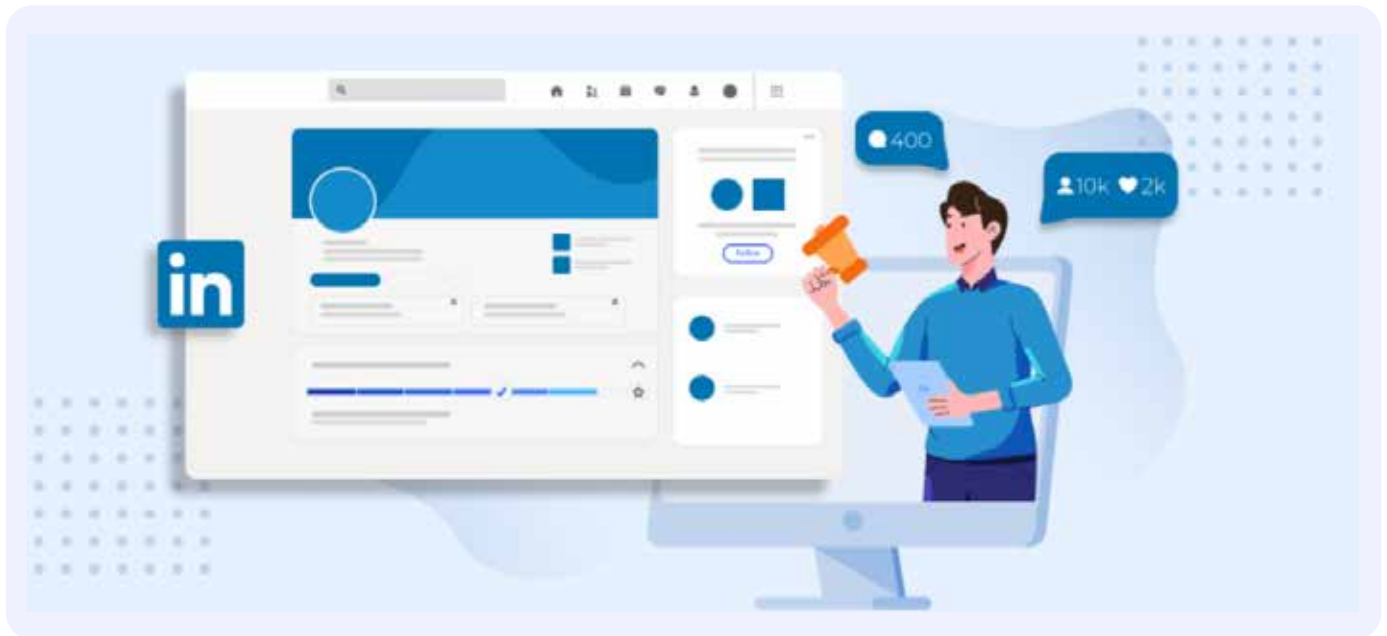


Creating an **Exceptional** LinkedIn Profile

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.

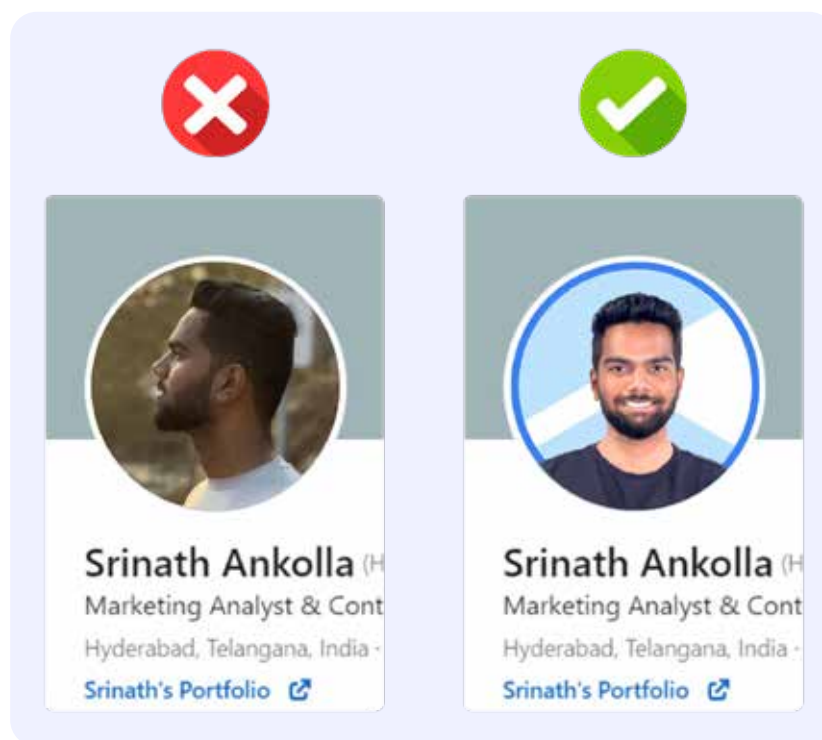


Here's a simple, step-by-step guide to making your LinkedIn profile not just good, but exceptional.

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.



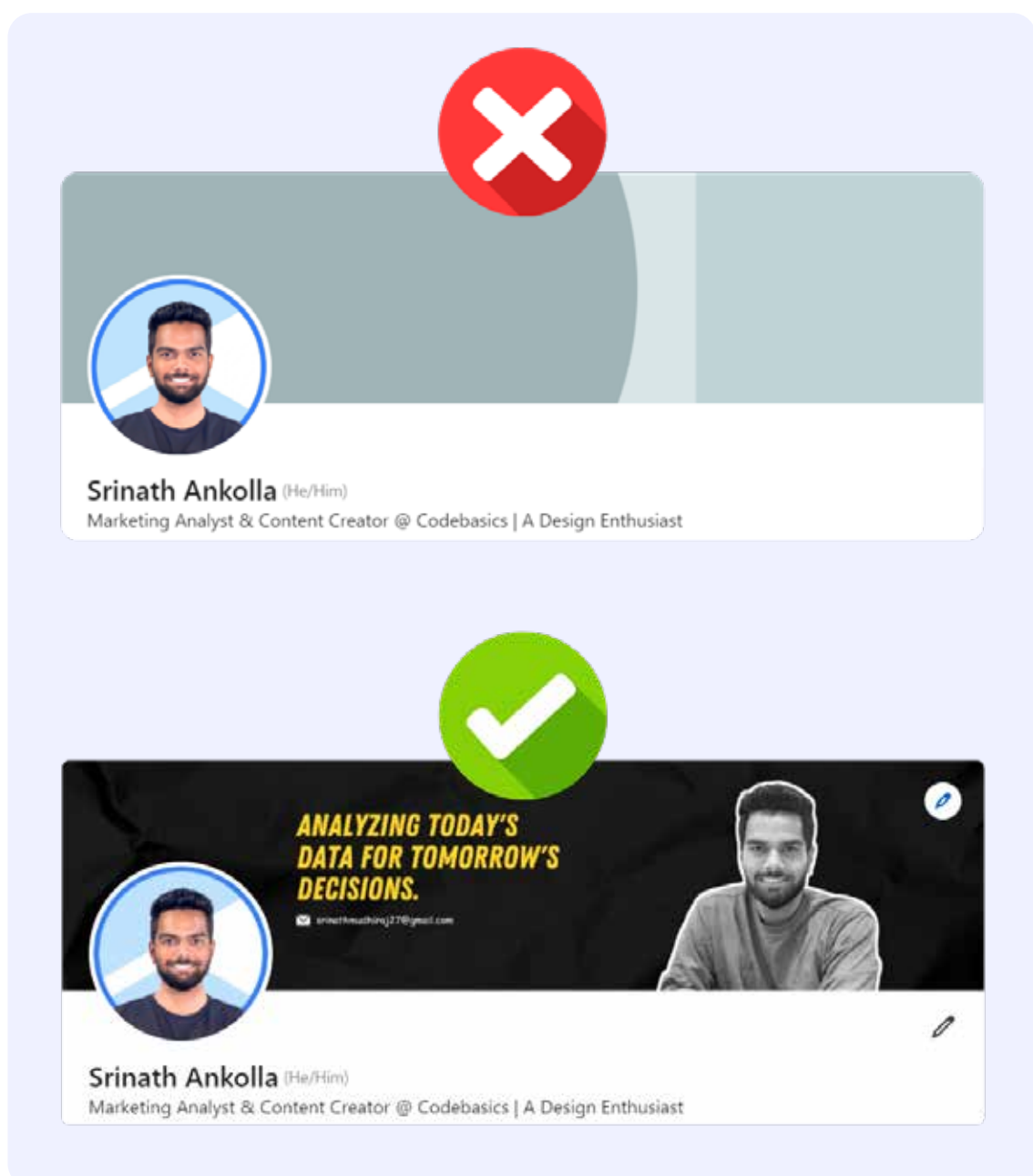
Tip: You can use pfpmaker.com website to remove the background and add any solid colour background.

2

Cover Photo

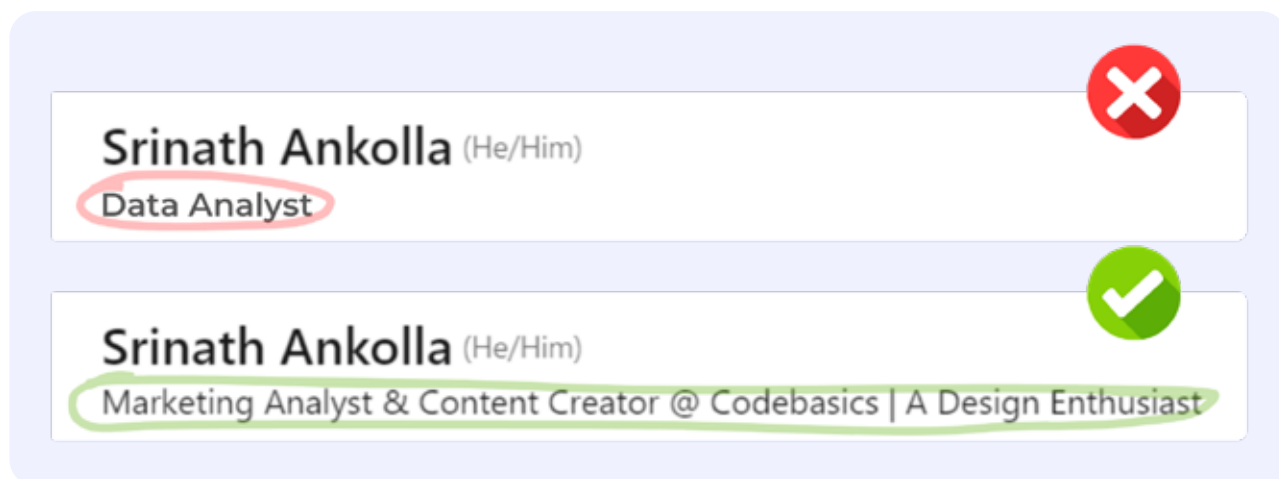
Your cover photo should complement your professional persona. You could use an image of you presenting at a conference, or perhaps a simple graphic related to data analytics.

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



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."



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

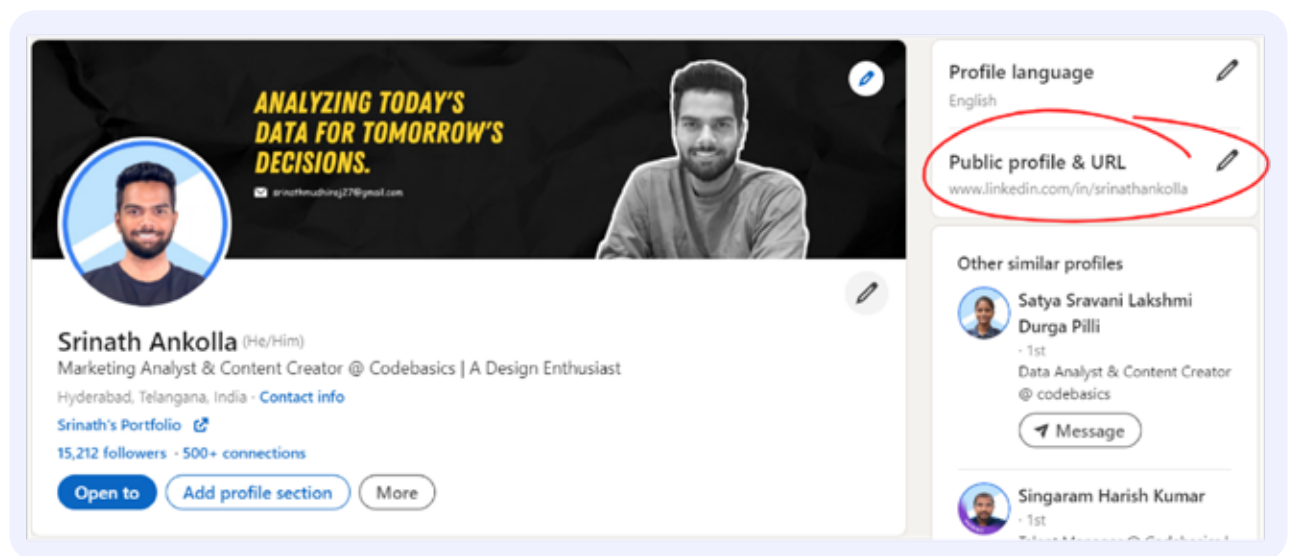
Tip: You can also use the [copy.ai](https://www.copy.ai) website to generate awesome headlines.

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.



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.

The screenshot displays the 'Public profile settings' page on LinkedIn. On the left, the user's profile is shown with a banner image that reads 'ANALYZING TODAY'S DATA FOR TOMORROW'S DECISIONS.' and a profile picture of Srinath Ankolla. His bio identifies him as a 'Marketing Analyst & Content Creator @ Codebasics | A Design Enthusiast' from 'Hyderabad, Telangana, India', with '15K followers' and '500+ connections'. A 'Join to view profile' button is visible. On the right, the settings panel includes sections for 'Edit your custom URL', 'Edit Content', and 'Edit Visibility'. The 'Edit Visibility' section is highlighted with a red circle, showing the toggle for 'Your profile's public visibility' is turned 'On'. Below this, the 'Basic (required)' section is partially visible, listing 'Name, number of connections, number of followers, and region'.

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 #codebasicsresumeprojectchallenge, 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)



7


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



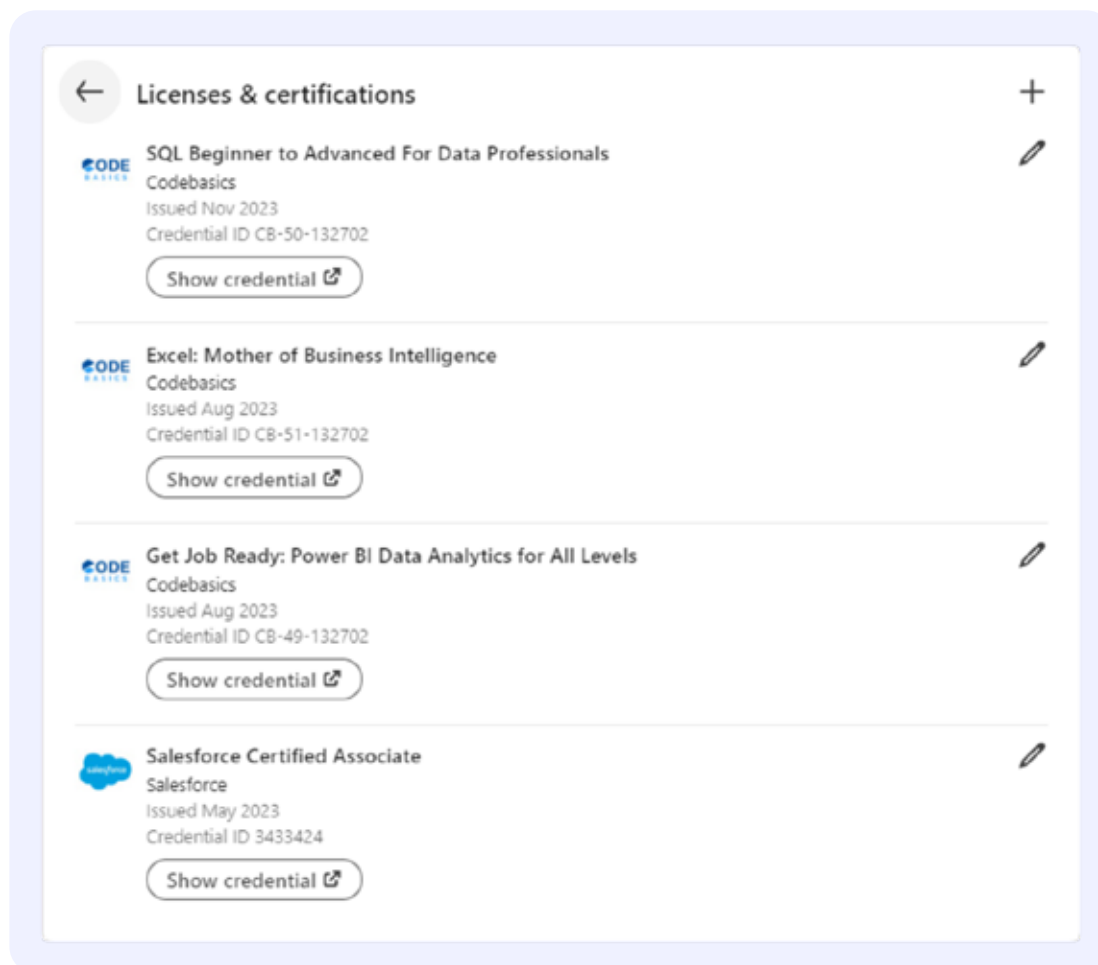
invalid15094330
Bachelor's Degree, Mechanical Engineering
2008 - 2012
Grade: 2,2

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.



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 shows a LinkedIn profile for Srinath Ankolla with three numbered annotations:

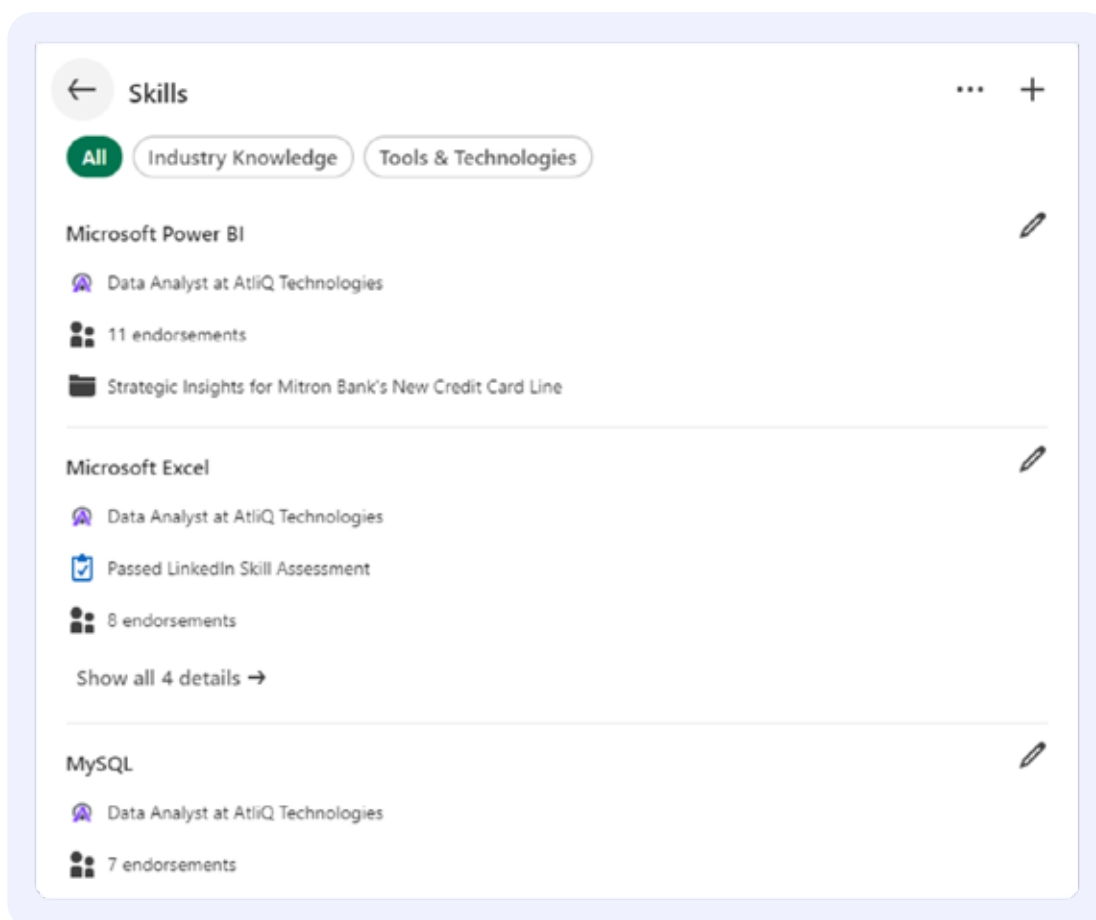
- 1** Points to the profile banner image. The banner text reads: "ANALYZING TODAY'S DATA FOR TOMORROW'S DECISIONS." Below the banner is the profile picture and name "Srinath Ankolla (He/Him)". His headline is "Marketing Analyst & Content Creator @ Codebasics | A Design Enthusiast". Location is "Hyderabad, Telangana, India". Contact info is "Click here". Portfolio link is "Srinath's Portfolio". Followers are "14452 followers · 100+ connections". Buttons include "Open to", "Add profile section", and "More".
- 2** Points to the "Add to profile" modal. It lists sections: Core, Recommended, Add featured, Add licenses & certifications, **Add projects** (circled in red), Add courses, Add recommendations, and Additional.
- 3** Points to the "Projects" section. It shows a project titled "Strategic Insights for Mitron Bank's New Credit Card Line" from Dec 2023 - Jan 2024. The description states: "This project is done as part Codebasics Resume Project Challenge - December, 2023". Insights include:
 - Crafted precise credit card campaigns, resulting in a 15% surge in spending from the 25-34 age demographic, adding an extra 27M in total expenditures.
 - Introduced family-oriented perks, driving a 20% uptick in credit card utilization among married clients and producing a corresponding 35M increase in spending.
 - Implemented a targeted initiative for salaried IT professionals, attaining a 25% rise in engagement and prompting an average of 3 additional transactions per customer.Skills listed: "Microsoft Power BI, Microsoft Excel and +1 skill". A link "Project Submission On LinkedIn" is at the bottom.

11

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.



12

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

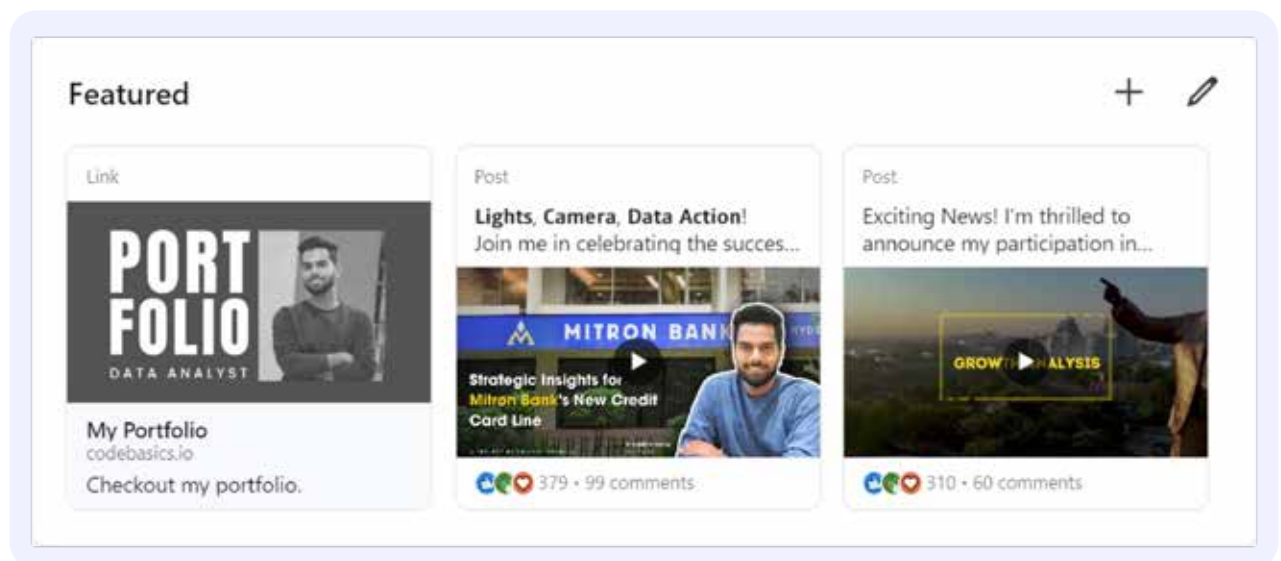
Show all 4 received →

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.



14 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 user profile for Srinath Ankolla and a modal for adding a course. The profile includes a cover photo with the text "ANALYZING TODAY'S DATA FOR TOMORROW'S DECISIONS.", a profile picture, and bio information. A red circle with the number 1 highlights the "Add profile section" button. A red circle with the number 2 highlights the "Add courses" option in the "Add to profile" dropdown menu. A red circle with the number 3 highlights the "Add course" modal, which contains fields for "Course name*", "Number", and "Associated with", along with a "Save" button.

1 Add profile section

2 Add to profile

- Core
- Recommended
- Add featured
- Add licenses & certifications
- Add projects
- Add courses**
- Add recommendations
- Additional

3 Add course

* Indicates required

Course name*

Number

Associated with

Save

15

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

Full professional proficiency

Hindi

Professional working proficiency

Telugu

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.

The image illustrates the steps to add a portfolio link to a LinkedIn profile:

- Step 1:** A screenshot of a LinkedIn profile for Srinath Ankolla. A red arrow labeled "Click here" points to the "Add profile section" button.
- Step 2:** A screenshot of the "Edit intro" modal. A red arrow labeled "Click here" points to the "Edit custom button" link.
- Step 3:** A screenshot of the "Custom button" modal. The "Link" option is selected, and a red arrow labeled "Select Link" points to the "Link" radio button. The "Link" field contains the URL "https://codebasics.io/portfolio/Srinath-Ankolla".

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

Found this interesting?

To gain access to more valuable content,
join our WhatsApp Channel

SCAN TO JOIN



codebasics.io