



University College Dublin
Careers Network

Here

MSc Computer Science
(Conversion)

There

Ms. Edel Caraway/ Ms. Leona Barry
Careers Consultant

Learning Outcomes

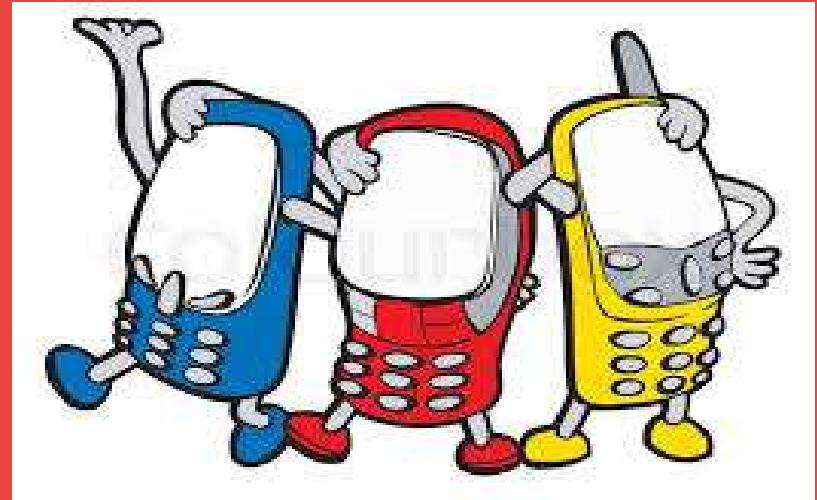
- Design an effective CV and Cover Letter
- Create an online profile in LinkedIn and appreciate the range of ways that LinkedIn can be used.

Session One

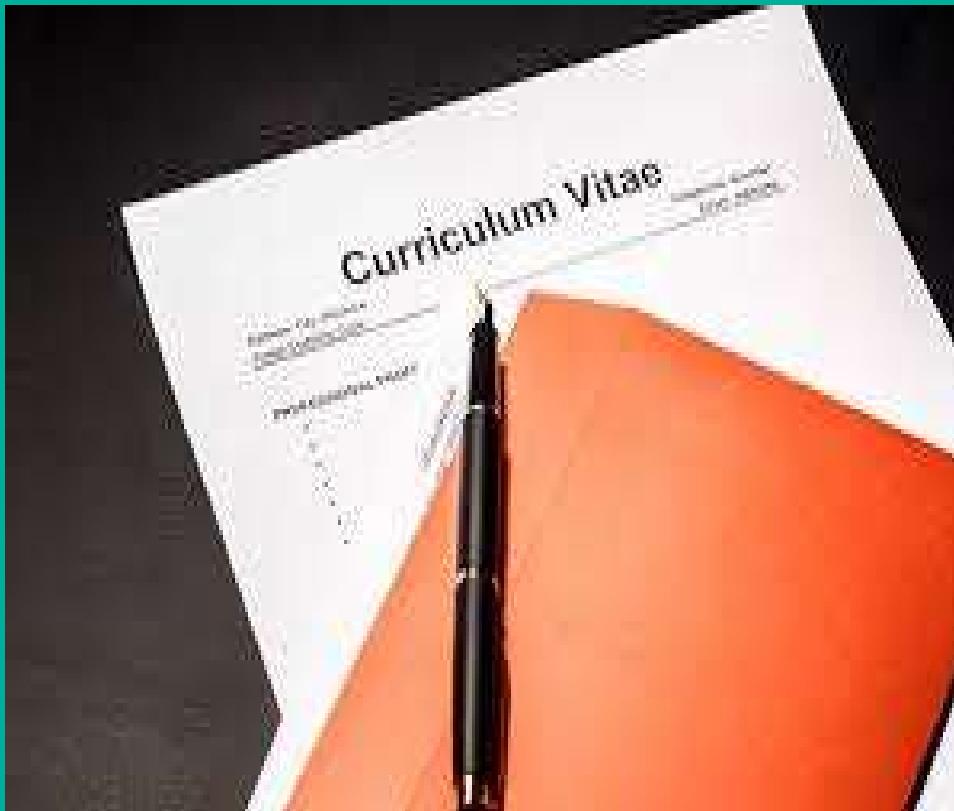
- Recap on what to consider first for a standard CV and how to structure and format your CV
- Recap on how to structure and format Cover Letters
- Recruiter Exercise

Kahoot.it

Before we
begin



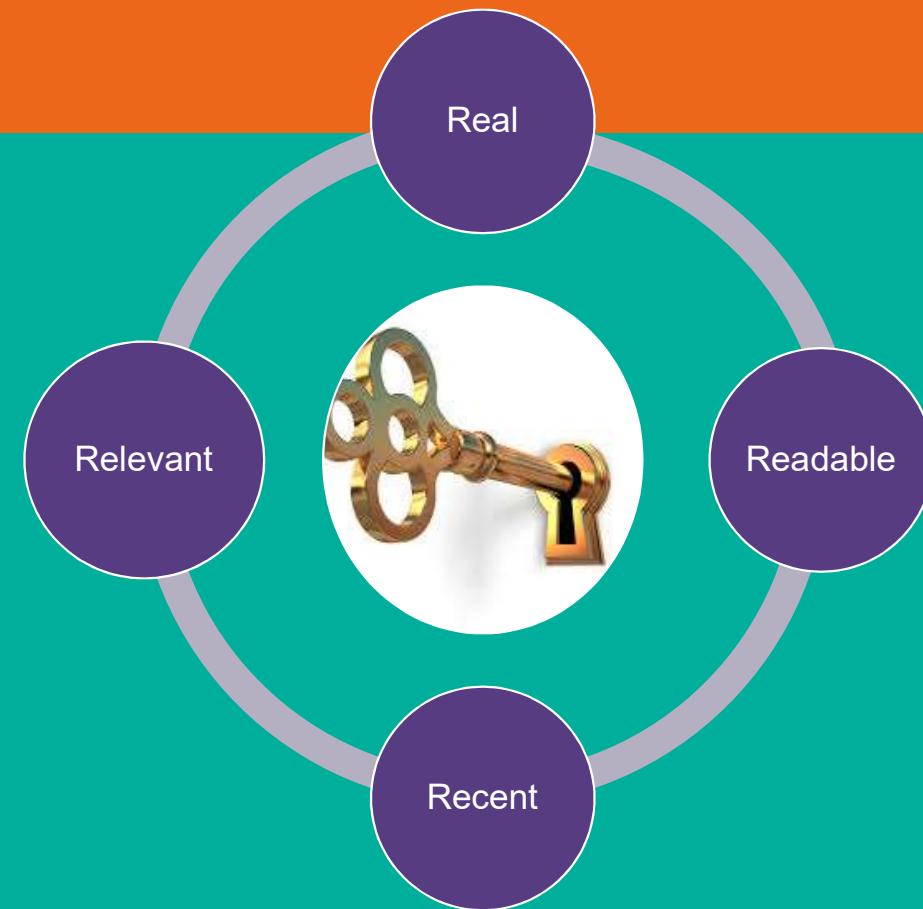
Who has a CV?



- Part – time job?
- Internship?
- Careers and Skills Module?

Key requirements for a CV – Tailor to Job Description

4 R's



What are they looking for?

Q
E
K
S

Qualifications

Experience

Knowledge

Skills/competencies

- How do you match up – (evidence-based)
- Read between the lines – what do they *really* need

What happens your CV after closing date ?

Internship Recruiter begins review of CVs to create a **short list** (some instances a **long list** - which will be reviewed again)

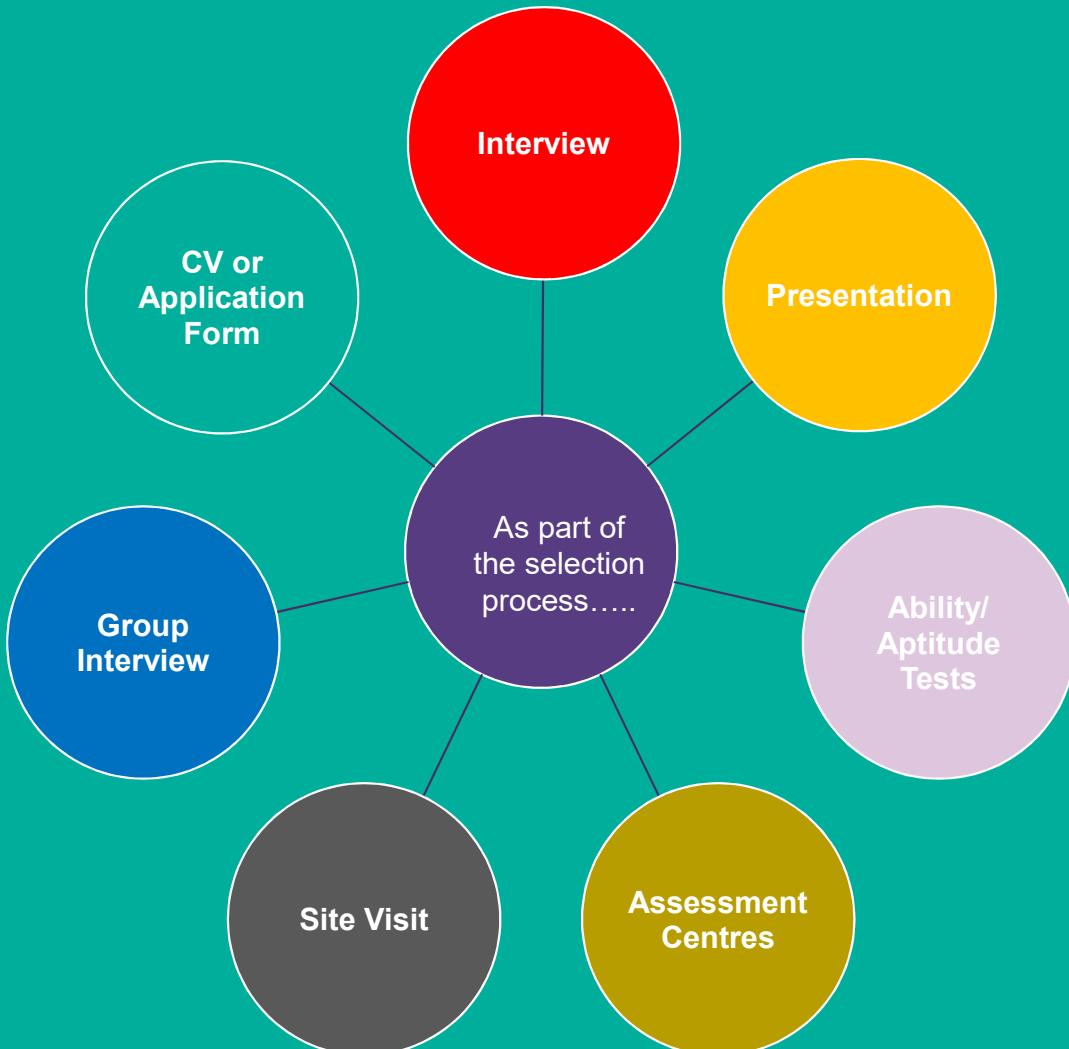
30 – 60 seconds to make an impression!!

Is your CV **tailored** to the role?

Recruiter & Team Leader/Manager **review final selection**

Screening process: telephone interviews/ face to face interviews.

The Selection Process



First Step Towards Interview!

1. Do you meet their criteria (tailored)?

2. Do you stand out among the other applicants?



If other candidates have similar qualifications it may be your **work experience, extra-curricular activities or technical/soft skills** that reveal your employment potential



Plain white paper –
keep it simple
1 or 2 FULL pages

Avoid funny fonts –
TNR, Clibri, Arial

Font size 10 or 12

Consistency –
spacing, indentation,
margins, clear
headings etc.

Avoid large blocks of
text...white space
makes it easy on the
eye.

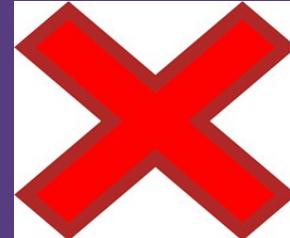
Bullet points,
underline, ***italics***
and **BOLD** for
emphasis but don't
overdo it

If sending
electronically check
that it also looks ok
when printed – format

Put your Cover Letter
and CV in ONE PDF
document ensure
your file name
includes your name

Recap - CV Structure & Format Guidelines

The Basics – what should NEVER go in!!

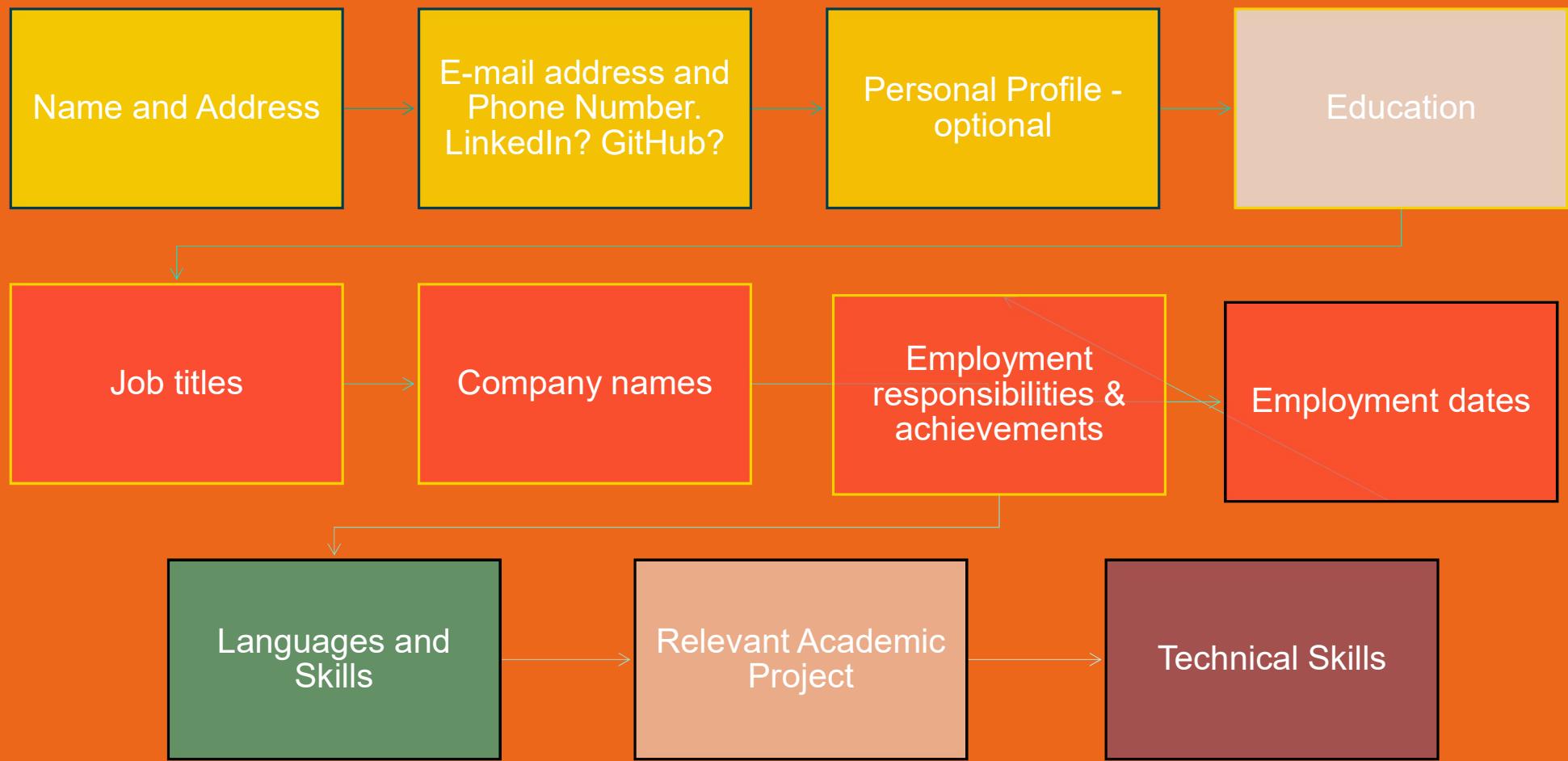


Age	Gender
Race	Religion
Sexual Orientation	Family or Marital Status
Disability	

The Basics – you don't need to include!

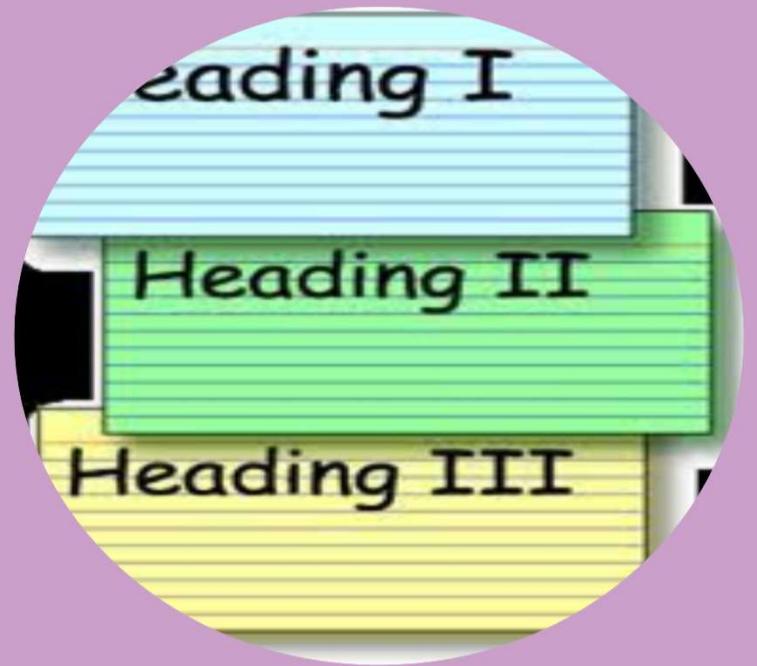
Title (i.e. 'Curriculum Vitae')	Abbreviations (TLA's)	Jargon
Charts and graphs	Photographs	Health/physical description
Weaknesses	Exaggerations	Signature

What to put in?



Other Headings for a CV...

- Positions of responsibility
- Relevant work experience
- Relevant internship experience
- Awards
- Achievements
- University involvement

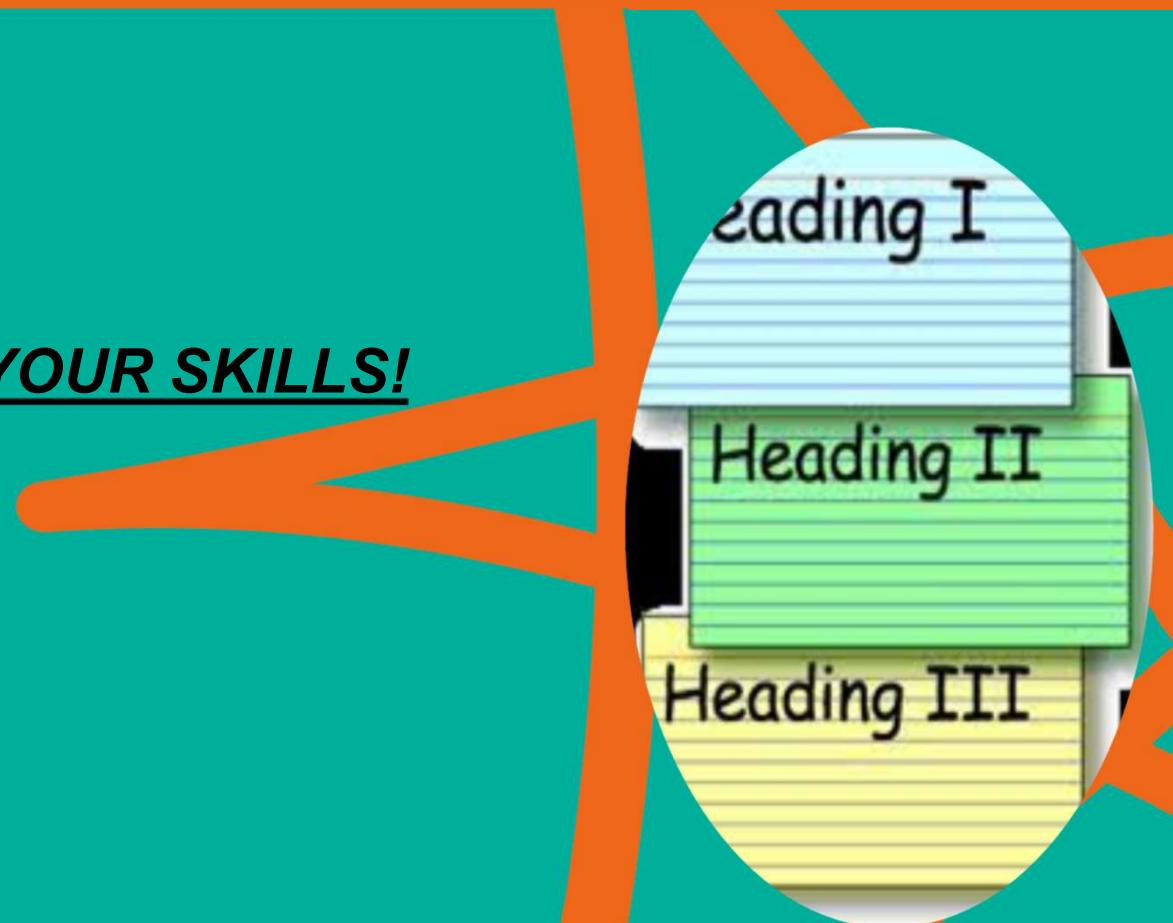


Other Skills Headings for a CV...

- Academic project
- Personal Projects
- Technical Skills

REMEMBER TO CATEGORISE YOUR SKILLS!

- *Programming skills*
- *Web development*
- *Databases*
- *Operating Systems*



Technical Skills (PAGE 1!)

Programming Languages: Java, C, C# (internship) Ocaml

Web Development: JavaScript, HTML5, CSS3, Razor Pages

Databases: SQL, MySQL

Operating Systems: Windows, Linux

In summary

Marketing
yourself on
paper!



Don't make assumptions – spell it out!



Do the recruiter's work for them



A statement of fact is not boastful/arrogant



Accentuate the positive



Put yourself in the recruiter's shoes

Sample CV structure

Personal Details

*

Personal Profile

*

Education

*

Employment History

*

Key Skills Profile

*

Interests & Achievements

*

References

Jill Bloggs

Contact Details

PERSONAL PROFILE (2-3 lines)

EDUCATION

Masters of Computer Science (Conversion) University College Dublin

2018 – 2019

Relevant modules: Java Programming (A), Data Science (A+)

Grades: GPA 3.5/4.2 (Equivalent to 2:1 Second class Honours – Grade 1)

Relevant Project: Title -

Bachelors Degree Commerce

University College Dublin

2015 – 2018

Grades: GPA 3.5/4.2 (Equivalent to 2:1 Second class Honours – Grade 1)

School

Leaving Certificate

Dates

CAO Points: ?/ 625

WORK EXPERIENCE

Auditor

PwC

June – August 2017 (BOLD)

- Supported the Senior Auditor to ensure tax compliance for clients
 - Prepared and analysed finance reports, reporting on any anomalies
 - Assessed operation procedures and made best practice recommendations to management

SKILLS PROFILE

Communication Skills: Excellent communication skills developed through delivering a number of presentations as part of my undergraduate degree, regularly liaising with a variety of stakeholders in my role with PwC, as well as managing the social media accounts for the UCD Ladies' Soccer League.

IT Skills: Outlook, Excel, SPSS

Language Skills: Excellent French speaker (A2 in Leaving Certificate French), with a working knowledge of Spanish.

INTERESTS AND ACHIEVEMENTS

Chair of the Student French Society

- Co-ordinated the Society's charity fundraising for Temple Street Children's hospital which raised €100k.
- Presented the views of students of French at quarterly student/staff consultative meetings.

Membership Secretary, UCD Ladies' Soccer League

- Organised promotional activities which successfully turned a declining membership into a 20% increase in 2009/2010.
- Planned and promoted social events to develop team spirit and for social purposes.
- Have developed my understanding of teamwork and the importance of getting the right person for the right job: we had to reorganise player positions after a bad loss to maximise our strengths and minimise weaknesses.

References available on request or referee details if requested

Personal Profile: - example

Master of Computer Science (conversion) student and graduate of Mathematics at University College Dublin with excellent communication and teamwork skills with a current grade of second class honors, grade 1. Experience of Big Data, analytics and a clear understanding of business gained from 6 months relevant internship experience. Proficient in the use of programming tools such as C++ and JAVA with a familiarity with UNIX. Seeking an opportunity to join First Derivatives in their Data Scientist role.

Strong, Clear, verbs

Assisted with.....

Involved in

Helped to

Part of a team



Developing Transferable Skills

'Skills Profile'



Academics



Work
Experience



Extra
Curricular
Activities



Relevant Academic Project

Title: Cluedo



Group project written in Java



Acted as a Scrum master and created a UCD Board to keep things entertaining



Created a ‘bot’ to play against each others, out of 30 ‘bots’ our group finished 6

Competency Needed:

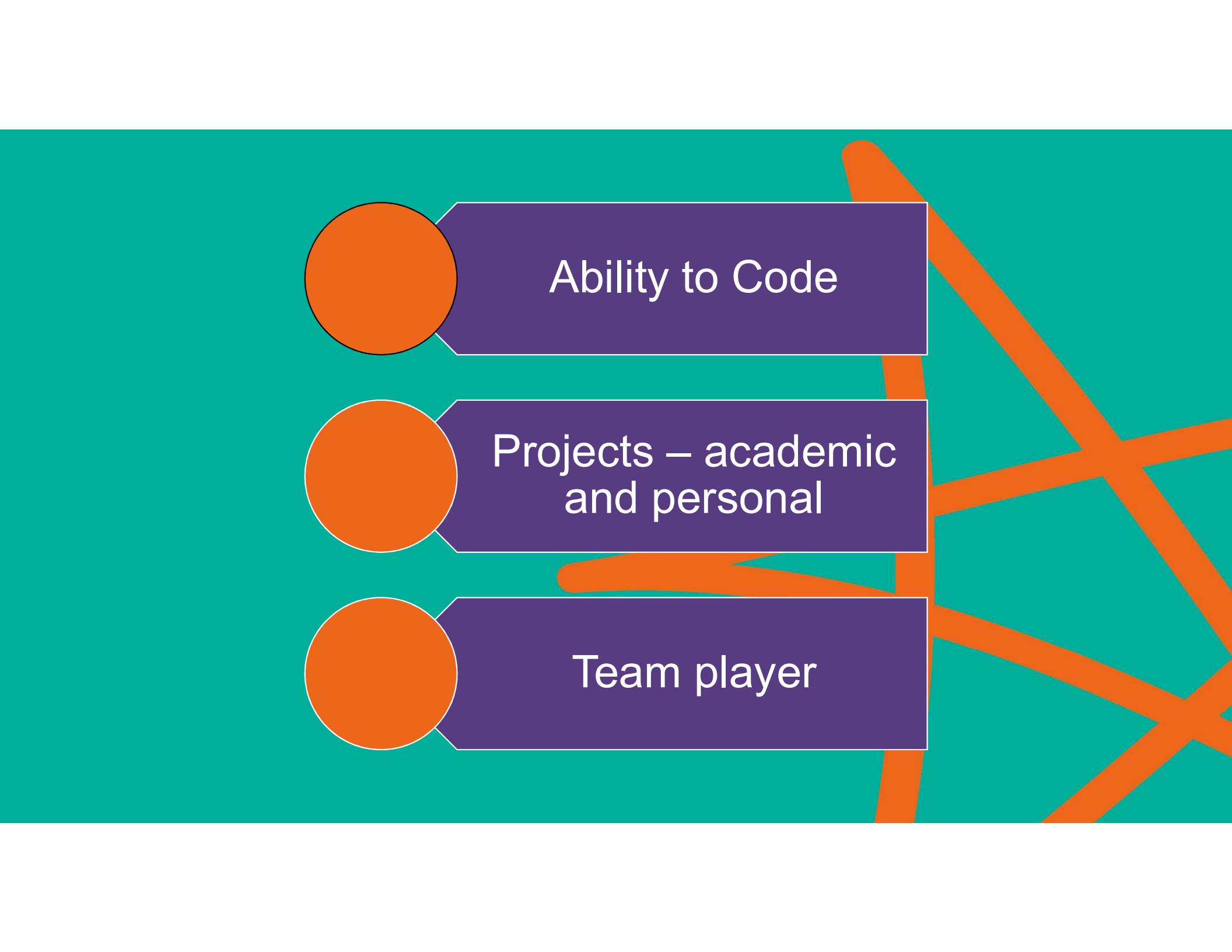
- Decision making in a multidisciplinary environment
- Technical Presentation Skills
- Attention to detail and project management skills
- Language skills

Evidence on CV!

- Through routinely working in teams on analysis in university, I have gained experience in decision making and assessing uncertainty within a multidisciplinary environment
- Accustomed to manipulating and presenting various data within academic projects demonstrating technical presentation skills
- The complex nature of research and assignment delivery working at times in teams in my BSc in Maths has required me to demonstrate excellent attention to detail along with demonstrating project management skills
- I have outstanding language skills (A2 in Leaving Certificate French)

3 important things to highlight on your CV for a Tech company.....





Ability to Code

Projects – academic
and personal

Team player

**Ensure your CV
stands out!!**



**Tailor your CV to the
role!!**



Job advertisement analysis

- Read carefully through the job description.
- Underline all the **skills** / knowledge you should try to reflect in your CV
- What sort of **examples** could you give to highlight your suitability for the role?

DATA SCIENTIST ROLE

First Derivatives plc is currently recruiting for a number of HQ and Overseas roles in our Data Scientist stream. These roles offer candidates a unique opportunity to enter the Big Data world where the emphasis is on problem solving using a combination of analytics, imagination and business understanding. Data Scientists explore vast amounts of information to detect patterns, trends and correlations that enable businesses to improve their products, services and revenue.

The skills required and the techniques learned apply across various industries and we are heavily involved with financial markets, utilities and telecoms to name but a few. Those selected will embark on an exciting career that combines technical prowess with business insight and commercial acumen. Candidates will be exposed to the latest technologies for both structured and unstructured data including the market leading kdb+ database and q analytics language, Hadoop, SAP HANA, IOS and Android all of which are hosted across best-in-class hardware, mobile and cloud based platforms.

The ideal applicant will have:

- An inquisitive mindset, an aptitude for problem solving and technical skills to combine them
- Excellent Team and organisational skills
- A degree in Computing, Mathematics, Statistics, Data Science, Physics, Engineering or a similar quantitative discipline
- Excellent communication skills to present findings and articulate their business benefits
- Experience with Java, C/C++ and/or UNIX is beneficial but not a requirement



DATA SCIENTIST ROLE

First Derivatives plc is currently recruiting for a number of HQ and Overseas roles in our Data Scientist stream. These roles offer candidates a unique opportunity to enter the Big Data world where the emphasis is on **problem solving** using a combination of **analytics**, imagination and business understanding. Data Scientists explore vast amounts of information to detect patterns, trends and correlations that enable businesses to improve their products, services and revenue.

The skills required and the techniques learned apply across various industries and we are heavily involved with financial markets, utilities and telecoms to name but a few. Those selected will embark on an exciting career that combines technical prowess with business insight and commercial acumen. Candidates will be exposed to the latest technologies for both structured and unstructured data including the market leading **kdb+** database and **q analytics** language, **Hadoop**, **SAP HANA**, **IOS** and **Android** all of which are hosted across best-in-class hardware, mobile and cloud based platforms.

The ideal applicant will have:

- An inquisitive mindset, an aptitude for **problem solving** and technical skills to combine them
- Excellent **Team** and **organisational skills**
- A degree in Computing, Mathematics, Statistics, Data Science, Physics, Engineering or a similar quantitative discipline
- Excellent **communication skills** to present findings and articulate their business benefits
- Experience with **Java**, **C/C++** and/or **UNIX** is beneficial but not a requirement



Skills required

Analytical

Team

Java

Problem
solving Skills

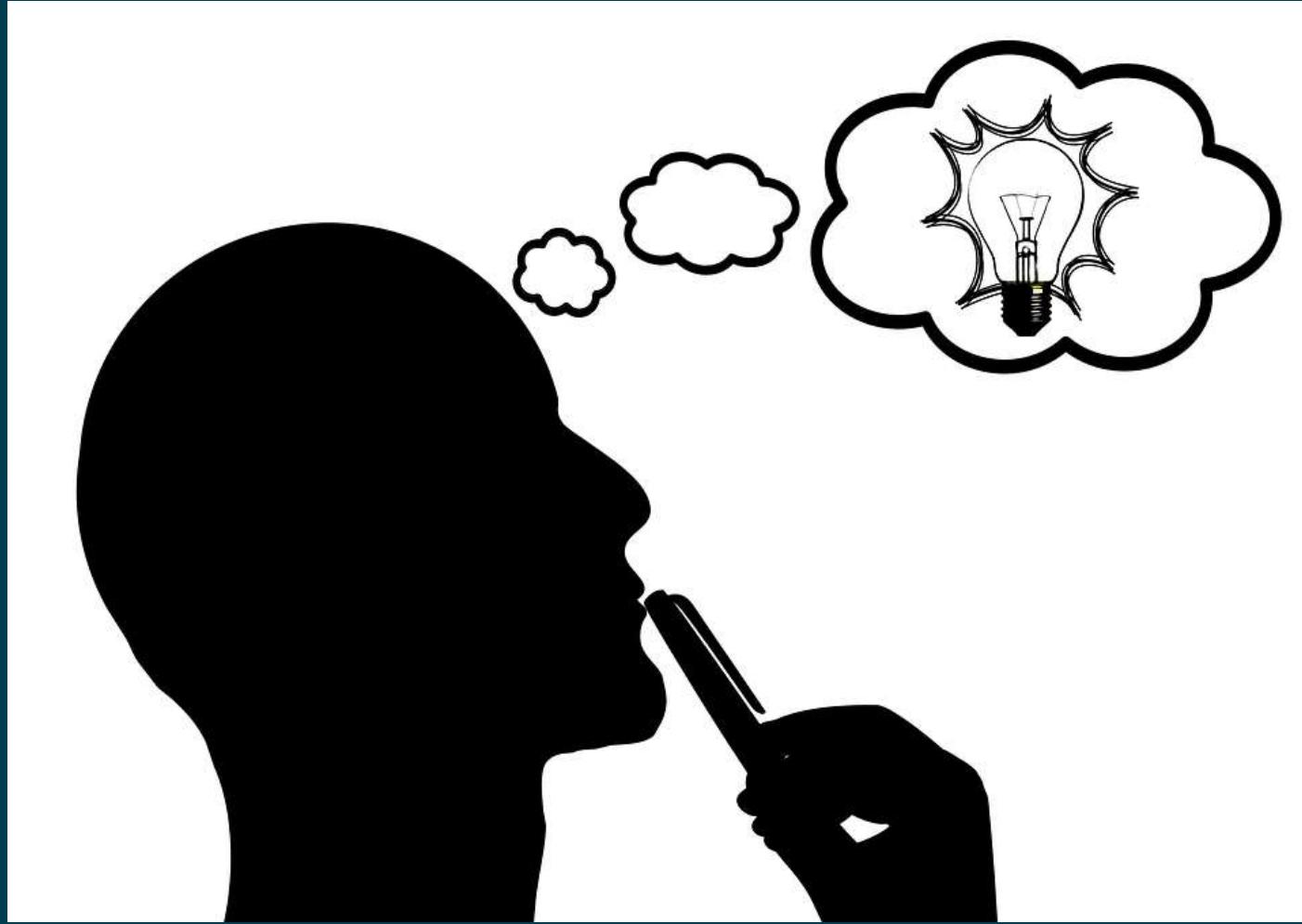
C/C++

Organisational
Skills

Communications

Unix

KDP+ ?



REFLECT

**Where have
you gained
experience
in these
skills?**

What Skills are required for role?

Skill	Examples
Communication Skills	
Technical Skills	
Team	
Data modelling	
Problem Solving Skills	

Skill

Example

Communication Skills	Sport / Part-time Work Experience / Project?
Technical Skills	Project / Module/ ?
Team	UCD/ Extra – circular / Work Experience?
Analytical	Project / .. ?
Problem Solving Skills	Project / Work Experience?



Demonstrates that you can write in a business style

Conveys your interest & enthusiasm

Demonstrates that you have done your research

Highlights the match between the job specification and your skills and experience

Cover Letters - Layout

Deal

Deal with the essential requirements for the role as laid out in the job description

Don't forget

Don't forget to give evidence of the skills referenced

Don't repeat

Don't repeat the CV word for word and don't include anything in the Cover Letter not already mentioned on the CV

- **Introduction** – who I am, where I saw the ad...
- **Why I am interested in YOUR organisation**
 - Knowledge of the profession
 - Knowledge of the strengths / position of the organisation within the industry.
 - Mention something specific – project etc..
- **What I can do for you**
 - Relevance of my Skills / Experience/ strengths
 - Enthusiasm / Ambition/ Drive / Energy
 - Why you think you would be a good fit
- **Conclusion** – please see attached CV/ positive tone/ when available for interview etc

Details of the Company

Name, address.

Dear ...

First paragraph This basically needs to be a brief introduction. Start off with who you are, what job you are applying for, and where and when you saw the job advertisement. You should also say when you expect to graduate, give details of your degree, university and result/expected result. You could tell them here that you've enclosed your CV.

Second paragraph Explain a bit about why you are interested in the job and why you are applying to that particular organisation. Try to show that you know a bit about your prospective employer and about the industry in general. Carefully tailor your letter and say something specific about the organisation. What work does the company do? What are its strengths? Be as specific as you can – why this job and this particular employer?

Third paragraph You could combine this with the second paragraph. Talk about your own strengths – why your knowledge and skills make you a strong candidate. Make a link between the organisation and you: where do its aims coincide with yours? Talk about any relevant experience and particular skills you have to offer. Back up your statements with hard evidence and refer to sections of your CV.

Final paragraph Conclude positively – tone is very important. Tell them when you'll be available for interview (and for work) and that you look forward to hearing from them.

Yours sincerely (or Yours faithfully if you don't know their name)

Remember: sign the letter!

Your address

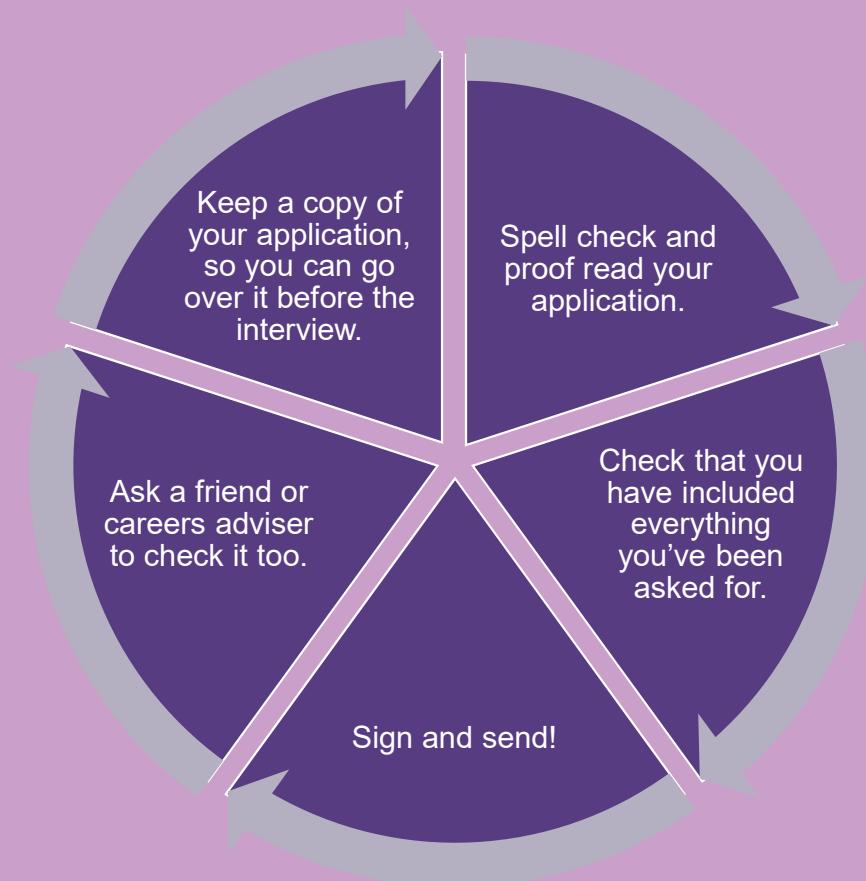
Phone number

Introduction

**Why the role/
company**

Why you

Step 4. Final checks



Over to you



You are now the
recruiter!



You.

Recruiter Exercise

Job
description

3 x CV's:
Good, Medium,
Bad – criteria
marking sheet

3 x Cover Letters:
Good, Medium,
Bad – criteria
marking sheet

Who do you
choose to call for
interview : YES,
MAYBE, NO

Based on their FIT for the
position.

- *Education*
- *Experience*
- *Skills*
- *Tailoring to the role*

- ***10 minutes review
by yourself***
- ***10 minutes discuss
with your team***

What did you notice?

- Typos
- Format
- Skills / no skills
- Strengths / no strengths
- Experience / none mentioned
- Examples / nothing backed up

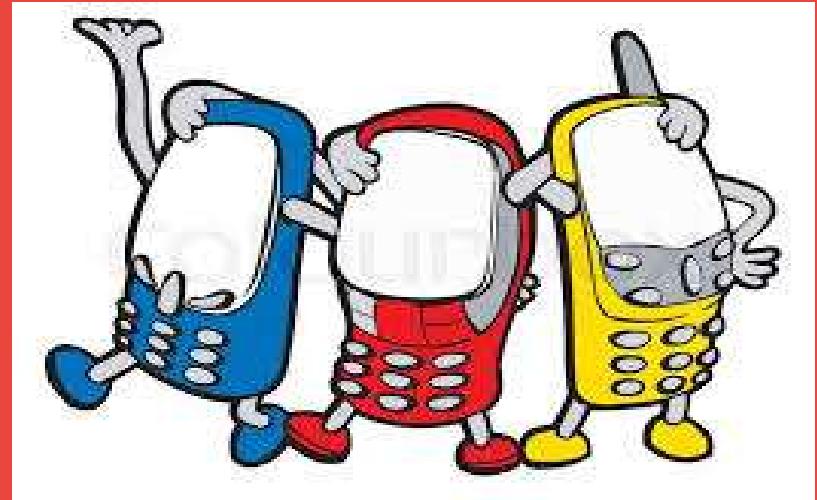


Session Two.

- Understand how to make a strong LinkedIn profile
- Appreciate the range of ways that LinkedIn can be used, and the tools it offers
- Social Media and Recruitment

Kahoot.it

Before we
begin



Your Digital Footprint



the information about a particular person that exists on the Internet as a result of their online activity.





94% of recruiters use, or plan to use social media for recruiting

73% of 18-34 year olds found their last job through a social network

30% of all Google searches are employment related

89% of all recruiters report having hired someone through LinkedIn

Source: [Capterra Talent Management Blog](#)

Why use LinkedIn?



1. To manage your professional identity



2. To keep up to date



3. To make contacts & network



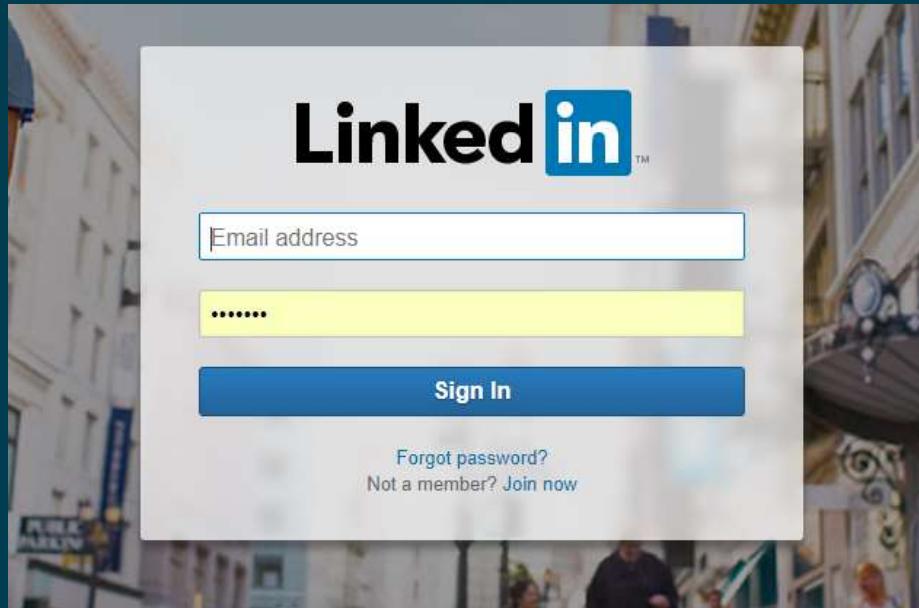
4. To research career paths



5. To be found by recruiters/to find jobs

Where to start?

Go to www.linkedin.com and let's get started



- 
- Step 1: • Username & Password
 - Step 2: • Name
 - Step 3: • Photo Upload
 - Step 4: • Personalised URL
 - Step 5: • Set “profile viewing options” & “profile edits”
 - Step 6: • Headline (see what others in your industry are using)

www.linkedin.com



Work Experience

- Can be voluntary or paid
- Similar to CV: bullet points, active verbs, concise
- Focus on transferable skills from casual work

Include Volunteer Work, languages, extra curricular, key skills..

- Adds depth
- Transferable skills

Collect diverse recommendations

- Most impressive if from people who have directly managed you

Share your work

- Add examples of your writing, accomplishments – share rich media or documents

Update regularly

- Helps you stay on your networks radar
- Mention projects, articles or events you're attending

Complete your Profile

2- 3 short
paragraphs

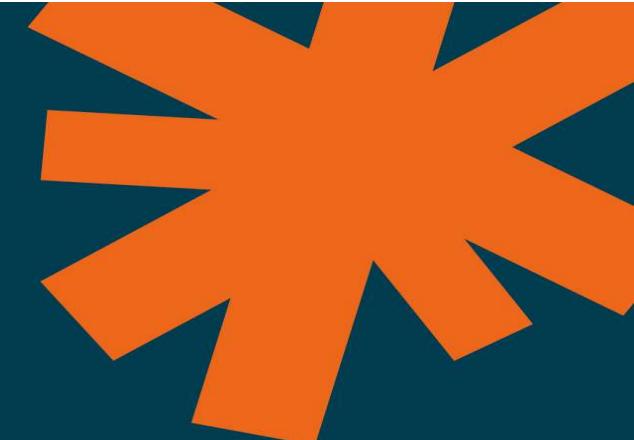
First person

Tell your
story

Relevant to
future roles

Transferable
Skills

Specific &
evidence
based



Professional Summary

Leonie Phipps

Career Development & Skills Consultant at University College Dublin

Ireland

Add profile section ▾

More...



University College Dublin



National College of Ireland



See contact info



See connections (500+)

HR Professional having worked for multinational companies Groupon and Microsoft in EMEA Business Partner positions. Currently working for UCD as a Career and Skills Consultant supporting the College of Business, Innovation Academy, Access & Lifelong Learning. My Talent and HR expertise ranges from recruitment, interviewing, on boarding, employee relations, performance management, line management, talent development, training and coaching. Certified Strengths Profile Practitioner and CIPD Member

Experience



Career & Skills Consultant

University College Dublin

Jul 2017 – Present · 1 yr 4 mos

Dublin

Case Load - College of Business, Innovation Academy, Access & Lifelong Learning

- Enabling students to manage their career development and career action planning on an individual basis
- Developing and delivering programmes that enhance students' self-efficacy, self-esteem and self-confidence in career planning, student employability and career progression
- Developing and delivering programmes to support the transition to graduate study and graduate employment, including, job-search strategies, effective use of social media in job search,... See more



Senior Talent Partner - EMEA

Groupon

Aug 2015 – Jun 2017 · 1 yr 11 mos

Dublin

Groupon: Who We Are, How We Work.

Groupon is a global leader in e-commerce: the place people go to buy just about anything, anytime, anywhere... See more

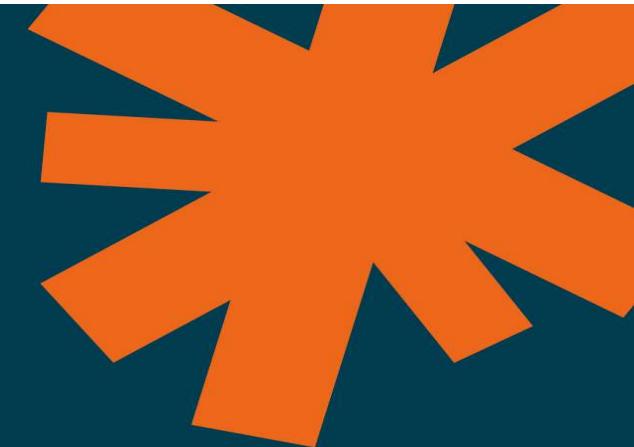


Senior HR/Talent Partner

Microsoft

Nov 2010 – Jul 2015 · 4 yrs 9 mos

Dublin





Once Your Profile is Ready....

Build a Network..

- Minimum of 50 contacts
- Personalise all connection requests
- Classmates, friends, Recruiters, HR Staff
- People you meet at industry events, conferences
- Etiquette- ideally look for an introduction via a mutual connection or at least provide context

Customise Invitations (300 characters max):

Hello John, I came across your profile while researching SOAS alumni working in India. I read about the work you're doing in the ICRC, it sounds so interesting. I would love to connect with you and hopefully find out a bit more about how you got to where you are today.
Thank you for your time, David Power

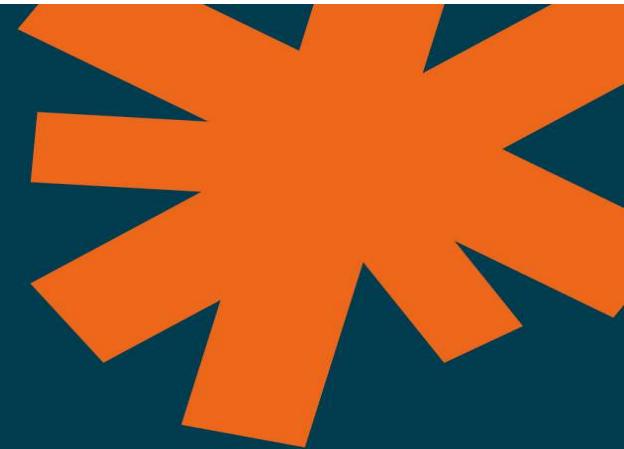
Hello Peter, I attended your workshop at the Grad careers fair last week and found it really useful. I'm putting together my application to your firm at the moment, and you made it seem like a great place to work. I would like to connect to you here to read any insights you share on LinkedIn,

Kind regards, Fiona Harrison

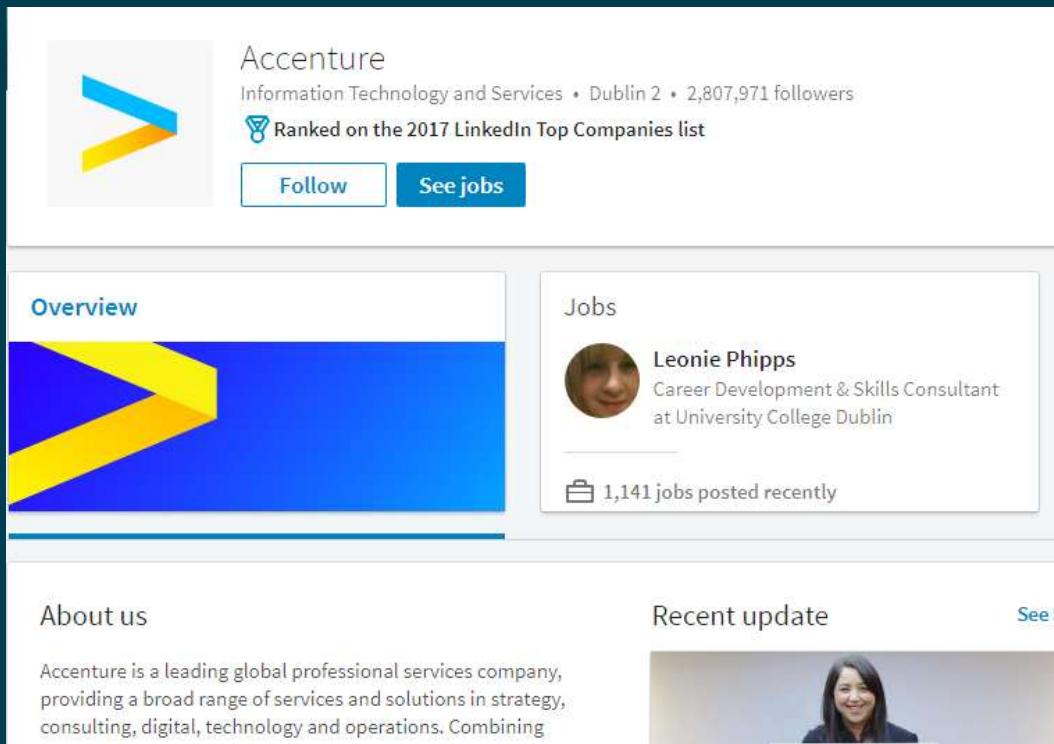
Source: Social media for your Student & Graduate Job Search, Marielle Kelly

LinkedIn Tips

- It should be similar to your CV in terms of profile, education and work experience
- Include a professional looking photo
- Include any associations
- Ask people to endorse or recommend you
- Join groups and get involved in discussions



...as a Search Tool



The image shows a screenshot of a LinkedIn company profile page for Accenture. At the top, there's a logo consisting of three horizontal bars in blue, yellow, and blue. To the right of the logo, the company name "Accenture" is displayed in a large, bold, black font. Below the name, it says "Information Technology and Services • Dublin 2 • 2,807,971 followers". A blue ribbon banner indicates that Accenture is "Ranked on the 2017 LinkedIn Top Companies list". There are two buttons: "Follow" and "See jobs".

Overview



Jobs



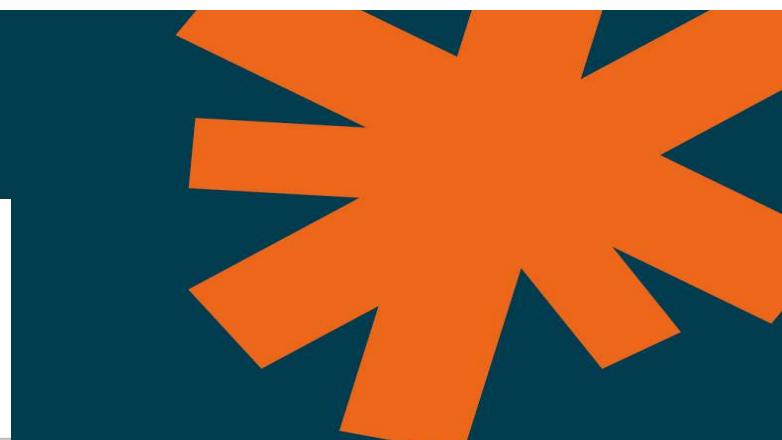
Leonie Phipps
Career Development & Skills Consultant
at University College Dublin

1,141 jobs posted recently

About us

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining

Recent update



Follow Relevant Companies

in

Search for people, jobs, companies, and more... Advanced

Home Profile My Network Learning Jobs Interests Business Services Try Premium for free

Job title, keywords, or company name Ireland Find jobs

Discover My jobs Preferences Looking for talent? Post a job

Let recruiters know you're open

Share that you're open to new opportunities and let your next job find you.

Off

 Signal that you're open
Recruiters will see your profile marked as 'open to new opportunities'

 Stand out in recruiter searches
We'll feature your profile in a section only for open candidates

 Receive more opportunities
Increase your chances of receiving relevant messages from recruiters

 We take steps to not show your current company that you're open, but can't guarantee that we can identify every recruiter affiliated with your company. [Learn more](#)

Get more relevant job recommendations

Help us see past your profile details so we can surface the most relevant jobs to you.

What locations would you like to see jobs in?

+ Add location

Find Relevant Jobs



engineering groups



Home



My Network



Jobs

Q engineering group



SIX TEE ENGINEERING GROUPS PTE LTD

Company • Oil & Energy



PROFESSIONAL ENGINEERING GROUPS, INC.

Company • Electrical/Electronic Manufacturing



Madha Engineering College (Madha Groups)

Company • Information Technology and Services



DEV BHOOOMI GROUPS OF INSTITUTIONS FACULTY OF ENGINEERING, SAHARANPUR

School • Saharanpur Area, India



CA State Exam Study Groups - Geology & Engineering

Group



Civil Engineering groups

Group



Unique Group's On-Site Engineering - Unique Group. Showcase Page

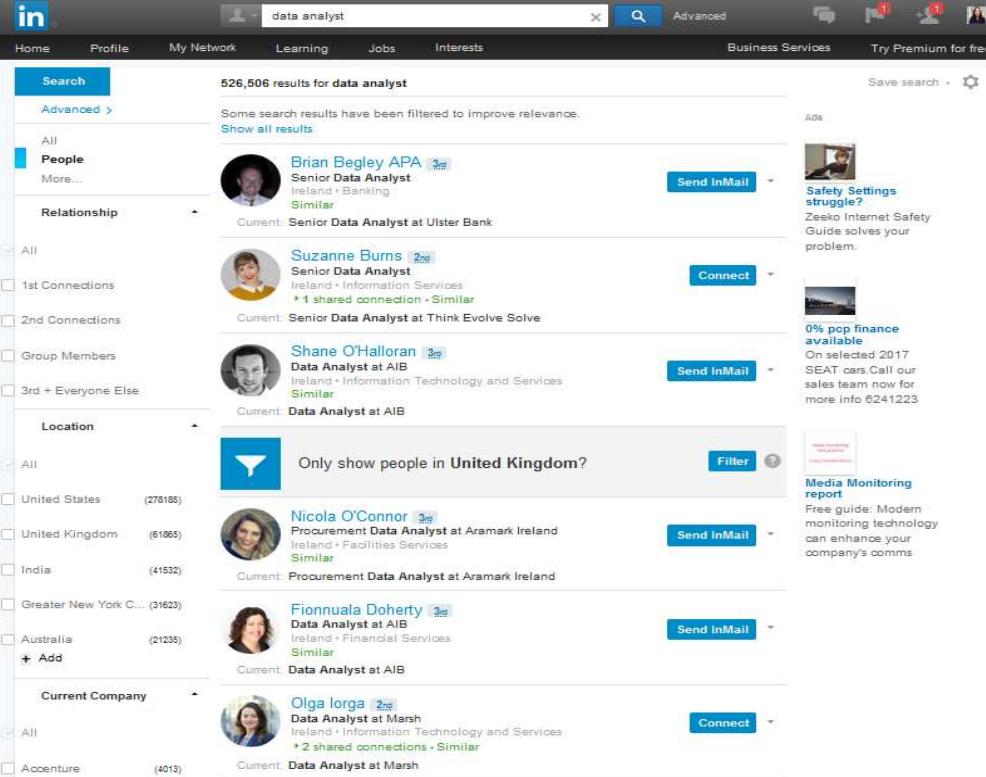
Showcase Page



engineering groups

Find & Follow Relevant Groups

Search for people with relevant job titles and view their career path



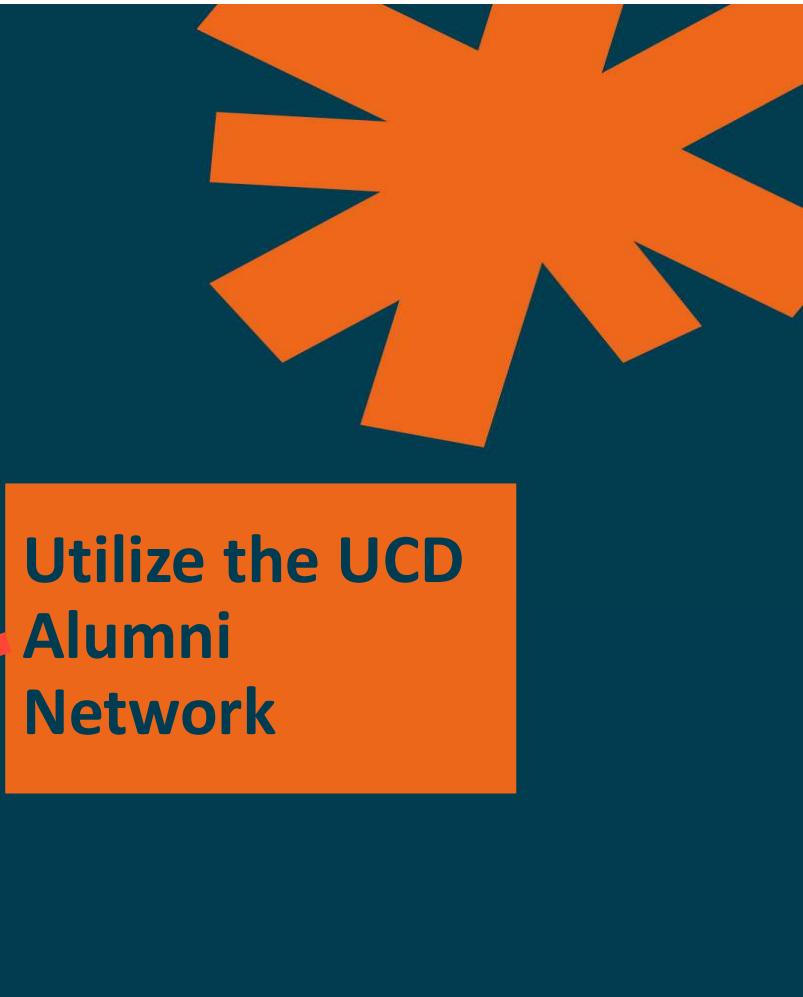
The screenshot shows a LinkedIn search results page for the query "data analyst". The search bar at the top contains "data analyst". Below the search bar, there are several filter options: "Search", "Advanced >", "All", "People", "Relationship", "Location", and "Current Company". Under "Location", "United Kingdom" is selected. The search results list five profiles:

- Brian Begley APA** Senior Data Analyst at Ulster Bank
- Suzanne Burns** Senior Data Analyst at Think Evolve Solve
- Shane O'Halloran** Data Analyst at AIB
- Nicola O'Connor** Procurement Data Analyst at Aramark Ireland
- Fionnuala Doherty** Data Analyst at AIB
- Olga Iorga** Data Analyst at Marsh

Each profile card includes a "Send InMail" button and a "Similar" link. To the right of the search results, there are two promotional banners: "Safety Settings struggle?" and "Media Monitoring report".

Relevant Job Titles

The screenshot shows the LinkedIn profile of University College Dublin. At the top left is the UCD logo. Below it is the university's name and location: "University College Dublin, Dublin, dublin". It also displays "129,161+ alumni" and "173,384 followers". A blue button labeled "Visit website" with a link icon is present. On the left, a vertical menu lists "Home", "About", "Jobs", "Life", and "Alumni". A red arrow points from the word "Alumni" to the "Alumni" section of the main content area. This section contains the text "129,159 alumni" and a search bar, followed by "Where they live" and a bar chart showing "82,827 | Ireland".



Relevant Alumni

The best times to post on LinkedIn:
Tuesday and Thursdays, between
7am and 9am local time.



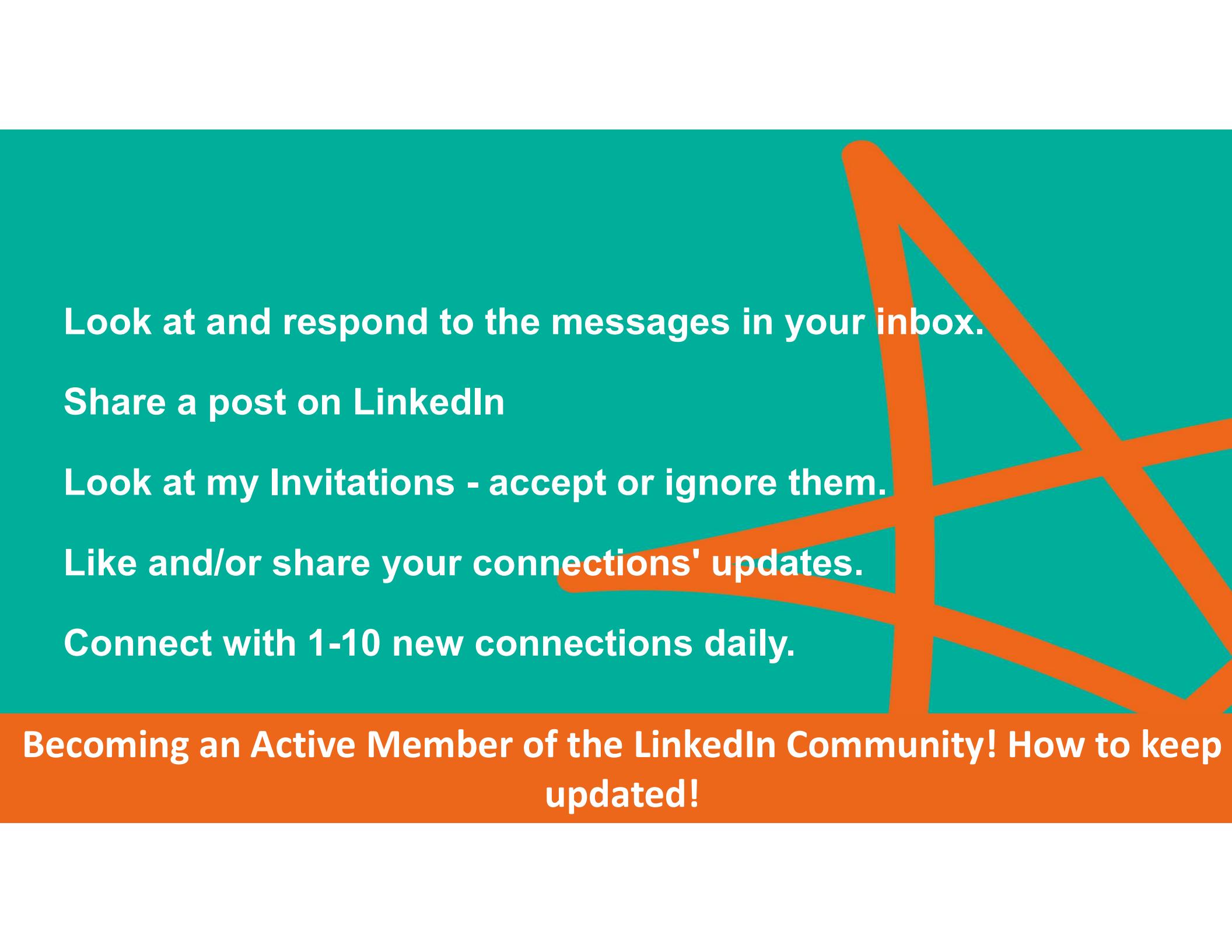
**LinkedIn users who
update their profiles
regularly get more
job offers.**



Find your voice.
Publishing posts is a great way to
showcase your professional
knowledge, position yourself as a
thought leader in your industry.



Use LinkedIn to showcase your achievements and professional interests



Look at and respond to the messages in your inbox.

Share a post on LinkedIn

Look at my Invitations - accept or ignore them.

Like and/or share your connections' updates.

Connect with 1-10 new connections daily.

Becoming an Active Member of the LinkedIn Community! How to keep updated!

1. You would like to work for Google. Find someone who could provide some useful insights before you make your application
2. It's always been your dream to move to Australia. Identify someone within the UCD alumni network within your area with whom you could connect
3. You are keen to pursue a career as a communications manager . Find a profile which highlights the skills needed to perform well in this role.



Who can you find on LinkedIn? Exercise

— *Top Five* —
PROFILE TO-DO'S

LinkedIn

◀ ▶ ⏪ ⏩ 0:00 / 1:11



www.youtube.com/watch?v=1_xMLTN8Upw&index=2&list=PL7MtT0VRyvmLGTD05IKa0bdOsNbD5fn3I



Online Resources

Find a job or internship

Explore your career options

Meet with a Consultant

Build your skills

Online Resources

Online Resources

UCD Career Development Centre provides access to a range of online resources **free of charge** to University College Dublin students and alumni. To use these resources, you'll need a number of codes depending on what you want to use, such as: client code, access code and password.

Please [login to your Careers Connect account](#) to obtain the codes necessary for online resources outside of UCD:
Home tab → Welcome Heading → Online Resources for UCD students

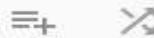


YouTube: UCD Career Development Centre



'5 Minutes on UCD Careers' Video Series

5 videos • 117 views • Last updated on 20 Feb 2018



UCD Career
Development Centre

SUBSCRIBE 18

w0cR3Q&list=PLnSUoGRdDRu2w2zWXo...

- 1 

5 Minutes on the UCD Career Development Centre
UCD Career Development Centre
- 2 

Effective Applications
UCD Career Development Centre
- 3 

Recruitment Fairs
UCD Career Development Centre
- 4 

5 Minutes on Interview Skills
UCD Career Development Centre
- 5 

5 minutes on Internships
UCD Career Development Centre

YouTube: UCD Careers Network

Quick Query Appointments: One-to-One



20 minute individual appointment

Book online – from 8am on the day you want an appointment

High demand in semester

Come prepared- printed cv/cover letter/job description etc.

Quick Query - 20 minute sessions

Discuss:

Discovering Career Interests

Goals – Career Action Planning

Advice on Obtaining an Internship

CV Development and Review

Interview Strategy

One to One Meetings



Careers Network: Location

