Personal Branding

Tell a consistent story, building on the details with each profile

Tell Your Story

- ***Who are you?*** As a developer, teammate, career changer, individual

- ***How did you get here?*** Why software development? Why Turing School? Why now?

- ***What's next?*** What will you be working on after Turing School? Is there a particular industry/tech stack/project you would like to be working with?

Choose the right channels

Twitter	Portfolio
GitHub	Personal Site
LinkedIn	Resume

Brand Yourself

- Software Developer

- Web Developer

- Software Developer | Former Video Graphics Artist | Professional Organizer

Resume Overview

Header

- Name

- Contact Information - phone number, email address

- Online collateral - LinkedIn, GitHut, personal website, Twitter

Personal Statement

- Forget about "Objective."

- Introduce yourself, subjectively and with personality. The rest of your resume should focus on facts. This is your opportunity to speak for yourself.

- Where have you been? What are you doing now? What's next for you?

- What do you want the reader to notice about your resume?

- What conclusions do you hope they'll draw?

- What would you like the reader to know that might not be apparent on the rest of the page?

Skills

- Criteria: Have you built something with this technology? Can you have a conversation about it?

- Organization:

    - Languages

    - Frameworks

    - Testing

    - Tools

- 12-20 items

Code Samples

- 2-4 of your favorite projects

- Deploy and repository with clickable web addresses

- What problem does it solve? What does it allow the user to do? What is the high level overview of the project?

- What stack is this app built in?

- If you worked in a group, what was your focus?

Education and Experience

- What about your past brings value? Be sure to demonstrate transferrable skills throughout past experiences

- Turing School of Software and Design

    - Education or Experience

    - Certificate in Web Application Development with Ruby, Rails and JavaScript

- Reverse chronological order

- Lead with position title rather company name

Interests and Community

- Bonus!

- Tangentially related abilities or specialities

  - Blogging…

  - Public Speaking…

  - Teaching…

Resources

- Examples from Turing grads

    - https://www.turing.io/sites/default/files/resumes/alon_waisman.pdf

    - https://www.turing.io/sites/default/files/resumes/rose_a_kohn.pdf

    - https://www.turing.io/sites/default/files/resumes/josh_cass.pdf

- Design

    - Creddle.io

    - Visual CV with **Google Docs** visualcv.com/www/google-docs-resume-templates/

- Resource for describing past employment onetonline.org

Twitter Basics

Twitter Basics

Twitter Basics

GitHub Basics

Colin Shevlin
cwshevlin

✉ cwshevlin@gmail.com
🕐 Joined on Sep 16, 2013

Theo Skolnik
theoskolnik

◎ Chicago
✉ theodoraskolnik@gmail.com
🔗 http://github.com/theoskolnik
🕐 Joined on May 8, 2014

Fabi Castillo
fab9

◎ Miami
✉ rorou192@gmail.com
🔗 http://fabicastillo.com
🕐 Joined on Feb 22, 2011

33   124   74

The LinkedIn Basics

The LinkedIn Basics

In 2006, I began a journey and spent a year on motorcycle driving through India and Nepal after my father passed. My purpose realized was to make people smile. Since that day I have been working towards that and have aligned myself with people and organizations that help find the most screens and loudest megaphones to champion that purpose.

//Likes to Build
Plans, Apps, Hype, Strategy, Products, Transformational Gaming, Platforms, Launches, Startups, Campaigns, Partnerships and Lego.

//Loves To
Overcome seemingly impossible challenges in the most engaging, effective and magically unexpected ways probable with as little as possible. Love the underdog, startups and the movie Rudy.

//Currently
Looking for a team to take back to the future.

The LinkedIn Basics

Experience

Mentor
Wearable IoT World
August 2015 – Present (11 months)

Helping innovative people and companies in the realm of virtual reality create new realities.

Wearable World connects businesses to the social fabric of the Internet of Wearable Things. Our goal is to provide an innovation platform to foster the blend of technology, art and humanity. Through news content, incubator and accelerator programs, and events, Wearable World acts as the catalyst for future Wearable Technology innovation. The Wearable World platform addresses the need for entrepreneurs to connect, learn, and engage the wider Wearable Technology global ecosystem. For additional information, please visit www.wearableworld.co.

Ambassador - Special Envoy to End Malaria
United Nations
April 2010 – Present (6 years 3 months) | Greater New York City Area

The Office of the United Nations Secretary-General's Special Envoy to End Malaria. The Social Media Envoys are showing how new media can help to end malaria deaths and energize our work to achieve the Millennium Development Goals and build a better world.

The LinkedIn Basics

📋 Projects

IM360 (A Digital Domain Company)

Go For Gold (Coca-Cola)

February 2011 – March 2012

Ncite developed, "Go For Gold", Coca-Cola's first leadership development game in 2012. It was deployed in 2012, with much success and praise from Coca-Cola.

"Go for Gold has fundamentally shifted the way we develop our leaders; our leaders have fundamentally shifted the way we "win together!"

—Jennifer Longnion
Talent & Development Lead, Coca-Cola Europe & Global Change... **more**

▸ 8 team members, including:

Khayyam Wakil
VR Strategy & Innovation
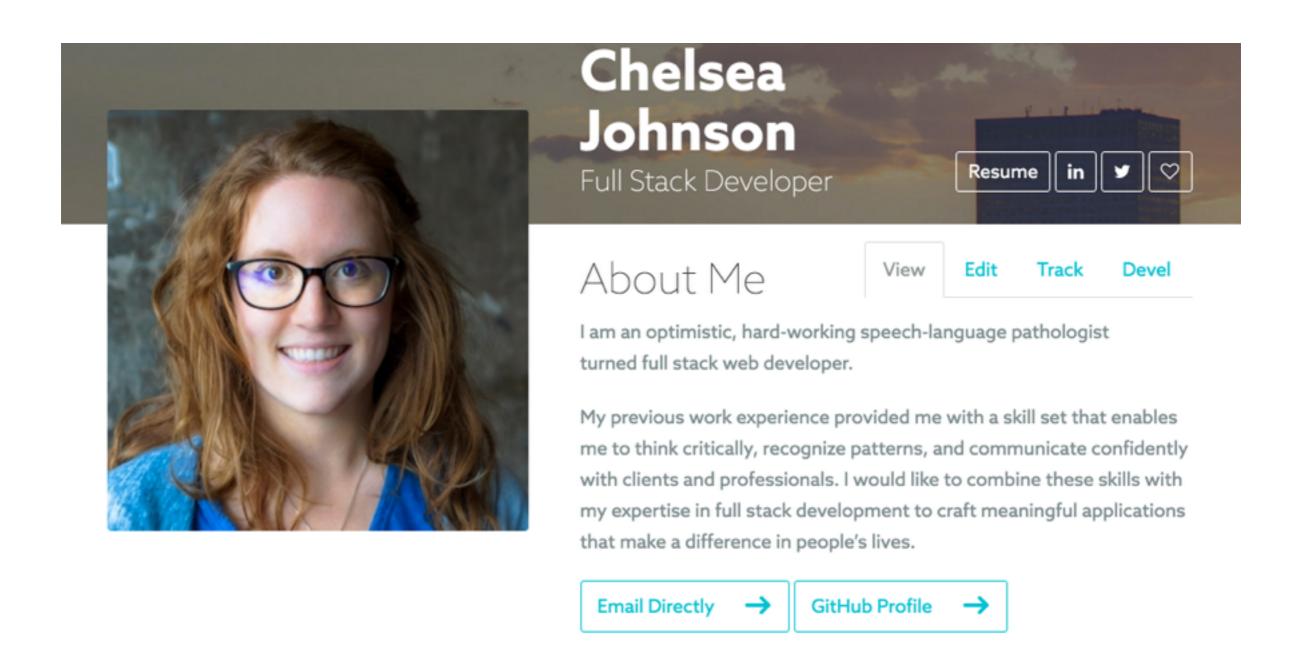
Michael Shaun Conaway
CEO Storyworks, CEO Ncite

Chad Lefevre
President at Obsession Projects (A Divisi...

Robindra Mohar
Entrepreneur, Digital Strategist, Vision H...

Turing Portfolio

Recap

- Who are you? How'd you get here? What's next?

- Your story should build upon itself with each channel.

- Brand yourself for what you want to be recognized as.

Reach out with questions

Slack: @liajames

email: lia@turing.io

Twitter: @lia_james