EVENT REPORT

Date	**2nd February 2026**	**Time**	**10:00 AM & 1:00 PM onwards**
Venue	Seminar Hall, E-Block	**Sponsor**	N/A
Organizer	HRidaya & Corporate Relations Cell (CRC)	**Speaker**	Mr. Oktrido Asrialdi
Event Name	Career Catalyst	**Format**	Professional grooming & career development session
Number of Attendees	250+ students		

1. Executive Summary

Career Catalyst was a comprehensive career development and professional grooming session organized on 2nd February 2026 at the Seminar Hall, E-Block. The event targeted students across MBA (General, Finance, Analytics) and Undergraduate programs, operating in two respective time slots. Facilitated by Certified Career Coach Mr. Oktrido Asrialdi, the session successfully provided approximately 250+ students with structured guidance on resume building, LinkedIn optimization, and industry expectations to prepare them for upcoming internship and placement processes.

2. Introduction and Objectives

The primary objective of Career Catalyst was to bridge the gap between academic learning and corporate hiring expectations by offering students data-backed insights into recruiter behavior and screening processes.

The key objectives of the event were to:

- Educate students on how resumes are evaluated by recruiters and Applicant Tracking Systems (ATS).
- Enable students to structure resumes that are clear, relevant, and role-focused.
- Highlight the growing importance of LinkedIn as a professional branding and recruitment platform.
- Guide students on strategic networking, referrals, and off-campus internships.
- Prepare students to present themselves confidently in competitive job markets.

3. Session Overview and Key Discussions

The session began by decoding the modern recruitment landscape, highlighting that recruiters typically spend only 7-10 seconds scanning a resume. The following key areas were discussed in detail:

- **Resume Screening & ATS Awareness:** Mr. Asrialdi explained the role of Applicant Tracking Systems (ATS) in filtering resumes. He emphasized the necessity of utilizing job-description-specific keywords, appropriate terminology, and role-aligned descriptions to avoid automatic rejection, cautioning against vague phrases and generic objectives.

- **Resume Structuring Techniques:** Students were introduced to the "F-pattern" scanning behavior of recruiters. The speaker provided practical resume-writing formulas to present responsibilities as action-oriented, outcome-focused bullet points alongside a concise summary and visible skills.

- **Brand Value and Internship Exposure:** The speaker noted how prior experience with recognizable organizations signals quality and reduces hiring risk, urging students to pursue meaningful, goal-aligned internships and certifications.

- **LinkedIn Optimization:** This segment covered maintaining consistency between resumes and LinkedIn profiles. Tips included optimizing headlines, ensuring profile completeness, and utilizing the platform for networking, as recruiters use it to verify information and assess professional activity.

- **Networking and Referral Strategy:** Practical frameworks were shared for professional outreach, detailing whom to contact and how to build relationships rather than directly asking for jobs.

The session concluded with an interactive Q&A where the speaker provided actionable advice regarding resume gaps, certifications, off-campus internships, and career clarity.

4. Event Feedback and Insights

Participant feedback indicated the session was highly informative, realistic, and industry-oriented. Students particularly valued the data-backed explanation of ATS processes and the actionable networking and LinkedIn strategies.

Key insights established during the event included:

- Clarity, relevance, and role alignment are top priorities for recruiters during initial screening.
- Keyword optimization is vital for passing ATS filters.
- LinkedIn is a crucial dual tool for recruitment visibility and verification.
- Strategic networking and professional relationship-building yield better results than mass job applications.

5. Conclusion

Career Catalyst emerged as a highly impactful initiative that tackled the challenges of the modern competitive recruitment environment. By demystifying resume screening realities and offering actionable professional branding strategies, the session equipped students with the clarity, confidence, and strategic direction required to navigate their professional development journeys successfully.

Event Poster:




HRidaya x CRC
present
Career Catalyst
What you'll learn?
How to build strong LinkedIn profile
Tips for resume Building
Common mistakes to avoid
How recruiters scan Resume
Monday ,02 February
10 AM Onwards
E Block Seminar Hall


Q&A





