

LinkedIn Checklist

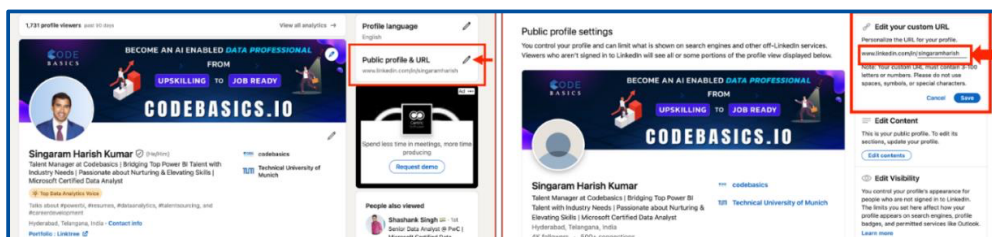
You need to use your LinkedIn to build your online credibility which is a major differentiator.

First, optimize your profile using this checklist.

1. Custom URL

☐ Have you personalized your LinkedIn URL?

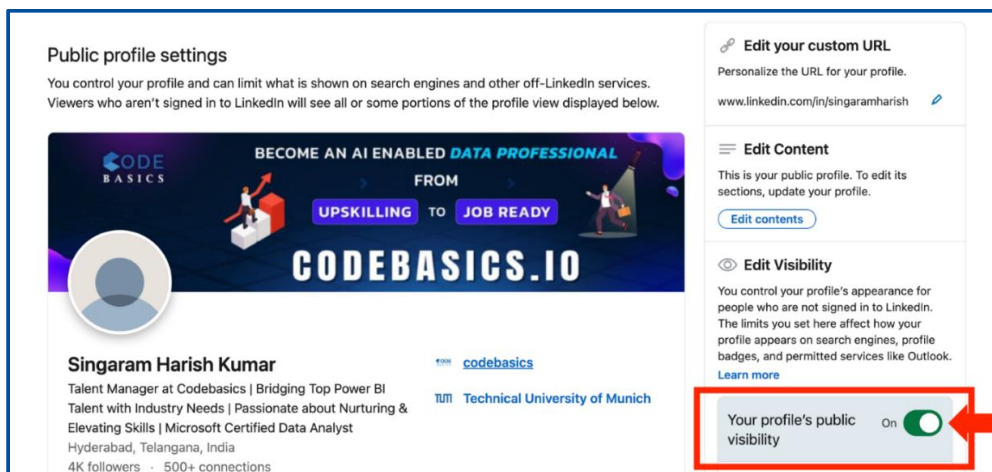
A custom URL is more memorable, professional, and easier to share. Personalize your URL to include your name clearly. (Avoid numbers and symbols)
(Ex: <https://www.linkedin.com/in/singaramharish/>)



2. Profile Visibility

☐ Is your LinkedIn profile set to public visibility?

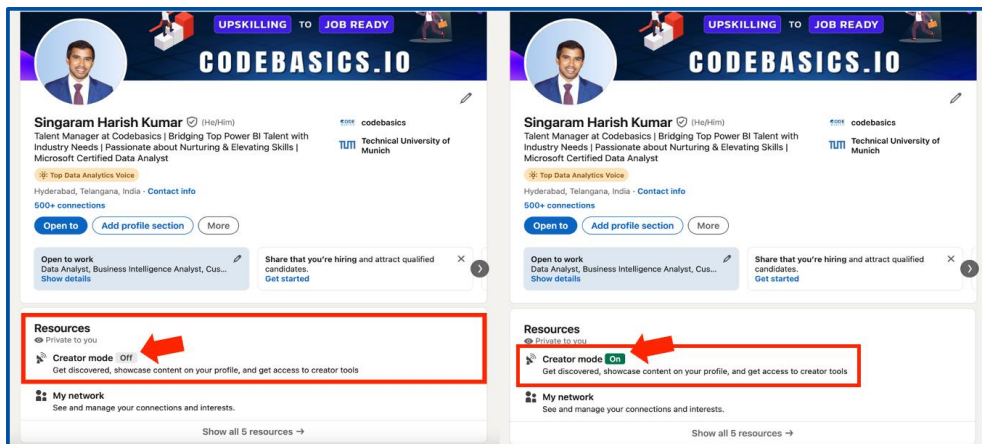
Maximizing visibility ensures your profile is accessible to recruiters and potential connections. Adjust privacy settings to make your profile visible to all LinkedIn users.



3. Creator Mode – Uses of creator mode

☐ Have you activated Creator Mode on your profile?

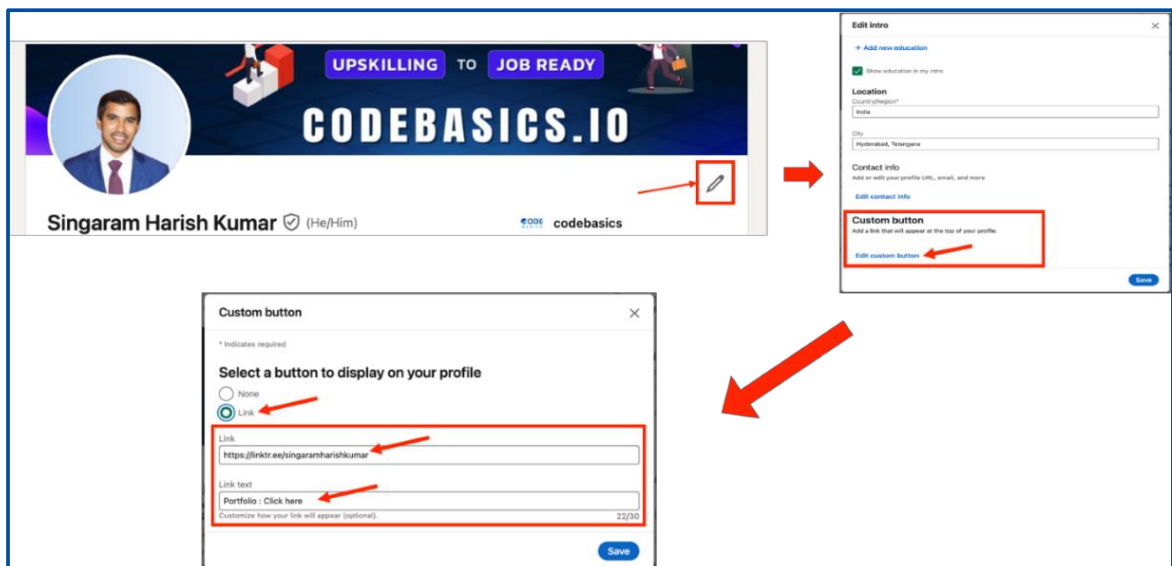
Enhances your ability to reach a wider audience and showcase your expertise.
Activate creator mode and add specific links related to your work.



4. Add a Link to Your Profile (With Creator Mode On)

☐ Have you added direct links to your project portfolio in your profile?

Direct links can significantly boost your professional credibility. Add links to your personal website, portfolio, or project sites.



5. Cover Photo

☐ Does your cover photo make a strong professional impression?

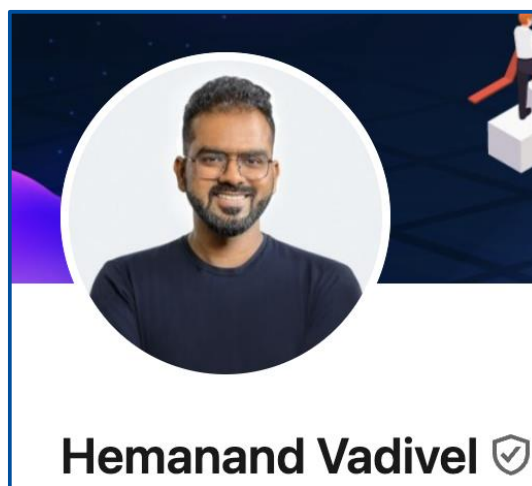
The cover photo is one of the first visual impressions on your profile. Use an industry-related image, personal branding element, or a motivational quote.



6. Profile Picture

☐ Is your profile picture clear, professional, and recent?

A clear and professional profile picture is essential for a positive first impression. Use a recent, high-quality headshot with a neutral background.



7. Headline

☐ Is your profile headline clear, concise, and keyword-optimized?

Your headline is crucial for summarizing your professional expertise. Incorporate relevant industry keywords and highlight your unique value proposition.

A quick Headline formula:

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

Alternative 1:

Inspirational line that's written in your voice + contact details

Alternative 2:

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

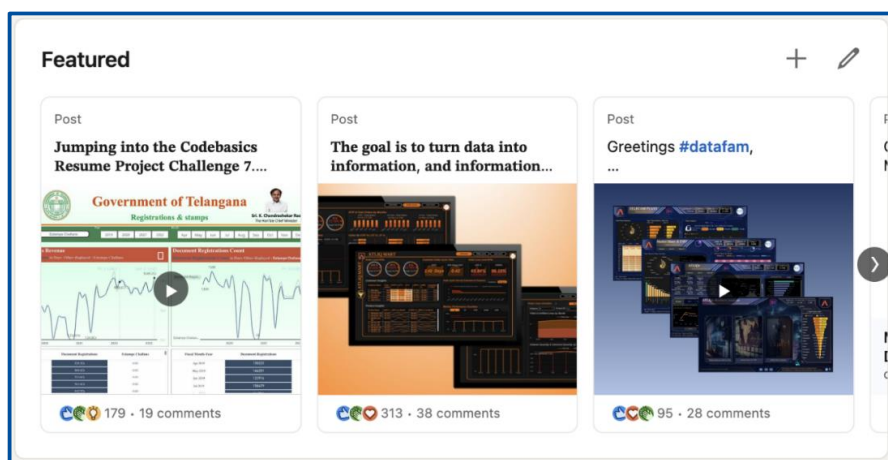
Hemanand Vadivel  · 1st

Co-Founder @ codebasics.io | Helping People Become AI Enabled Data Professionals

8. Featured Section

☐ Have you utilized the Featured Section to showcase your best work?

This allows you to showcase your achievements front and center. Feature articles, presentations, videos, or any other content that represents your achievements.



9. Summary (About Section)

☐ Is your LinkedIn summary engaging and reflective of your career journey?

Your summary gives insight into your career journey and personality. Write in the first person, highlighting your experience, hobbies, and what makes you unique.

About

I'm Naveen, currently working as Data Analyst & Product Owner 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
- Python
- MySQL
- Excel
- Notion

My Functional Areas

- Data Visualization
- Market Analysis
- Content creation
- Social Media Handling
- Dashboarding

I strongly believe in learning in Public, which is the main reason I share all my learnings and experience here on a regular basis. 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)

10. Experience


☐ Have you clearly outlined your professional experience and achievements?

Clearly outlined experience demonstrates your career progression and skills.
Focus on achievements using short, impactful sentences.

Experience

**Co-Founder & CEO**
codebasics · Full-time
Aug 2022 - Present · 1 yr 4 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
...

11. Education


☐ Is your educational background accurately and comprehensively listed?

Education can lend credibility and context to your professional background. List your highest qualifications, including notable projects or activities.

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 parti ...see more

 **Anna University**
Bachelor's Degree, Mechanical Engineering
2008 - 2012
Grade: 2,2


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


12. Licenses & Certifications


☐ Have you included all relevant licenses and certifications?


Certifications showcase your commitment to professional development. Include any relevant certifications with their issue and expiration dates.

Licenses & certifications

 **Google Data Analytics Specialization**
Coursera
Issued Sep 2022
Credential ID VNJDYDDFDAHW
[Show credential](#)

 **IBM Data Analyst Specialization**
Coursera
Issued Aug 2021
Credential ID 3H5ZHTKBUG4Q
[Show credential](#)

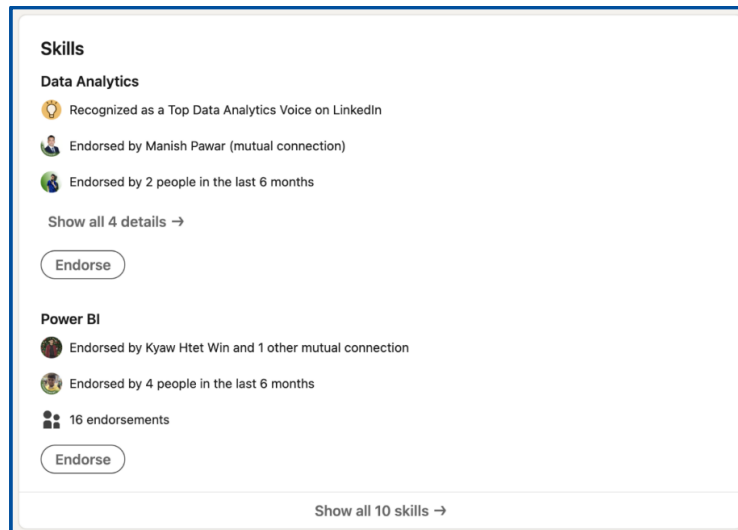
 **Microsoft Certified: Power BI Data Analyst Associate**
Microsoft
Issued Jun 2021 · Expires Jun 2024
Credential ID H876-8785
[Show credential](#)

 **Data Analysis and Visualization Foundations Specialization**
Coursera
Issued Mar 2021
Credential ID CZ4N4HUWHE2V
[Show credential](#)

13. Skills

☐ Are your skills up-to-date and endorsed by colleagues?

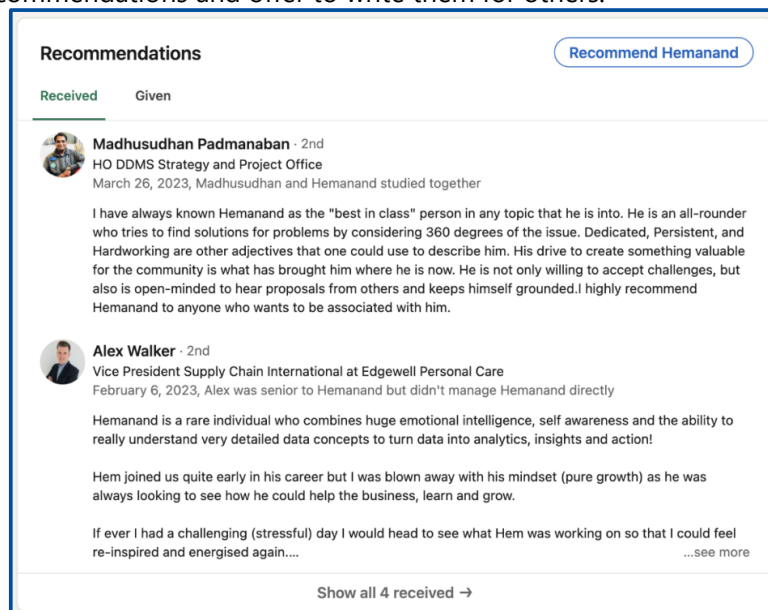
Skills are crucial for recruiters to match you with relevant opportunities. Regularly update your skills list and seek endorsements.



14. Recommendations

☐ Have you asked for and displayed recommendations from trusted connections?

Recommendations serve as testimonials to your professional capabilities. Request recommendations and offer to write them for others.



15. Courses

☐ Have you showcased relevant courses?

Demonstrates continuous learning and expertise in specific areas (Data Analytics). Include relevant courses with the institution and completion date.

The image shows a user profile on Codebasics.io and the 'Add course' form. The profile belongs to Singaram Harish Kumar, a Talent Manager at Codebasics, with 4,104 followers. The 'Add to profile' sidebar on the right lists sections: Core, Recommended, Add featured, Add licenses & certifications, Add projects, Add courses (highlighted with a red box and arrow), Add recommendations, and Additional. The 'Add course' form below has three fields: Course name* (with example 'World History'), Number (with example 'HIS101'), and Associated with (a dropdown menu with 'Please select'). A 'Save' button is at the bottom right. Red arrows indicate the flow from the profile to the 'Add courses' option and then to the form fields.

Add to profile

- Core
- Recommended
- Completing these sections will increase your credibility and give you access to more opportunities
- Add featured
- Add licenses & certifications
- Add projects
- Add courses**
- Add recommendations
- Additional

Add course

* Indicates required

Course name*

Ex: World History

Number

Ex: HIS101

Associated with

Please select

Save

16. Projects

☐ Have you highlighted key projects you've worked on?

Projects illustrate your practical experience and successes. Include the title, description, and achievements of relevant projects.

The screenshot illustrates the process of adding a project to a profile on Codebasics.io. It shows the profile page of Singaram Harish Kumar, the 'Add to profile' modal with the 'Add projects' option highlighted, the 'Add project' modal with fields for project name, description, and skills, and the final 'Projects' section of the profile. The project listed is 'Design and Development of a Hybrid Cycle' from Oct 2011 - Apr 2012, associated with Anna University, and includes a link to an 'Inventory quality Ratio Dashboard'.

17. Languages

☐ Are your language skills listed?

Language skills can be a significant asset in global and diverse workplaces. List languages you are good at.

The screenshot shows the 'Languages' section of a profile. It lists two languages: English with 'Full professional proficiency' and Italian with 'Elementary proficiency'. At the bottom, there is a link to 'Show all 3 languages'.

Post Regularly on LinkedIn

You need to talk about your projects and learnings regularly on LinkedIn. If you cannot post at least write two meaningful comments on someone's post everyday.

Asking help on LinkedIn

You can reach out to professionals on LinkedIn to get your resume reviewed or even get referrals.

Refer to this template to increase your chances -> [Template](#)

Follow this Checklist:

- ☐ I have optimized my LinkedIn profile based on the checklist
- ☐ I know how to approach professionals on LinkedIn
- ☐ I am active on LinkedIn and post at least twice a week
- ☐ I at least make one meaningful comment a day