



KSSEM
K S SCHOOL OF ENGINEERING AND MANAGEMENT

KammavariSangham (R) 1952

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DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

Seminar on

“RESUME BUILDING AND STRENGTHENING LINKEDIN PROFILE”

Event name: Resume building and strengthening linkedin profile

Date of event: 7th May, 2024

Venue: Aryabhata Seminar Hall, Dept. of ECE, KSSEM

Number of participants: 50

Targeted Audience: IEEE Students.

The department of Electronics and Communication Engineering, KSSEM, in association with IEEE KSSEM Student branch organized a Seminar on, “Resume building and strengthening linkedin profile” 7th May, 2024 at 11:00AM.

The resource person, **Mr.Subramanya Navada KR**, Systems Engineer Professional at JPMorgan Chase &Co and also an IEEE Volunteer. Bangalore were present at the campus to deliver the talk. Dr. Renuka V Tali, IEEE Branch Councilor for KSSEM Student Branch, Dr. Kishore M, Mr. Ravikiran B A, Mr. Dileep J and other faculty members of the department graced the event with their presence. The seminar was attended by third and fourth year students. IEEE student member Ms. Yashaswini (4th Sem) delivered welcome speech and also introduced the Guests to the gathering.

Discussion:

LinkedIn Profile Building

1. Introduction

Building a strong LinkedIn profile is essential for professional networking, job searching, and personal branding. This report outlines a comprehensive strategy for developing a standout LinkedIn profile, focusing on target audience analysis, choice of digital platforms, and unique resume building.



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2. Target Audience Analysis

Identifying the Target Audience

Understanding who you want to reach with your LinkedIn profile is crucial. This includes:

Industry Professionals: Colleagues, mentors, and leaders in your field.

Recruiters and Hiring Managers: Individuals looking for candidates with your skill set.

Potential Clients or Business Partners: People who may be interested in your services or collaborations. Thought Leaders and Influencers: Key individuals who can help amplify your voice and provide valuable insights.

Audience Needs and Interests

Research what your target audience values in a LinkedIn profile: Professional Background: Detailed work experience, education, and accomplishments. Skills and Endorsements: Specific skills relevant to the industry, endorsed by other professionals. Engagement and Activity: Active participation in discussions, sharing valuable content, and engaging with others' posts. Recommendations: Written recommendations from colleagues and supervisors that highlight your strengths.

Choice of Digital Platforms

While LinkedIn is the primary platform for professional networking, integrating other digital platforms can enhance your online presence.

LinkedIn

Profile: Complete all sections of your LinkedIn profile, including a professional photo, headline, summary, work experience, skills, and endorsements. Posts and Articles: Regularly share industry-relevant content and publish articles to showcase expertise.

Groups: Join and actively participate in LinkedIn groups related to your industry.

Supporting Platforms

Personal Website/Portfolio: Create a personal website or portfolio showcasing your work, projects, and detailed resume. Link this site on your LinkedIn profile. Social Media: Maintain professional accounts on platforms like Twitter and Instagram to share insights and engage with a broader audience. Professional Networks: Join industry-specific networks and forums to expand your reach and connect with more professionals.

Unique Resume Building

A unique and compelling resume is crucial for standing out on LinkedIn. Here's how to craft a resume that enhances your LinkedIn.



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Photo Gallery



Fig 1. Speaker Present in the event.





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Fig 2. IEEE Students Present in the Event

On behalf of all IEEE members, Ms. Rohini R G (4th Sem) expressed her gratitude and thanked the Management, Principal, Dr. Rama Narasimha, HoD, Dr. K Senthil Babu, teaching and non-teaching staff by presenting vote of thanks.

Conclusion

Building a standout LinkedIn profile involves understanding your target audience, leveraging various digital platforms, and creating a unique and compelling resume. By following this detailed strategy, you can enhance your professional presence, connect with key individuals, and advance your career.

Co-ordinator

Signature of HOD, ECE



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