

RESUME & LINKEDIN TOOLKIT



**HOW TO BUILD A CAREER BRAND THAT GETS
NOTICED AND SHORTLISTED**

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Resume Basics: Structure & Format That Work Globally

Upload your resume (PDF/DOC)

SUMMARY

78

out of 100

Recruiters spend **6–8 seconds** on a resume scan. Keep it clean:

- Font: Calibri/Arial, 11–12 pt.
- Length: 1 page (US, UK), 2 pages (Europe, India for >8 years exp).
- Sections: Summary, Experience, Education, Skills, Certifications.

✗ Don't include photos, DOB, marital status (except where required like Germany).

👉 Exercise: Audit your resume for formatting errors.

Crafting a Powerful Professional Summary



Your summary = your elevator pitch. It must:

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- Highlight years of experience.
- Mention industries and skills.
- Position you for target roles.

Example: *"Strategy consultant with 7 years' experience across Bain and Deloitte, specializing in digital transformation and market entry. MBA from Warwick. Seeking leadership roles in consulting or corporate strategy."*

Writing Impact-Driven Bullet Points



- The difference between a weak resume and a strong one is impact.
-  Weak: *"Worked on client presentations."*
-  Strong: *"Developed client presentations on digital strategy, influencing a \$25M implementation."*
- Formula = Action Verb + Task + Impact + Number.
-  Exercise: Rewrite 1 bullet from your resume with measurable results.

Resume Do's and Don'ts for Consulting, Finance, and Tech

- **Consulting:** Highlight problem-solving, frameworks, client impact.
- **Finance:** Emphasize modeling, valuations, transactions.
- **Tech:** Showcase product ownership, data-driven decisions, coding/project tools.
-  Don't list generic skills like "hardworking."
-  Do quantify every bullet.
- **Exercise:** Pick 1 bullet and tailor it for a consulting OR finance OR tech role.

LinkedIn Basics: Headline, Summary, and Experience



Your LinkedIn headline is SEO gold.

✗ Bad: *"Analyst at Deloitte."*

✓ Good: *"Strategy Consultant | Digital Transformation | Ex-Deloitte | MBA Warwick."*

Your summary should be future-facing.

👉 **Exercise: Write 1 headline that positions you for your dream role.**

Optimizing LinkedIn for Recruiter Search (Keywords + SEO)

- LinkedIn works like Google. Recruiters search with keywords: "Data Analyst SQL Python." If those words aren't in your profile, you won't show up.
- **Tips:**
 - Use keywords in headline, summary, skills.
 - Add 50 skills (LinkedIn max).
 - Endorse colleagues, get endorsements back.
 - 🖱️ **Exercise: Search a dream job description. Extract 5 keywords and add them to your LinkedIn profile.**

Building Social Proof: Recommendations & Endorsements



Recommendations = credibility. Get them from managers, clients, colleagues.

Example: *"Mayank is a mentor who transformed my CV, interview skills, and confidence. With his guidance, I landed Deloitte Consulting."*

👉 **Exercise: Ask 1 ex-colleague for a LinkedIn recommendation today.**

Showcasing Projects, Publications, and Thought Leadership

LinkedIn allows you to feature:

- Projects (consulting cases, strategy reports).
- Certifications.
- Publications/blogs.

This makes you **more than just a job title.**

👉 **Exercise: Add 1 project to your LinkedIn “Featured” section.**



Personal Branding on LinkedIn: Posts & Articles

Posting regularly builds brand. Content ideas:

- Career learnings.
- Industry insights.
- Case prep tips.
- Personal milestones (MBA admit, job offer).

✓ Consistency > Virality.

✎ **Exercise: Draft 1 post idea you could share this week.**

Resume Templates (Chronological, Functional, Hybrid)



- **Chronological:** Best for linear careers.
- **Functional:** Best for career breaks/pivots.
- **Hybrid:** Best overall—skills + timeline.
- 🖋️ **Worksheet Prompt:** Pick 1 format and explain why it suits you.

LinkedIn Optimization Checklist

- Headline = targeted + keyword-rich.
- Summary = story + career goals.
- Experience = quantified bullets.
- Skills = 50/50 endorsed.
- Recommendations = 2–3 strong ones.
- 🖱️ **Exercise: Score your profile 1–10 on each element.**

CASE STUDIES



Resume Rewrite: Aarav's generic Big 4 resume was reframed with quantified bullets → shortlisted at Bain.

LinkedIn Branding: Sarah rewrote headline + shared 5 posts on fintech → got Amazon recruiter outreach.

✓ 90-Day Resume & LinkedIn Plan:

- Weeks 1–4: Resume bullets rewrite.
- Weeks 5–8: LinkedIn SEO optimization.
- Weeks 9–12: Posting + recommendations.



**“Want a resume that
gets interviews and a
LinkedIn that attracts
recruiters?
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