Start Recording!

Workshop:
Crafting a Compelling LinkedIn Story

Practical Tips to Boost Visibility and Leverage GenAI for Content

Welcome!

Sabin Pradhan
Lead Data Scientist
General Mills, Inc.

Ice Breaker Questions:
What do you hope to take away from this talk?

About Me

Data Science Leader

- An experienced data science professional with expertise in AI/ML, demand forecasting, and business analytics. Passionate about empowering others through mentorship and hands-on learning.

Professional Background

- Current: Lead Data Scientist at General Mills (4+ years)
- Previous: UnitedHealth Group, Brooklyn Public Library, Well Woven

Education

- Master of Science in Data Science, Saint Peter's University, NJ.
- Bachelor of Science in Mathematics, Saint Peter's University, NJ.

Other

- Director of Operation at The Great Nepali Diaspora (1,400 users!)
- Real Estate Investor

Workshop Goals

1. Understand how to optimize your LinkedIn profile to stand out.
2. Discover practical tips for creating engaging LinkedIn content.
3. Explore how to leverage GenAI tools for brainstorming and content creation.
4. Build confidence in using LinkedIn for personal branding and networking.

Agenda

1. Does LinkedIn Matter?
2. LinkedIn Profile Basics
3. LinkedIn Content Creation
4. Wrap-Up and Q&A [10 mins]

Does LinkedIn Matter? If so, why?

Put your responses in the chat

Why LinkedIn Matters?

1. 1B+ professionals worldwide on the platform

2. 255M+ users in North America

3. 67M+ companies listed

4. 7 people are hired through LinkedIn every minute

Why LinkedIn Matters?

1. Your digital first impression: recruiters, peers, and collaborators.

2. A powerful tool for networking, thought leadership, and personal branding.

3. Default landing page for most professional and recruiters.

LinkedIn Profile Basics

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Profile Optimization Tips

1. Use a professional, high-quality profile picture

2. Craft a compelling headline: Highlight your unique value or role

3. Write an engaging About section:

    a. Tell your story in 2-3 paragraphs

    b. Include expertise, achievements and future goals

4. Customize your LinkedIn URL for easy sharing

Enhancing Profile Visibility

1. Keywords matter:

   ○ Use industry-relevant keywords in your headline, About section, and job titles

2. Complete all sections: Experience, Skills, Education

3. Regarding Experiences:

   ○ Focus more on the impact you made rather than what you did.

4. Regularly update your profile with achievements and new skills

Sabin's Profile

(1)

(2)

Sabin K. Pradhan

Data Science Leader | AI/ML Expert | Real Estate Investor | Driving Data-Driven Business Growth

Minneapolis, Minnesota, United States

14K followers · 500+ connections

Join to view profile

General Mills

Saint Peter's University

(4)

Profile language   ✏️

English

Public profile & URL   ✏️

www.linkedin.com/in/sabinkpradhan

(3)

About

Sabin Pradhan is a seasoned data science leader and real estate investor based in Minneapolis, with a strong focus on enterprise data innovation, business analytics, and CPG. Currently, he serves as Lead Data Scientist on the General Mills AI & Automation, where he leads a team of high-performing data scientists to drive revenue growth and improve sales operations.

Prior to General Mills, Sabin worked as a Data Scientist at UnitedHealth Group (UHG), where he was a member of the Venture Capital team. During his tenure at UHG, Sabin's responsibilities included the development of economics models to assess the viability of new healthcare technologies. He led the development of risk models for multiple venture initiatives in the Type 2 Diabetes space, which were ultimately consolidated into the successful startup called Level2.

Sabin's professional background extends beyond the Consumer-Packaged Goods (CPG) and healthcare industries. He has leveraged his expertise in different data-related roles to modernize business processes and streamline decision-making for organizations in the non-profits and e-commerce space.

Sabin holds a graduate degree in Data Science from Saint Peter's University, NJ, which has equipped him with the advanced knowledge and skills necessary to excel in his field. He is also an active member of the Great Nepali Diaspora (TGND) and the International High IQ Society (IHIQS), where he lends his data science expertise for social good.

Learn more about me at github.com/spradh.

Disclaimer: all content/ materials posted via this profile are Sabin's personal view and do not represent the views of General Mills or any other organization.

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Sabin's Profile

General Mills
4 yrs 6 mos

1

Lead Data Scientist
Full-time
Jan 2024 – Present · 1 yr
Minneapolis, Minnesota, United States · Remote

2

• Develop AI roadmaps for new verticals, aligning initiatives with business goals and prioritizing high-impact projects with leadership.
• Lead the data science community of 300+ practitioners, fostering a culture of collaboration, technical excellence, and innovation.

3

• Partnered with cross-functional teams to develop and deploy scalable demand planning AI solutions to European and Australian markets. Decreased operational overhead by 80%.
• Identified and halted a misaligned project early on, saving significant resources.
• Winner of the 2024 General Mills AI Hackathon - Commercial Use Case.
• Organized the General Mill AI Summit 2024 with an attendance of over 600 analytics professional.

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General Mills AI Summit 2024

Winner of the 2024 General Mills AI Hackathon - Commercial Use Case

General Mills Lays The Foundation For An AI-Driven Future

Sabin's Profile

(1)

Data Science Manager
Full-time
Dec 2021 - Dec 2023 · 2 yrs 1 mo
Minneapolis, Minnesota, United States

(2)

• Led the successful and timely migration of five data science products from on-prem to Google Cloud, ensuring seamless operation and scalability.
• Championed the use of dbt to manage data pipelines, improving efficiency, transparency, and governance across data workflows.
• Implemented structured quarterly planning sessions for a 15-member team, driving alignment on strategy, priorities, and cross-functional goals.
• Contributed to General Mills being named in Vectice's Top 100 Fastest Growing AI Teams, showcasing the company's leadership in AI innovation and data science.
• Collaborated with Carbe Diem Pasta (GMI Start-Up) to conduct product competitiveness analysis, offering data-driven insights to support business growth.
• Developed a 1-on-1 feedback rubric to foster professional growth, streamline communication, and identify individual areas for improvement within the team.

Skills: Business Analysis · Data Governance · Communication · Predictive Modeling

(3)

Jobs signal: Unilever, Rich Products, General Mills lead way in big data hiring in Q2

Fortune Recognizes General Mills as on of America's Most Innovative Companies of 2023
General Mills is named one of America's Most Innovative Companies by Fortune, leading the Food and Beverage category for our work across three...

General Mills named one of the Top 100 Fastest-Growing AI Teams by Vectice (Forbes)
The article discusses the Top 100 Fastest-Growing AI Teams and highlights some key players in the field. General Mills, a consumer packaged goods...

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LinkedIn Content Creation

What is LinkedIn Content Creation?

LinkedIn content creation is the art of sharing your professional journey, expertise, and insights to:

1. **Build Your Personal Brand:** Showcase your skills, achievements, and unique voice.

2. **Engage Your Network:** Start meaningful conversations that resonate with your audience.

3. **Add Value to Your Field:** Share knowledge, trends, and lessons to inspire and inform others.

4. **Foster Career Growth:** Attract opportunities, mentors, and collaborators through authentic storytelling.

5. **Establish Thought Leadership:** Position yourself as a trusted voice in your industry.

In short, LinkedIn content creation is about **turning your professional experiences into impactful stories that connect, educate, and inspire**!

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Types of LinkedIn Content

1. Educational Posts: Share insights, tips, and lessons.

    a. Example: "5 Tips for Crafting an Effective Data Science Portfolio."

2. Personal Journey: Humanize your brand with personal stories.

    a. Example: "The moment I realized data science was my calling."

3. Industry Insights: Discuss trends and challenges in your field.

    a. Example: "How AI is reshaping supply chain management."

4. Engagement Posts: Use polls, questions, or shareable infographics.

    a. Example: "What's your favorite data visualization tool—Tableau or Power BI?"

5. Celebrations & Milestones: Share achievements, certifications, and career updates.

    a. Example: "Excited to announce my keynote at Saint Peter's Data Science Conference!"

How to Structure Your LinkedIn Post?

1. Engaging Hook:

    a. Start with a bold statement, question, or relatable insight.

    b. Example: "Numbers make people think, but emotions make people act."

2. Value-Driven Content:

    a. Share insights, lessons, or frameworks.

    b. Use lists, bullets, or storytelling to make it easy to digest.

3. Call-to-Action (CTA):

    a. End with a question or invitation to engage.

    b. Example: "What's the most valuable skill you've learned outside your domain?"

How to Structure Your LinkedIn Post?

Sabin K. Pradhan · You
Data Science Leader | AI/ML Expert | Real Estate Investor | Drivin...
Book an appointment
1w · 🌐

1

If you're leading a large team or overseeing multiple products, you quickly realize that staying on top of every decision is a near-impossible task. As a data science leader, I've learned that trying to manage all the tactical decisions myself only led to one outcome: I became the bottleneck.

I've made that mistake. During high-pressure moments or tight deadlines, there are times when you may need to lean in and take charge—but making that your standard approach will only lead to two things: you'll slow the team down, and you'll put yourself under tremendous stress.

The key to avoiding this? Empower your team to make decisions.

2

When I recognized that trying to control every detail was hurting performance, I made a shift. Instead of being involved in every tactical decision, I focused on identifying the right people with the skills and context to handle the day-to-day responsibilities. I laid out clear milestones and checkpoints, along with the criteria for success, but I gave them the autonomy to execute the work.

This way, I was able to offer critical feedback at key moments without micromanaging the process. It created space for learning, even failure at times, but in a way that allowed the team to grow while staying on track.

Empowering your team to take ownership not only improves performance, but also helps cultivate an environment of trust and accountability. And as a leader, you taking a step back frees up time to focus on the bigger picture.

3

Have you experienced a moment when empowering your team made all the difference? I'd love to hear your thoughts.

#LeadershipLessons #TeamEmpowerment #DataScienceLeadership #DecisionMaking #AILeadership

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Tips for Writing Engaging LinkedIn Posts

1. **Keep It Conversational:** Write like you're speaking to a colleague.

2. **Optimize for Readability:** Use short paragraphs and white space.

3. **Add Visuals:** Infographics, charts, or images increase engagement.

4. **Leverage Hashtags:** Use 3–5 relevant hashtags for discoverability.

5. **Be Authentic:** Share real experiences and insights.

Leveraging GenAI for Content Creation

1. Use tools like ChatGPT, Gemini, or others

   to:

   ○ Brainstorm LinkedIn post ideas

   ○ Write compelling headlines and summaries

   ○ Act as your personal copy editor

However, *you* still need to tell *your* story!

Here are 10 ideas for sharing your data science journey on LinkedIn:

1. **The First Spark:** Share the moment you realized data science was the right career path for you. Was it a class project, a book, or a real-world problem you solved?

2. **Lessons from My Toughest Project:** Reflect on a challenging project, how you overcame the obstacles, and what you learned from the experience.

3. **From Novice to Expert:** Write about how you transitioned into data science—your first steps, skills you had to learn, and the resources that helped you the most.

4. **Career Pivots:** Talk about moving between different industries (e.g., healthcare, CPG) and how data science skills applied across various domains.

5. **The Tools I Can't Live Without:** Share the tools and techniques that have had the biggest impact on your data science career, and why they're so essential.

6. **How Mentorship Shaped My Career:** Discuss the mentors who guided you along your journey, the advice they gave, and how you give back through mentorship now.

7. **Overcoming Imposter Syndrome:** Talk about moments of self-doubt early in your career and how you built confidence over time.

8. **My Most Valuable Skill Outside of Data Science:** Share a non-technical skill (e.g., storytelling, networking, or communication) that has been critical in your data science career.

9. **Networking in Data Science:** Reflect on how networking opened doors for you—whether it was landing a role, connecting with mentors, or staying ahead of industry trends.

10. **Advice to Aspiring Data Scientists:** Write a post aimed at students and early-career professionals, offering tips, encouragement, and insights based on your own experience.

Each post can provide a window into your journey while also offering value and inspiration to your audience.

Sabin's Content Plan

1. **Monday:** Share an industry insight or article with your perspective

2. **Wednesday:** Share a personal story that connects to your career journey

3. **Thursday:** Share an interactive post such as polls

4. **Weekends:** For casual engagement, such as commenting on posts
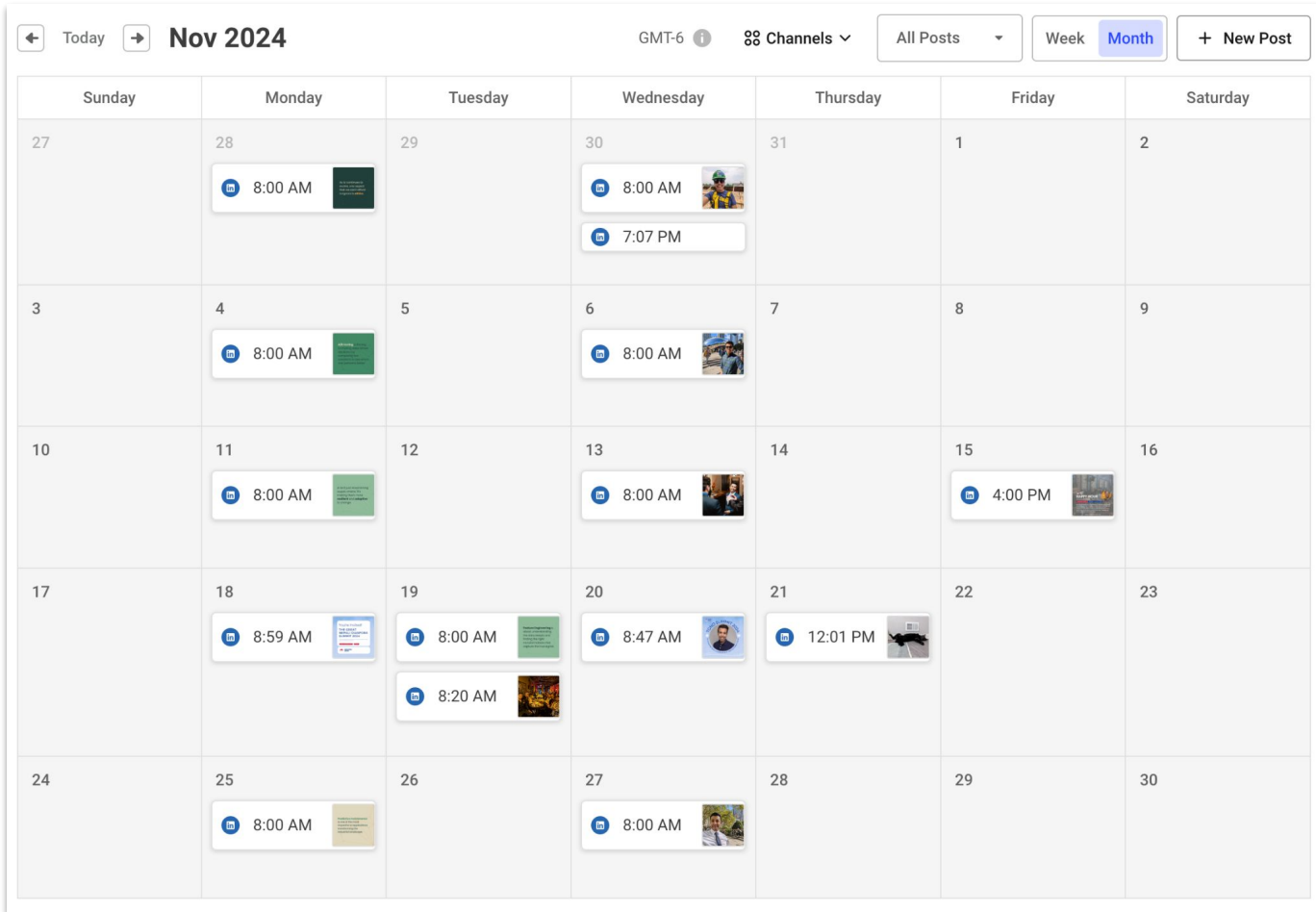
Call-to-Action

1. **Review your LinkedIn profile today:** Is it telling your best story?

2. **Experiment with GenAI:** Brainstorm your next post.

3. **Engage with your network:** Like, comment, and share regularly.

4. **Stay consistent:** Your LinkedIn presence is an ongoing investment.

Q&A Session

Connect with me on LinkedIn!

Thank you!