

# NEXT STEP

## 5-STEP GUIDE TO A BOMB LINKEDIN PROFILE

*Recruiters will be dying  
to hire you when they  
see your LinkedIn page!*



ILLUSTRATION: EHSANUR RAZA RONNY

*If you're just starting out in a profession, you probably already know that LinkedIn will play an important part in your career. Not only do recruiters check your profile, but even some business or idea competitions consider it important during the initial screening. I'm going to tell you how to perfect your LinkedIn profile; and to help with that, I shall introduce you to Mr Scruffyboots, a person whose LinkedIn profile is everything that yours shouldn't be. His horrendous profile was what inspired me to write this article in the first place.*

### Getting started

LinkedIn is a social-media platform. Your profile there is a digital CV on the internet that will help you to network with professionals and maybe get recruited as one. The trick is to build up your LinkedIn profile during your 4 years in university, so that you have a rich, informative profile by the time you enter the job market. 94% of recruiters look you up before hiring you, and you would want your LinkedIn profile to show up when they google you so it looks like you were prepared. Just go to LinkedIn.com, click on "Sign up", and fill in the necessary information- it's almost like making a Facebook account.

### The picture

Mr. Scruffyboots had a nice blazer on for his picture, which is a plus, but it looked like he cropped himself out from a wedding photo with his wife from 20+ years ago before he had his 3 kids and pot belly. You don't want that look. Use a recent photo of yourself, with no one else in the frame. Not a selfie, not with your dog, not in front of a photoshopped backdrop and definitely not wearing clothes that you wouldn't wear to work. You don't need it to be grossly artificial or boring either; a simple headshot of you with a

good old smile will do the trick.

### 120 magical words

The "Headline" section is a hidden gem. People usually just type in their job descriptions, but you have 120 words to make yourself as marketable as possible. Be specific! Mr. Scruffyboots would seem a lot more professional if he used "Communications Specialist, XYZ Company" instead of "HR graduate, 2003". Pro tip: LinkedIn is a search engine too, and the keywords in this section are what people will look up. Specify what field you specialize in, and it can be your tagline.

### Compile it right

In the "Summary" section, don't just copy-paste your previous experiences from your resume- there is an entire different section for that, and a separate section to list your skills. You don't want to be another Mr. Scruffyboots and write "I love social networking" in your bio. Sell yourself as a professional. The recruiters want to know you and what you can bring to the table if hired; they don't want another typical bio filled with corporate jargon. Get creative- add a video, be charismatic and spontaneous. Body Language can really make a difference, and people do remember faces better than names.

### Background

This section validates your presence in the job market, and proves your credibility. Showcase your talents and skills. Make sure the sources who offered to recommend you are legitimate. Your past experiences/recommendations should provide details that specify exactly the trait you want to project. If you want to highlight your leadership characteristics, post about an event you organized with a team you led. If you want to highlight your designing skills, get a recommendation from a happy client. A glowing, organized, informative recommendation from a kind mentor is more effective than a vague copy-pasted recommendation from your boss. Your skills and accomplishments should stack up so that you come off as a holistic individual with great prospects ahead. The golden rule is "less is more". Be as concise as possible- don't include unnecessary details. Unlike Mr. Scruffyboots, who thought writing about a three-legged race he won in college would be useful.

### The final touches

After you sign up, make sure you add all the information that you're supposed to. Don't leave a section empty. An

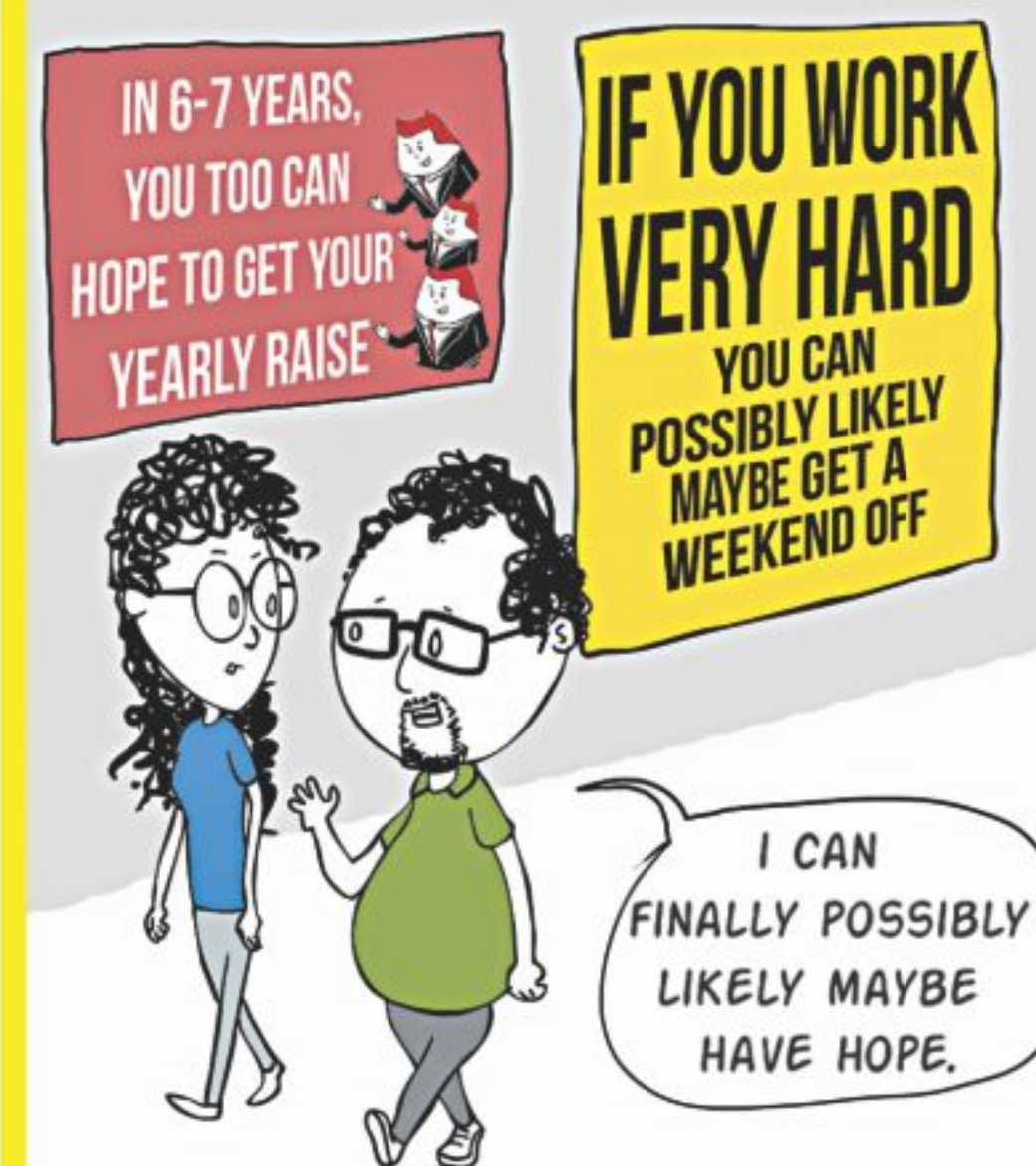
incomplete profile is very off-putting for recruiters- it exhibits lack of commitment. It's helpful to have as many people connected to you on LinkedIn as possible, to show off your professional engagement. That doesn't mean adding your friends and family like you do on Facebook - don't add Tumpamoni from the house three blocks down unless she actually adds value to your professional life. Join Alumni groups from school, make groups with people with similar interests- there is a lot to learn from articles posted by others. Keep your profile up to date with each new accomplishment, and re-post articles that relate to your specialties. Don't upload inspirational quotes as articles in your LinkedIn profile like they do on Tumblr. Finally, proofread everything. I'm sure Mr. Scruffyboots' "I lick book reading and travelling" impressed no one. If needed, ask a mentor to check your profile for you.

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## THE BOSSMAN

BY E. RAZA RONNY



## SOUTHEAST UNIVERSITY AND CHAKRI.COM PRESENT JOB FAIR 2017

Southeast University in association with Chakri.com is organizing a Job Fair on 25-26 November, 2017 at the permanent campus of Southeast University (251/A & 252, Tejgaon Industrial Area, Dhaka-1208).

We are expecting more than 50 leading employers of the country to participate in this year's event. This job fair will provide a platform for the potential candidates to meet employers, and the companies will get the opportunity to identify potential future employees with requisite qualifications and skills. Final year students and recent graduates of SEU will attend the job fair.

Mr Anisul Islam Mahmud, Honourable Minister, Ministry of Water Resources, Government of Bangladesh has given his kind consent to grace the inaugural ceremony of the event as the chief guest.

Mr Kazi Akram Uddin Ahmed, Founder Chairman, Standard Bank Ltd & Former President, FBCCI, will be present in the inaugural ceremony as special guest.

Mr Md Rezaul Karim, Chairman, Board of Trustees, Southeast University Trust will address the ceremony as the guest of honour.

On November 25, a seminar on "Impact of Soft Skills on Career Success: Employers' Perspectives" will be held. Mr Abdul Matlub Ahmad, Chairman, Nitol Niloy Group and Former President of FBCCI, has consented to be the chief guest for the seminar. Mr Musharraf Hossain, President, BSHRM & APFHRM and Head of Human Resource Management, ICDDR,B will act as keynote speaker of the seminar. Mr Quazi M. Ahmed, President of BOLD (Bangladesh Organization for Learning & Development) will be there as the special guest.

A seminar will be held on "Global Transition in Career Skills: Employers' Expectations from University Graduates" on the second day at 11.00 am. Ms Rubaba Dowla, Co-Founder and Managing Director of Plus One Services will be present as the chief guest at the Seminar. Mr Tabarak Hossain Bhuiyan, Managing Director and CEO of Prime Bank Investment Limited will present the keynote paper at the seminar. Quazi Mohammad Shahed, Chief Human Resource Officer, will be present as the special guest.

### Which is which?

A Curriculum Vitae or a CV is a Latin term that means "course of life". Rightly so, given it functions as the chronological representation of more or less your entire life story and background.

In contrast, résumé is a French word meaning "summary". Typically, it is a document that lists your work history, experiences, and details that set you apart from the competition. For example, resumes don't need an objective, or a chronological work history.

### Write according to need

You need a CV for jotting down a comprehensive documented description that goes above and beyond just a mention of your education and work experience. It lists, along with some considerable individual details, your achievements, awards, honours, and publications. Usually required when applying for international, academic, research, or teaching positions in higher education, a CV is generally explicitly asked for when employers do want one.

On the other hand, the goal of a resume is to make you stand out from the rest of the crowd. You will need to tailor it to the needs of the different jobs you may be applying for. If you're applying for a job in finance, your experience as a university-level kabaddi player is not required. A resume is the preferred format to apply for most jobs, unless the recruiters specifically ask for a CV.

### Structure it right

A CV will range from being a two to a six, to even a twelve-page document, depending entirely on your professional achievements or how you want to make it look. You need to know what to include and how to lay them out to make a good CV. You should filter and format all the nec-



**"Your resume looks good. However, I'd limit it from 17,000 pages to three from now on."**

essary information according to the position you are applying for. As for a resume, know that it need not be ordered chronologically. It gives you the liberty to customize it in any way you want. Even as a brief document, a resume should concisely describe your background as an individual.

References aren't necessarily required in the body of your CV or resume. You can include those in a cover letter, or mention in your document that they'll be available upon request. There are many

online tools such as novoresume.com that offer a range of different templates for both CVs and resumes, and are completely free to use.

The chief differences between a CV and a resume, comes primarily from the three factors of length, purpose and layout. A CV's static is that it's not a document needing to be tailored for different positions in the way that a resume is. So the former is intended to be a full record of your career history and the latter is a brief, targeted list of your skills and

achievements.

After all of that, if you're still confused about where to begin, remember that almost any job you apply to is likely to specify what it wants and whether it wants a CV or a resume. That should give you an easy heads-up. In case it doesn't, you can always ask the employer directly about what they want.

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