

Department of Computer Applications

Report

Workshop on “Build, Brand & Get Hiring: Resume and LinkedIn Optimization”

Date: September 21, 2026

Timings: 12:30 PM onwards

Venue: 957 Lab, 5th Floor, MAIMS

No. of Participants: 55

Resource Person: Ms. Anupama Garg, Communications Strategist, CEAI Academy

Faculty Coordinator: Ms. Neetu Agarwal, TPO, BCA

The Training and Placement Cell, Department of Computer Applications, MAIMS, organized a workshop on **“Build, Brand & Get Hiring: Resume and LinkedIn Optimization”** on **21st September 2026**. The session was conducted by Ms. Anupama Garg, Communications Strategist, CEAI Academy, with the objective of equipping students with practical knowledge and skills to create effective resumes, optimize their LinkedIn profiles, build a professional brand, and become recruiter-ready. The workshop focused on key aspects of building an ATS-friendly resume, optimizing LinkedIn profiles, showcasing skills and achievements, and understanding recruiter expectations. Ms. Anupama Garg provided valuable insights into creating a well-structured resume with appropriate keywords while avoiding common mistakes. She also guided students on developing a strong LinkedIn headline, summary, skills section, and professional identity. Students were further encouraged to highlight their projects, certifications, achievements, and measurable impact to effectively present their capabilities to prospective recruiters.



Speaker addressing the Students during the workshop on Resume Building



Students actively participating in a workshop

The session also emphasized the importance of understanding recruiter expectations, preparing effectively for interviews, and exploring relevant career opportunities. The interactive nature of the workshop



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encouraged students to actively participate and understand the significance of professional communication, personal branding, and maintaining a strong digital presence in today's competitive employment environment. The workshop provided students with an opportunity to gain practical knowledge about **resume building, LinkedIn optimization, professional branding, and recruitment readiness**. It encouraged them to continuously enhance their professional profiles and develop the skills required to successfully navigate the recruitment process. The workshop was successfully conducted under the guidance of **Prof. (Dr.) Rajni Malhotra Dhingra, Director, MAIMS, Prof. (Dr.) Sarita Bansal Garg, HOD, Department of Computer Applications, and Ms. Neetu Agarwal, Training & Placement Officer, Department of Computer Applications**. The session was an informative, interactive, and enriching learning experience that motivated students to strengthen their professional profiles and become career-ready and recruiter-ready professionals.