

# COVER LETTER & LinkedIn



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- Crafting a Cover Letter
- Optimizing the LinkedIn Profile
- Utilizing LinkedIn for job search
- Developing strong personal brand



# Cover Letter

- Accompanies a job application
- Brief introduction of the applicant
- Highlight skills and experiences
- Attracts attention of the employer
- Demonstrate why one is fit for the role.



# Crafting a CL



Let's build a cover letter for Senior HR Executive role that requires minimum 2 years of experience in recruitment and selection

- Date
- Recipient's Addressing
- Subject

12 July 2023

The,  
Hiring Manager,  
Company Name  
Company Address

Subject: Application for the post of **Senior HR Executive**

# Opening Paragraph



Let's build a cover letter for Senior HR Executive role that requires minimum 2 years of experience in recruitment and selection

## Opening Paragraph

- Applied Job position
- How you got the circular/why it attracts you

This is with reference to your advertisement published in Bdjobs/ Company Website/ Newspaper/ LinkedIn dated on xx July 2023 for the post of **Senior HR Executive** that I am prompt to apply.

# Middle Paragraph



Let's build a cover letter for Senior HR Executive role that requires minimum 2 years of experience in recruitment and selection

## **Middle Paragraph**

- Highlight relevant qualifications, skills and experience
- Connecting past experience and the job role
- Mentioning notable achievements

# Crafting a CL



Let's build a cover letter for Senior HR Executive role that requires minimum 2 years of experience in recruitment and selection

This is Sakib Bin Sahed, currently working as an HR Executive (National & Global Talent acquisition) in RFL Group from April 2021. I have completed MBA (Specialization in HRM) and BBA (Major in Management Studies) from Jagannath University with a CGPA of 3.84 and 3.74 respectively.

In RFL group, my assigned task is Talent acquisition, which is recruitment and selection of both technical and non-technical positions and head hunting within and outside the country on behalf of all business concerns of RFL Group which eventually allows me to gather versatile recruiting experience from different industries.

Throughout my professional and student life, I had been using MS Office for official & club-related works. I have attended quite a few online (Bohubrihi.com, LinkedIn Learning) as well as offline training courses on MS Office, particularly MS Excel. I also earned skill assessment badge in MS PowerPoint from LinkedIn.

Furthermore, in University, I worked as a president of the Management Club, Jagannath University & hosted various events of Management Club, Jagannath University, and University Central programs which polished my Interpersonal communication skills.

# Crafting a CL



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## **Closing Paragraph**

- Restate your interest in joining the company
- Expressing your enthusiasm
- Mentioning that you are available for an interview
- Mentioning the attachment of CVs



# Crafting a CL



Let's build a cover letter for Senior HR Executive role that requires minimum 2 years of experience in recruitment and selection

Based on the gathered experience, I believe I am the right fit for the position and would be grateful if given an opportunity to showcase my talent & skill. Please find my attached CV which provides details information regarding my career history and extra-curricular activities. Thank you for considering my application.

# LinkedIn



## Can we get jobs from LinkedIn?

# LinkedIn



- Professional social media
- Networking platform
- Job Searching media



# Organizing



- Add profile photo
- Add Cover photo
- A headline that gives brief about you

**Sakib Bin Sahed**  
Adjunct Faculty- EWU | Assistant Manager -HRM |Talent Acquisition (Global & National) | RFL Group | MBA HRM-JNU

Talks about #hrmetrics, #jobannouncement, #jobadvertisement, #globalrecruitment, and #hrbusinesspartner

Gulshan, Dhaka, Bangladesh · [Contact info](#)

1,762 followers · 500+ connections

[Open to](#) [Add profile section](#) [More](#)

East West University  
 Jagannath University, Dhaka

# Organizing



- Add your career brief

## About



HR Professional with growing experience in National and Global talent acquisition from technical and non-technical backgrounds for all business concerns of RFL Group. Additionally, an Adjunct Faculty at EWU

Keeping full focus on continuous self-improvement, I try to implement LEAN 6 Sigma in every step of life. I consider myself a team player who believes in synergistic efforts. I have good proficiency in MS Office and SPSS.

### ✦✦ Top skills

Public Lectures • Training • Talent Management • E-Recruitment • IHRM

# Add Experience, Education and Skills



## experience



### Adjunct Faculty

East West University · Contract

Oct 2022 - Present · 10 mos



### PRAN-RFL Group

Full-time · 2 yrs 4 mos

#### Assistant Manager (HRM-Talent Acquisition)

Sep 2021 - Present · 1 yr 11 mos

Gulshan, Dhaka, Bangladesh

## Education



### Jagannath University, Dhaka

Master of Business Administration - MBA, Human Resources Management

2019 - 2020

Grade: 3.83

Overall ranking: 1st



### Jagannath University, Dhaka

Bachelor of Business Administration - BBA, Department of Management Studies

2015 - 2019

Grade: 3.74

Overall Ranking: 4th

## Skills

Demonstrate skills



Public Lectures

IHRM

Microsoft PowerPoint

Passed LinkedIn Skill Assessment

4 endorsements

## Licenses & certifications



### Human Resources Foundations

LinkedIn

Issued Jul 2021

Show credential



### Performance Management: Conducting Performance Reviews

LinkedIn

Issued Jul 2021

Show credential



### Talent Management

LinkedIn

Issued Jul 2021

# Recommendations



## Recommendations

Show all pending



Received

Given



**Gazy Yasir Arafat** · 1st

HRBP || Payroll Administration || Compensation & Benefit || Office & General Administration || Employee Branding || Talent Development ||

August 17, 2022, Gazy worked with Sakib on the same team

Sakib Bin Sahed, very passionate about his duties and responsibilities and a out of the box thinker. All the very best of luck for his upcoming days.



**Pallab Moulick** · 1st

Manager- Talent Acquisition (Lead) at PRAN-RFL Group || Head Hunting || Local & Global Recruitment || Employer Branding || Talent Management || Employee Engagement || Leadership || Negotiations

July 26, 2021, Pallab was Sakib's mentor

I know Sakib very well. He is very punctual and highly dedicated to his Job. He is very creative in his daily activities. He has a strong sense of accountability and responsibility. I wish him a successful career ahead.




**A.S.M Sayem** · 1st

Global Recruitment Professional || Head Hunter|| OD Professional || Sales Force Designer || HRBP ||Ex-Recruitment Head-PRAN-RFL || Global Recruiter|| Sourcing & Selection|| Talent Acquisition Specialist||


# Job Search




 My jobs


 Job alerts


 Demonstrate skills

 Interview prep

 Resume Builder

 Job seeker guidance

 Application settings

 Post a free job

## Suggested job searches

 Assistant Manager Human Resources

 Human Resources Manager

 Corporate Human Resources Manager

 Human Resources Training Manager

 Human Resources Specialist

 Human Resources Generalist

 Corporate Human Resources

## Recommended for you

Based on your profile and search history



### Human Resources Specialist (UK Hours)

Optimizely

Dhaka, Dhaka, Bangladesh (Remote)

 Actively recruiting

1 week ago



### Executive - Human Resources

Bureau Veritas Group

Dhaka, Dhaka, Bangladesh (On-site)

 Actively recruiting



# Job Alerts



Job alerts

**senior executive**

Dhaka, Bangladesh

Filters: Full-time  
Frequency: Daily via email and notification  
Get notified of similar jobs: Yes

**assistant manager**

Bangladesh

Filters: Full-time  
Frequency: Daily via email and notification  
Get notified of similar jobs: Yes

Done

The image shows a mobile application interface for managing job alerts. At the top, there is a yellow banner with the text "Job Alerts". Below this, a modal window titled "Job alerts" is open, displaying a list of two job alerts. The first alert is for a "senior executive" position in Dhaka, Bangladesh, with filters for "Full-time" and a frequency of "Daily via email and notification". The second alert is for an "assistant manager" position in Bangladesh, also with filters for "Full-time" and a frequency of "Daily via email and notification". Both alerts have a "Get notified of similar jobs: Yes" option. To the right of each alert, there are edit and delete icons. At the bottom right of the modal, there is a blue "Done" button. The background of the app is dark grey, and the modal has a white background with a close button (X) in the top right corner.

# Networking



- Human Resources Professionals
- Public Figures
- Job Portals
- Employees from preferred industries

## Texts & Comments

- Greeting texts to the new connections (not everyone)
- Professional texting (not the facebook ones)
- Be engaging in LinkedIn  
(Comment on others posts, share your thoughts)

# Showcasing Skills



- Take skill assessments
- Earn Badges

Skills

Demonstrate skills



Public Lectures

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IHRM

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Microsoft PowerPoint



Passed LinkedIn Skill Assessment



4 endorsements

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Show all 36 skills →

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# Personal Brand



- Posting on regular basis
- Industry centric posts
- Obviously not copy pasting!

So, let's approach the "Please introduce yourself" question with a mindset that embraces the opportunity to make a strong first impression. Prepare a concise and engaging response that demonstrates your confidence, highlights relevant details, and leaves a positive and professional impact.

Good luck with your next "Please introduce yourself" question!

Sayed Md. Ashiqul Alam and 147 others

13 comments · 3 reposts

Reactions



Like Comment

13,814 impressions

Imranul Islam Hridoy and 243 others

Reactions



Like Comment Repost Send

7,813 impressions

[View analytics](#)

393

8 comments

Like Comment Repost Send

8,464 impressions

77

7 comments · 1 repost

Like Comment Repost Send

4,275 impressions

[View analytics](#)



# Q/A Session