predict stock trends, which improved the investment strategy by 20%."

This showcases your ability to handle complex data tasks and deliver results.

The image consists of three panels illustrating the process of adding a project to a LinkedIn profile:

- Step 1:** Shows a screenshot of a LinkedIn profile for "Srinath Ankolla". A red circle with the number "1" highlights the "Add profile section" button at the bottom of the profile area. A red arrow points from this button to the "Add projects" option in Step 2.
- Step 2:** Shows a "Add to profile" modal window. A red circle with the number "2" highlights the "Add projects" button under the "Add licenses & certifications" section. This step also shows other options like "Add course" and "Add recommendations".
- Step 3:** Shows a detailed view of a project submission. A red circle with the number "3" highlights the project title: "Strategic Insights for Mitron Bank's New Credit Card Line". The project details mention it was done as part of the "Codebasics Resume Project Challenge - December, 2023". It includes an "Insights:" section with bullet points about credit card campaigns, family-oriented perks, and a targeted initiative for IT professionals. It also lists skills used: Microsoft Power BI, Microsoft Excel, and +1 skill. At the bottom, there is a thumbnail of the LinkedIn post and a link: "Project Submission On LinkedIn".

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Skills & Endorsements

List technical skills like Python, Power BI, R, SQL, and analytical skills. Encourage classmates, colleagues and your connections to endorse these skills, as this strengthens your profile's credibility.

Skills and endorsements give tangible proof of your abilities and help build trust with your profile visitors.

The screenshot shows the LinkedIn Skills & Endorsements section. At the top, there are tabs for All, Industry Knowledge, and Tools & Technologies. The All tab is selected. Below the tabs, there are three skill profiles:

- Microsoft Power BI**: Data Analyst at AtliQ Technologies, 11 endorsements. Projects: Strategic Insights for Mitron Bank's New Credit Card Line.
- Microsoft Excel**: Data Analyst at AtliQ Technologies, Passed LinkedIn Skill Assessment, 8 endorsements. Projects: Strategic Insights for Mitron Bank's New Credit Card Line.
- MySQL**: Data Analyst at AtliQ Technologies, 7 endorsements.

Each skill profile includes a pencil icon for editing and a right-pointing arrow for more details.

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Recommendations

Request recommendations from professors or colleagues who can vouch for your data analytics capabilities.

A recommendation might read, "Jane was fantastic in analyzing our consumer data for the annual report. Her insights were invaluable."

Recommendations from others serve as powerful testimonials to your professional competence.

Recommendations

[Recommend Hemanand](#)

[Received](#) [Given](#)

 **Madhusudhan Padmanaban** · 2nd
HO DDMS Strategy and Project Office
March 26, 2023, Madhusudhan and Hemanand studied together

I have always known Hemanand as the "best in class" person in any topic that he is into. He is an all-rounder who tries to find solutions for problems by considering 360 degrees of the issue. Dedicated, Persistent, and Hardworking are other adjectives that one could use to describe him. His drive to create something valuable for the community is what has brought him where he is now. He is not only willing to accept challenges, but also is open-minded to hear proposals from others and keeps himself grounded. I highly recommend Hemanand to anyone who wants to be associated with him.

 **Alex Walker** · 2nd
Vice President Supply Chain International at Edgewell Personal Care
February 6, 2023, Alex was senior to Hemanand but didn't manage Hemanand directly

Hemanand is a rare individual who combines huge emotional intelligence, self awareness and the ability to really understand very detailed data concepts to turn data into analytics, insights and action!

Hem joined us quite early in his career but I was blown away with his mindset (pure growth) as he was always looking to see how he could help the business, learn and grow.

If ever I had a challenging (stressful) day I would head to see what Hem was working on so that I could feel re-inspired and energised again....

[...see more](#)

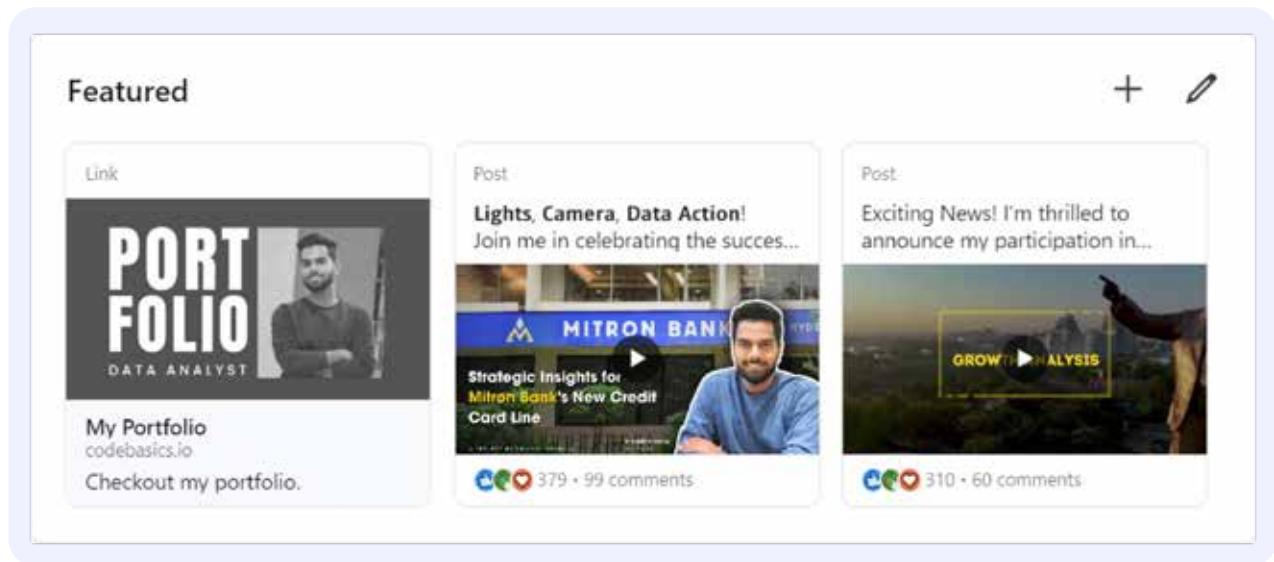
[Show all 4 received →](#)

13

Featured Section

Use this section to showcase your best work—like presentations, or projects you're proud of.

Linking to your work makes your achievements more tangible and provides proof of your skills. This section acts like a portfolio within your profile.



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Courses

If you've taken extra courses that add to your expertise, list them here.

Additional courses show your commitment to expanding your knowledge and staying current in the field.

The image shows a composite screenshot of a LinkedIn profile and an 'Add course' dialog box.

Step 1: A screenshot of a LinkedIn profile for Srinath Ankolla. The profile picture is circled with a red arrow. The headline reads "ANALYZING TODAY'S DATA FOR TOMORROW'S DECISIONS.". Below the profile picture, there is a "Click here" button pointing to the "Add profile section" button. The "Add profile section" button is highlighted with a red circle.

Step 2: An open "Add to profile" sidebar. The "Add courses" option is highlighted with a red circle and a red arrow pointing from Step 1 to this section.

Step 3: An open "Add course" dialog box. The "Course name*" input field contains "Ex World History". The "Number" input field contains "Ex HIS101". The "Associated with" dropdown menu is set to "Please select". A "Save" button is at the bottom right of the dialog.

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Languages

Knowing multiple languages can be a big plus. List languages you are proficient in, as this can make you more attractive to international companies.

Language skills increase your marketability and can open doors to global opportunities.

← Languages

+

English

0

Full professional proficiency

Hindi

0

Professional working proficiency

Telugu

0

Native or bilingual proficiency

ADDITIONAL

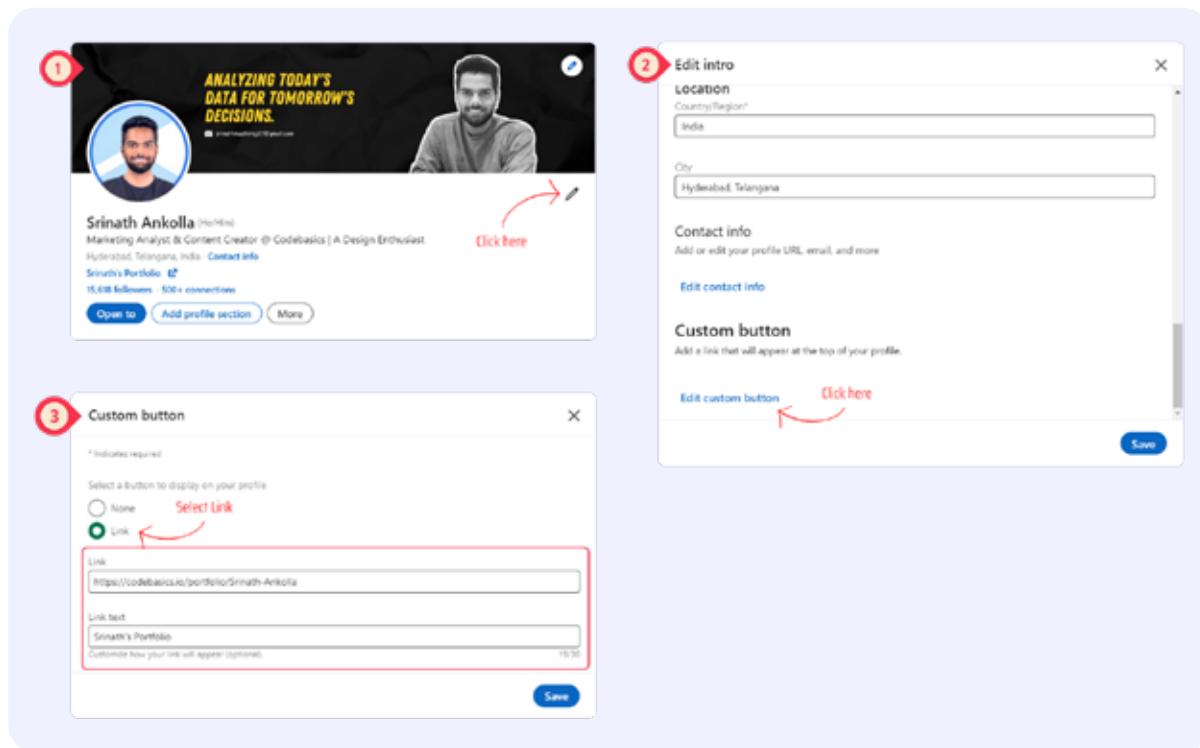
Add Portfolio Link to Profile

(For users already using Creator Mode or new Premium users)

You can improve your profile by adding a link to your personal portfolio. This way, anyone who visits your profile, whether it's a potential employer or fellow learner, can easily access your work.

To add a portfolio link to your profile, you would have needed to enable Creator Mode in the past, as this feature is currently unavailable.

Additionally, those with a premium subscription on LinkedIn can utilize this feature.



By following these steps, you will create a LinkedIn profile that not only highlights your skills as an aspiring data analyst but also makes you stand out in the professional world.

Keep your profile updated and tailor it to reflect your career aspirations and achievements.



Enabling Careers

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join our WhatsApp Channel

SCAN TO JOIN

