



Pimpri Chinchwad Education Trust's  
Pimpri Chinchwad College of Engineering & Research  
Ravet, Pune - 412101



Academic Year: 2024 – 25

GUEST SESSION REPORT-BCA

09/12/2024

**Title of Seminar:**

Resume and LinkedIn profile building

**Date of Seminar:**

06 December 2024, Friday.

**Location:** Ravet

**Organized by:** PCCOER College, Ravet, BBA & BCA Department.

**Speaker:** Dr. Ketan Desale (*Head Digital Marketing, PCET's, Associate Dean MIS & Assistant Professor, PCCOE*)

**Duration:** 2 hour

**Attendee:** All BCA students.

### 1. Introduction

On 6<sup>th</sup> December 2024, department of BCA organized guest lecture on the topic “Resume and LinkedIn profile building”. Guest lecture mainly aimed to address the importance and necessity of creating a strong professional online presence.

### 2. Guest Session Objectives

The primary objectives of the session were to:

- To understand LinkedIn's role as a crucial platform for professional networking and career growth.
- To effectively present professional experiences, accomplishments, and expertise.
- To leverage tools like endorsements, recommendations, and posts for personal branding and career opportunities.

**Overview:** The speaker emphasized how LinkedIn serves as a crucial platform for showcasing skills, accomplishments, and professional experiences. They discussed the need for an optimized profile to enhance visibility among recruiters, expand professional networks, and unlock career opportunities. The lecture provided a comprehensive understanding of LinkedIn's role in career advancement and offered actionable insights into building an impactful profile.

### 5. Conclusion and Recommendations

The lecture concluded with a Q&A session, where the attendees raised questions regarding specific aspects of LinkedIn profiles and resumes. The speaker offered personalized advice and tips on how to improve individual profiles.

Overall, the session was highly valuable for anyone looking to improve their online presence and advance their career



**Report Prepared by:**

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