Digital Profile Building

30-Hour Online Certificate Course for Undergraduate Students

Duration: 30 Days (1 Hour Daily) | **Mode:** Online | **Level:** Beginner to Intermediate
Target Audience: Undergraduate Students, Fresh Graduates, Job Seekers and Entrepreneurs

Course Objectives

Upon successful completion of this course, students will be able to:

- Build a strong digital identity and personal brand.
- Create professional resumes and portfolios.
- Develop an optimized LinkedIn profile.
- Establish a professional presence across digital platforms.
- Create quality content using AI tools.
- Build employability and networking skills.
- Prepare for internships, higher education, and career opportunities.

Module 1: Personal Branding Fundamentals (6 Hours)

Day	Topic
1	Introduction to Digital Profile Building
2	Importance of Personal Branding in the AI Era
3	Identifying Skills, Interests, and Career Goals
4	Building a Professional Digital Identity
5	Professional Communication and Online Etiquette
6	Quiz and Assignment

Learning Outcome

- Understand personal branding and digital reputation.

Note – Add Practical Assignment / Hands on Project || share tools /software links to be used for this certification course | Share Study Material (pdf/docs/video) in advance

Module 2: Resume and Portfolio Development (6 Hours)

Day	Topic
7	Resume Writing Fundamentals
8	AI-Based Resume Creation
9	CV vs Resume vs Bio Data
10	Cover Letter and Statement of Purpose (SOP)
11	Creating Digital Portfolios
12	Mini Project: Professional Resume and Portfolio

Tools

- ChatGPT

- Canva
- Microsoft Word
- Google Docs

Learning Outcome

- Create industry-ready resumes and portfolios.

Module 3: LinkedIn and Professional Networking (6 Hours)

Day	Topic
13	Introduction to LinkedIn
14	Creating and Optimizing LinkedIn Profiles
15	Professional Headlines and About Section
16	Networking and Building Connections
17	LinkedIn Posts and Personal Branding
18	Mini Project: Complete LinkedIn Profile

Tools

- LinkedIn
- ChatGPT
- Canva

Learning Outcome

Build a strong professional network. **Module 4: Content Creation and Social Media Presence (6 Hours)**

Day	Topic
19	Introduction to Content Creation
20	Creating Professional Graphics and Presentations
21	Blog Writing and Article Creation
22	Video Profile and Personal Introduction
23	Managing Professional Social Media Accounts
24	Mini Project: Digital Personal Brand Campaign

Tools - Add Practical Assignment for below tools for above topics (in class assignments and practice assignments at home)

- Canva
- ChatGPT
- Adobe Express
- capcut

Learning Outcome

- Establish a professional online presence.

Module 5: Career Readiness and AI Tools (6 Hours)

Day	Topic
25	AI Tools for Career Development
26	Interview Preparation and Mock Interviews + Add GD Sessions in Group Activity

27	Building Profiles on Naukri, Indeed and Internshala
28	Freelancing and Gig Economy Platforms
29	Personal Website and Google Sites Portfolio
30	Final Project Presentation and Assessment

Tools

- ChatGPT
- Google Sites
- Naukri.com
- Internshala
- Indeed
- Canva AI

Learning Outcome

- Become career-ready with a professional digital presence.

Course Trainers:

1. Mrs Rutuja Gugle
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3. Mr Ravi Lakhpati
4. Mr Bhushan Khairkhar
5. Mr Atul Dere