

Personal Branding through LinkedIn: SHRIYA SUPREETH

Shriya Supreeth, a content writer with three years of experience in the industry, has dabbled between different organisations with different approaches and has always stood out for her attention to details, spontaneity, and client servicing. Driven by her love for storytelling and commitment to producing impactful, result oriented content - she conducted a two-day workshop on the 24th of February and the 2nd of March, 2024, for the 3rd year students of BA Communication Studies at Mount Carmel College, Bengaluru to give insights and guidance to the young students for working on Personal Branding as they are about to step out of college. Her sessions focused primarily on LinkedIn as a platform to do the aforementioned. Across the two days of lecture, she familiarised the students to the outlay of the page, how one can search for job and internship opportunities, networking with people in the same and associated fields, LinkedIn optimization and image presentation so that one's profile reaches the intended audience. Along with these, through casual conversations, she also addressed the questions of the students as to how to find one's niche, the different job roles that are out there and so on.

