



MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(Deemed to be University)

Affiliated to JNTUA, Ananthapuramu & Approved by AICTE, New Delhi
NAAC Accredited with A+ Grade, NIRF India Rankings 2024 - Band: 201-300 (Engg.)
NBA Accredited - B.Tech. (CIVIL, CSE, ECE, EEE, MECH, CST), MBA & MCA



EVENT REPORT

Report Submitted by: Mr. Shaik Tipu Rahaman, Assistant Professor & Aptitude Trainer, Training & Placement Cell

Mode of Conduct: Offline

Target Audience: II B.Tech Students from All Branches

Venue: Auditorium

Date: 10th April 2026 (11AM to 1 PM)

Personal Branding in the Digital Age: The LinkedIn Blueprint

MITS
MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(Deemed to be University under section 3 of UGC Act, 1956)
www.mits.ac.in
Madanapalle-517325, Annamayya Dist., Andhra Pradesh, India.

TRAINING & PLACEMENT CELL
Organizes Expert Talk on
**PERSONAL BRANDING IN THE DIGITAL AGE:
THE LINKEDIN BLUEPRINT**

Mr. Krishna Reddy Chinta
REGIONAL HEAD SOUTH AND EAST
LinkedIn

10th April 2026
Auditorium

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Dr. V. Jayaprakasan
Associate Dean - Training & Skill Development

Event Coordinators
Mr. J. T. Drupad Varma
Placement Officer
Mr. Shaik Tipu Rahaman
Asst. Professor & Aptitude Trainer

The Training & Placement Cell organized an expert talk on “**Personal Branding in the Digital Age: The LinkedIn Blueprint**” on **10th April 2026** at the **Auditorium**. The session was conducted to guide students on effectively leveraging LinkedIn for career growth, networking, and personal branding.

The session commenced with a welcome address by **Dr. P. Athahar, Senior Manager – Students Affairs**, who warmly welcomed the dignitaries, guest expert, faculty members, and students. She emphasized the significance of LinkedIn in the digital age and its role in guiding students toward successful career paths.

The dignitaries on the dais were welcomed by **Dr. P. Athahar**, who invited **Dr. V. Jayaprakasan, Associate Dean - TSD**,

Dr. D. Pradeep Kumar, Registrar (I/c), and the guest speaker **Mr. Krishna Reddy Chinta, Regional Head – South & East, LinkedIn**, onto the dais.

Subsequently, **Mr. Shaik Tipu Rahaman** addressed the audience by sharing the success story of one of the institution’s alumni and explaining how LinkedIn played a vital role in the alumnus’s professional journey. This was followed by an address from **Dr. V. Jayaprakasan, Associate Dean – TSD** who highlighted the importance of digital presence on professional networking platforms. **Dr. D. Pradeep Kumar, Registrar (I/c)**, further emphasized the role of technology in the digital era. A token of remembrance was then presented to the chief guest by the dignitaries on the dais, followed by the expert talk by the guest speaker.

The event was conducted under the guidance of the esteemed leadership and coordinated by the Training & Placement Cell.

Objective of the Session

The primary objective of the session was to help students:

- Understand the importance of digital presence
- Build a strong professional identity
- Utilize LinkedIn effectively for career opportunities

Key Highlights of the Session

1. Importance of LinkedIn

The speaker emphasized that LinkedIn is not merely a resume platform but a **public professional identity**.

- Over **1.5 billion users** and **70 million companies** are active on LinkedIn
 - It serves as a gateway to global career opportunities
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2. Profile Optimization

Students were guided on creating an impactful LinkedIn profile by:

- Using a professional profile picture (avoiding selfies)
 - Adding accurate location details
 - Writing a compelling summary as a teaser of one's personality
 - Including skills, experiences, certifications, and projects
 - Uploading photos, videos, and testimonials for credibility
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3. Power of Networking

The session highlighted the importance of networking:

- Focus on building 1st-degree connections
 - Aim to create 300–400 meaningful connections initially from Alumni.
 - Connect with alumni for guidance and mentorship
 - Reach out to HR professionals for career opportunities
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4. Career Building Strategies

Students were encouraged to:

- Identify dream companies and begin engaging with them
 - Share digital certificates and achievements regularly
 - Seek internships and convert them into job offers
 - Stay active by posting and interacting consistently
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5. Emerging Trends and Future Jobs

The session also covered future job trends:

- Traditional roles may diminish with technological advancement
 - Emerging roles such as AI Engineers, Code Validators, and VLSI professionals are increasing in demand
 - Continuous learning and upskilling are essential
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6. LinkedIn and Career Enhancement Tools

Students were introduced to several tools that can strengthen their professional branding and job search process:

- **LinkedIn Recruiter** – A platform used by organizations and recruiters to filter, identify, and approach suitable candidates efficiently.
 - **Taplio** – An AI-powered content creation and scheduling tool that helps users build their LinkedIn presence through engaging posts and analytics.
 - **Resume Worded** – Provides AI-based feedback on resumes and LinkedIn profiles to improve impact and ATS compatibility.
 - **Zety** – An online resume builder offering professional templates and guided resume-writing assistance.
 - **Rezi** – An AI resume builder designed specifically to optimize resumes for Applicant Tracking Systems (ATS).
 - **SkillsSyncer** – Matches resumes against job descriptions and suggests keyword improvements for better ATS performance.
 - **Careerflow** – A job search and career management platform that helps users track applications, optimize resumes, and manage networking.
 - **LockedIn AI** – An AI interview preparation and job assistance platform that helps candidates practice interviews and improve responses.
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Vote of Thanks

Mr. Shaik Tipu Rahaman, Assistant Professor & Aptitude Trainer, proposed the vote of thanks and expressed sincere gratitude to:

- **Dr. N. Vijaya Bhaskar Choudary, Founder & Chancellor**, for his continuous support in fostering technical expert talks and awareness sessions that enhance students' industry readiness and career development
 - **Shri. N. Dwarakanath, Pro Chancellor**, for providing excellent facilities and continuous support
 - **Mrs. Keerthi Nadella, Executive Director**, for spearheading student upskilling, leadership development, and holistic growth initiatives
 - **Dr. C. Yuvaraj, Vice Chancellor (I/c)**, for his visionary leadership, strategic guidance, and unwavering support toward the progress of the University
 - **Dr. D. Pradeep Kumar, Registrar (I/c)**, for administrative support and coordination
 - **Dr. P. Ramanathan, Principal**, for encouraging such career development initiatives
 - **Dr. V. Jayaprakasan, Associate Dean – TSD** for support in conducting the event
 - Faculty members of the Training & Placement Cell for their support in organizing the event
 - Students for their enthusiastic participation and engagement.
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Outcome of the Session

The session was highly interactive and insightful. Students gained:

- A clear understanding of personal branding
- Practical steps to build a strong LinkedIn profile
- Awareness of networking strategies and career opportunities

Conclusion

The expert talk successfully empowered students to take control of their professional journey in the digital era. It reinforced the idea that **consistent effort, strategic networking, and a strong online presence** can significantly enhance career prospects.



