

Workshop by Mr. Yatin Sonkusare

CV Building & LinkedIn Profiling

Speaker's Name & Designation: Mr. Yatin Sonkusare; Delivery Manager, Yatra

Attendees: Batch 2021-23

SIIB Auditorium | July 23rd, 2022 | 11:15 PM – 1:15 PM | Participants – 200+

Synopsis:

On 23rd July 2022, the batch of 2021-23 attended a workshop by Mr. Yatin Sonkusare, Delivery Manager at Yatra. The topic for the session was “CV Building and LinkedIn Profiling.”

Mr. Yatin Sonkusare started the workshop by showing the attendees an example of a CV and any key observations that were made. He explained how to make the CV impactful. He explained how and why resumes and CVs were different. Mr. Sonkusare showed the audience formats for CVs for other sectors. Next, he dived deep into the details of resumes and CVs. He suggested ways of tailoring CVs for different job roles & profiles. Mr. Sonkusare mentioned how CVs are like a storefront, a form of marketing oneself to the corporate world. Explaining the contents of a resume, he started focusing on the skill section, distinguishing between the hard and soft skills.

For the LinkedIn profile, Mr. Sonkusare emphasised keywords used, classification of the profile, and use of professional photographs. He suggested using an impactful banner to inform the audience about oneself. Usage of a headline elaborating on the position and extracurricular activities is an attractive feature to be used on one's LinkedIn profile. Mr. Sonkusare suggested matching one's resume with the LinkedIn profile and shared tips such as sending a personalised note for a connection request. Lastly, he explained the dos and don'ts for a LinkedIn profile.

The workshop ended with a live CV-building session where Mr. Yatin Sonkusare reviewed the students' CVs from each specialisation and program. He shared the various pointers to improve students' CVs to a more professional level.

Feedback:

“The session was very informative as our CVs and LinkedIn profiles are key to attracting corporate attention”.

– Pranali Kamble (MBA-IB)

“The live CV screening was insightful as we gained a lot of input on how to present our CVs in a better way.”

- Gaurang Deshpande (MBA-EE)

Photos:



