

A TRICHY PLUS CAREER BOOKLET

LinkedIn Makeover.

A SUNDAY REBUILD

Turn an invisible profile into a recruiter magnet in one afternoon.
Every section, every field, with before-and-after examples.

MADE FOR

Final year students

CONTENTS

Inside this issue

-
- 01 Why LinkedIn Matters More Than Your Resume**
The 7-second rule and why a strong profile runs 24 hours a day.
-
- 02 Profile Picture and Banner**
The 21x view multiplier hiding behind a good headshot.
-
- 03 Headline: Your Elevator Pitch**
220 characters that decide whether recruiters click your name.
-
- 04 About Section and Experience**
The 3-paragraph formula plus the action verbs that replace 'responsible for'.
-
- 05 Skills, Recommendations and Featured**
The three most underused fields on every fresher's profile.
-
- 06 Content and Getting Found**
The 4-week plan to 500 connections plus how the LinkedIn algorithm actually works.
-
- 07 Your Personal Brand Worksheet**
A workbook to fill in before you rewrite your profile this Sunday.
-

01

THE STAKES

Why LinkedIn Matters More Than Your Resume

In 2026, over 850,000 recruiters in India use LinkedIn as their primary sourcing tool. Which means for most freshers, a strong LinkedIn profile is a lead-generation machine that runs 24 hours a day, and a weak one is invisible.

Your resume gets read only after someone finds you. LinkedIn is how they find you in the first place. This booklet is a step-by-step makeover. Every section shows a Before (what most fresher profiles look like) and an After (what actually gets you noticed), with a note on why the change works. Follow it end to end in one Sunday afternoon. Two hours of work will make more difference than three months of scrolling.

THE 7-SECOND RULE

What a recruiter actually sees before scrolling on

A recruiter spends around 7 seconds on your LinkedIn before deciding to scroll further. Your profile picture, headline, and first two lines of your About section have to answer three questions in those 7 seconds: **Who are you? What do you do? Why should I care?** Nail all three and they scroll. Miss one and they leave.

850K

INDIAN RECRUITERS
ACTIVELY SOURCING
ON LINKEDIN

7s

TIME YOU GET TO MAKE
A FIRST IMPRESSION

21x

MORE VIEWS WITH A
PROFESSIONAL PHOTO
VS DEFAULT

50

SKILLS LINKEDIN LETS
YOU LIST — USE EVERY
SLOT

02

THE VISUAL LAYER

Profile Picture and Banner

The two visual elements that carry your profile before words do. Getting these right takes one Saturday afternoon and one friend with a phone. Getting them wrong costs you views for years.

Profile picture rules

Profiles with a professional picture get 21x more views and 36x more messages. You do not need a paid photographer. You need good light, a plain background, and a friend with a decent phone. Ten minutes on a Saturday afternoon is enough.

Face fills 60 percent of the frame: Head and upper shoulders. Not a full body shot, not a distant one.

Natural light, not overhead: Face a window. Avoid harsh ceiling lights that create shadows.

Plain background: A blank wall works. Nothing distracting behind you.

Look at the camera, half-smile: Warm but professional. A wide grin looks casual, a serious face looks defensive.

Dress one level up from daily: If your job is business casual, wear formal casual. If it is formal, wear a shirt or blazer.

Clean grooming: Hair combed, clothes ironed. Not showy, just cared for.

THE THREE TEST

One simple check before you upload

Show your profile picture to three people who do not know you. Ask them: 'Would you take a meeting with this person about a job?' If 2 out of 3 hesitate, redo it. Cheaper than a professional shoot and more honest than your own eye.

Banner ideas that work

The banner is 1584 by 396 pixels of prime visual real estate above your profile. Most freshers leave it as the default blue gradient. Do not. Use it to reinforce one message about who you are.

- A clean image of your city or campus with a one-line personal statement in a corner
- A screenshot of a project dashboard you built (for tech or analytics students)
- A photo of you presenting or working, with the subject's face partially visible
- A minimalist quote that captures your professional identity, one you would defend
- A career-goal tagline in your own words: 'Building the analytics team of tomorrow'

03

THE 220-CHARACTER PITCH

Headline: Your Elevator Pitch

The single most-searched element on LinkedIn. It appears next to your name in every search result, every comment, every message. 'B.Com Student at St Joseph's College' wastes 45 characters that could be earning recruiter attention.

Before	After
Student at St Joseph's College, Trichy	Final Year B.Com Student Aspiring Financial Analyst Excel and SQL Passionate about Consumer Finance Trichy

Why the change works: The After has 5 signals in one line: degree stage, career direction, tools, interest, location. Matches at least 4 different recruiter searches. Before matches zero.

Before	After
MSc Computer Science Interested in Data Science	MSc Computer Science '26 ML and Data Science Building a Recommender System for Books Python, PyTorch, SQL Open to SDE-1 Roles

Why the change works: Named graduation year, showed a concrete project, listed 3 tools, stated availability. Recruiters searching 'PyTorch fresher India' will now find you.

Before	After
Passionate MBA Student	MBA '26 IIM Trichy Product Management Ex-Wipro Analyst Writes about tech and growth on LinkedIn Actively seeking summer PM internship

Why the change works: Uses the strong 'Ex-Wipro' credential, names the target function, references content activity, states availability. Everything a recruiter needs to shortlist in one glance.

THE HEADLINE FORMULA

One pattern that works for 90 percent of freshers

[Degree + Year] | [Target Role or Function] | [1 to 3 Key Tools or Skills] | [1 Personality or Angle] | [Availability or Location]

Keep it under 220 characters. Use vertical bar separators. Front-load the most-searched keyword.

04

THE WRITTEN LAYER

About Section and Experience

The About section is the closest a recruiter gets to hearing you talk. Written well, it feels like you across the table. Written badly, it reads like a school application form.

The 3-paragraph formula

Paragraph 1 — Who I am, in one sentence

Start with your degree, year and one line about what you are building toward. This is what the recruiter reads on the truncated preview.

SAMPLE

Final-year B.Com student at St Joseph's College, Trichy, building a career in operations analytics for consumer businesses. Two internships in the last year at CA firms and a local FMCG distributor have shown me where numbers meet decisions, and I have been hooked ever since.

Paragraph 2 — What I have actually done

Concrete work, in the order most relevant to your target role. Numbers over adjectives. Tools over titles.

SAMPLE

My most recent internship at ABC Distributors involved rebuilding their weekly sales dashboard in Excel and Power BI, cutting the reporting cycle from 6 hours to 40 minutes. In my previous role at a CA firm, I supported GST filings for 12 SME clients. My final-year project is a demand forecasting model for a pharmacy chain, reducing stockouts from 12 percent to 4 percent.

Paragraph 3 — What I am looking for plus one human line

Say what role you want, and what you would be an unusual candidate for. Close with something true and slightly personal, it makes people remember you.

SAMPLE

I am looking for entry roles in operations analytics, business analyst, or process improvement. Particularly in FMCG, retail, or consumer finance. Comfortable with Excel, SQL, Power BI, and rapidly learning Python. Outside of work, I run a small book-review Instagram page with 400 subscribers, it is how I have learned to explain complex ideas in 200 words.

Experience section: numbers, not adjectives

Recruiters want three things per bullet: an action verb, a specific task, and a measurable outcome.

Before

After

- Responsible for data entry and reporting.
- Assisted the team in various tasks.
- Learned about the industry.

- Rebuilt the weekly sales dashboard in Excel and Power BI, cutting report cycle from 6 hrs to 40 mins.
- Cleaned and analysed 8 months of transaction data (12k+ rows) to identify top-5 loss-making SKUs, team acted on 3 of 5 recommendations.
- Wrote the SOP for month-end reconciliation, now used by 4 team members.

Why the change works: Every bullet has a verb plus a task plus a number. No adjectives, no fluff. The reader can picture what you did in 5 seconds.

20 action verbs that beat 'responsible for'

Built	Launched	Automated	Reduced	Increased
Rebuilt	Owned	Coordinated	Designed	Delivered
Analysed	Cleaned	Wrote	Presented	Trained
Sourced	Negotiated	Piloted	Rolled out	Simplified

05

THE UNDERUSED TRIO

Skills, Recommendations and Featured

The three fields on every LinkedIn profile that most freshers ignore. They are also the three highest-leverage 20 minutes you can spend on your profile all year.

Skills

You can list up to 50 skills. Add all 50. LinkedIn's algorithm matches these against recruiter searches. This is the single highest-leverage 20 minutes you can spend on your profile. Pin your top 3 (they appear at the top). For freshers those are usually your one flagship tool, your one flagship soft skill, and your target role.

Recommendations

Ask 3 people for a written recommendation: your internship manager, a professor who supervised a project, and a peer who worked closely with you. Recommendations from senior people you barely know are less useful than recommendations from people who can speak specifically about your work. The 'give first' rule: write a recommendation for them first, unprompted. About 70 percent of the time they will write one back within a week.

Featured

The Featured section sits at the top of your profile and is criminally underused by freshers. Pin: your best project's link (GitHub, Behance, Notion), a certificate you are proud of, a LinkedIn post you wrote that got some traction, and a media mention if any. Four items, all visual, all click-through. This is where you convert profile views into actual credibility.

06

THE 4-WEEK PLAN

Content and Getting Found

A profile is a resume. A profile plus posts is a personal brand. You do not need to be a thought leader. You need to be visible. One hour a week, four weeks.

Week 1 — Rebuild the profile

Do everything from Chapters 2 to 5 above. Take a proper photo. Rewrite the headline and About. Add all 50 skills. Add every internship and every meaningful project.

Week 2 — Connect strategically

Send 20 connection requests per day to: seniors from your college (find via Alumni), people in roles you want (search by job title plus location), and speakers you have seen at events. Add a personal note to each. A one-line intro is enough.

Week 3 — Engage before you post

For 15 minutes a day, leave thoughtful 2-sentence comments on 5 posts by people in your target industry. This trains the algorithm to show your name to those people's networks. Comments are more visible than posts when you are new.

Week 4 — Post twice

Post 1: a learning. 'Something I learned in my internship this week...' Post 2: a project. 'Just built this small dashboard, tool, or analysis. Here is what surprised me.' 200 to 300 words each. No emojis, no motivational fluff, just substance.

WHAT ACTUALLY WORKS FOR FRESHERS**The kinds of posts recruiters stop to read**

Show your work: projects, dashboards, essays, first drafts.

Learning-in-public posts: 'I did not know X. I learned it. Here is what changed.'

Small, honest observations about your industry.

Avoid: motivational quotes, humble-brags about grades, 'I am blessed' posts. Recruiters skip past all of these.

Getting found: LinkedIn SEO in 5 minutes

LinkedIn's internal search is a keyword-matching engine. Your profile ranks higher for a keyword when it appears in 5 places: headline, current job title, About section, skills, and past experiences. Not all keywords are equal, here is the priority order.

Priority 1: Your target role or function: 'Business Analyst', 'Product Manager', 'Data Scientist', 'Content Writer'. Exact phrases recruiters search.

Priority 2: Your top 3 tools: 'SQL', 'Python', 'Power BI', 'Figma'. Real, verifiable tools you have used. Never bluff.

Priority 3: Your industry: 'FMCG', 'EdTech', 'BFSI', 'SaaS'. Even if you are a fresher, signal industry intent.

Priority 4: Your location: 'Trichy', 'Chennai', 'Bangalore', or 'Remote' if you are open. Filters heavily by geography.

Priority 5: Your differentiator: 'Regional Language Skills', 'Community Builder', 'Blogger', 'Chess Rating 1800'. The one thing that makes you memorable.

07

YOUR PERSONAL PLAN

Your Personal Brand Worksheet

Fill this in BEFORE you rewrite your profile. Every field here should show up in at least one place on your LinkedIn. Twenty minutes here saves two hours of rewrites later.

Part 1: Positioning

The role I want in 12 months

Be specific. 'Business Analyst' beats 'analytics'.

The industry I want to work in

FMCG, BFSI, EdTech, consulting, government exams.

My top 3 skills (verifiable)

Tools you have actually used in a project or internship.

My biggest project in one line

The one you would defend in an interview.

My biggest achievement in one line

Include a number if possible.

One personal thing I want people to know

Hobby, side pursuit, cause. Something human.

Part 2: My New Headline

Use the formula: Degree + Year | Target Role | Top Tools | Angle | Availability or Location. Write it out. Read it aloud. Cut anything that sounds like a job description you copy-pasted.

Draft 1

Draft 2 (tighter)

Final headline

Under 220 characters. Read it aloud one last time.

Part 3: The Three Recruiters I Want to Reach

Name three specific people (LinkedIn URL or company plus role) whose attention would change your job prospects. Connect with them this week. A one-line intro is enough. This is the 20 percent of LinkedIn that produces 80 percent of fresher outcomes.

Recruiter 1 (name plus company plus role)

And a one-line intro you will send.

Recruiter 2 (name plus company plus role)

And a one-line intro you will send.

Recruiter 3 (name plus company plus role)

And a one-line intro you will send.

SEND US YOUR PROFILE

We audit fresher LinkedIn profiles every Friday

Rebuilt your profile using this guide? Send the URL to us via our website, we will do a free 5-minute audit and send you 3 specific improvements. Do this within 7 days of your rebuild while your changes are fresh. Also join our Trichy Plus Alumni group on LinkedIn, 6,000+ Trichy students and alumni, active discussions on placements and higher studies.

THE LAST WORD

LinkedIn rewards specifics, not superlatives

Every fresher on LinkedIn calls themselves 'passionate' or 'driven'. Nobody remembers those words. What people remember is the specific project, the number in your bullet, the small human line in your About. Boring adjectives are not the price you pay to sound professional. They are the reason recruiters scroll past you.

“Your network is the people who want to help you, and you want to help them, and that's really powerful.”

REID HOFFMAN, CO-FOUNDER OF LINKEDIN
