



LinkedIn for Personal Branding

Course Overview

This course is designed to help you turn LinkedIn into a powerful engine for career growth and personal branding. Through hands on practice, you'll optimize your profile, define your positioning, create credibility building content, and grow the right network. You'll also learn to plan, create, and run LinkedIn Ads to expand your reach and achieve specific career or business goals—ensuring every activity maps to real world outcomes.

Course Objective

By the end of this course, learners will be able to:

- Create a professional LinkedIn profile
- Build a personal brand on LinkedIn
- Share content that highlights your skills
- Connect with recruiters and professionals
- Run LinkedIn Ads for visibility

Skills you will learn

You'll learn how to present yourself professionally on LinkedIn, create impactful content, grow your network, and use LinkedIn Ads to enhance your digital visibility and career potential.

Program Highlights



Curriculum

How to utilize LinkedIn for career and personal branding

-Leveraging LinkedIn for your career & personal branding (practical's)

-Creating LinkedIn ads