



# What does Employer-Competitive Mean: Data Analytics & Visualization

The roster is in the chat. Please sign in by **checking** the box next to your name.

In the chat,  
please share...

What you do to  
decompress or to  
take a mental  
break or how you  
create ‘me time’.



# Session Norms + Expectations.

## Meeting Best Practices

Provide your name and optionally, your pronouns.

Stay on mute.

Leave room for everyone to participate.

Be an engaged and professional participant.

## Chat Skills

Use respectful language.

Give time for direct message responses.

Use ‘Save Chat’ feature for resources.

## Meeting Regulations

Disruptors will be removed promptly.

Room locked after 10 minutes.

# Your Career Resources.



## Career Material Review

Reviews your milestones.

Submit a milestone to be assigned a CMA/CSM/CD.

Unlimited feedback - even after graduation!



## Career Coaching

Meet bi-monthly to discuss your career journey.

Follow up with your CD/CSM about topics covered today.



## Online Events

Event Types:

- workshops, interview prep, Virtual Tech Talks, employer spotlights, and more!

Attend events before, during, and after the boot camp.

[View recordings](#) 2-3 weeks after live session.

# Featured + Recommended Events



## Industry Insights: What Employers Want

Wednesday, September 23, 2020

7:00 - 8:00 PM CST

[RSVP](#)



## Salary Negotiation: Know Your Worth

Wednesday, September 30, 2020

5:00 - 6:30 PM CST

[RSVP](#)

## You may also like...

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- [Pave Your Pathway: Data Career Paths](#)
- [Make Your Time Count - Working With Your Career Director](#)
- [Data - Talking Tech Interview Prep](#)

# Objectives.

By the end of this session you will be able to...

**01**

Differentiate between being **Employer-Ready** and **Employer-Competitive**.

**04**

Examine components of **employer-competitive materials**.

**02**

Identify **how you're supported** in becoming employer-competitive.

**05**

Outline the process of **submitting materials for feedback**.

**03**

Understand **what employers value** when they hire for Data positions.

**06**

Understand how to prepare for the **typical interview process**.

# Employer-Competitive: What Does It Mean?



**Employer-Ready (ER)** candidates have completed the minimum of what is expected to enter into a typical job application process.

- They have strong professional materials and yet struggle to make it past the screening stage of most job application processes.

**Employer-Competitive (EC)** candidates have positioned themselves for success through networking, company research, excellent professional materials, and a strong demonstration of their commitment to ongoing learning.

- These candidates are much more likely to advance through the hiring process than students who are only Employer-Ready.

# Becoming Employer- Competitive



# Employer-Competitive: What Employers Value



- **Strong Technical Skills** - including advanced reporting and data mining
- **Soft Skills** - adaptability, collaboration/teamwork, open to feedback and able to resolve conflicts
- **Confidence** - candidates who can talk about what they've built, why they built it that way, what its purpose is, and why they love it

# Employer-Competitive: CV/Resume



An Employer-Competitive CV/Resume includes the following sections:

- Candidate name, phone number, and email address
- Live links to your LinkedIn Profile, GitHub, and Portfolio (where applicable)
- Concise and compelling brand statement
- List of relevant technical skills
- List of projects
- Career history/work experience
- Education

## Resume Length:

- No relevant technical experience = < 1 page
- Relevant technical experience = Can go up to 2 pages

## Sample Resume

Your Name  
email@gmail.com | 123-456-7891 | New York, New York  
LinkedIn: <https://linkedin.com/xxx> | GitHub: <https://github.com/XXX> | Website: <http://xxx.com>

Data Analyst with a background in marketing. Experienced in reporting and analysis in digital marketing environments. Well versed in presenting to executive staff and driving cross-functional collaboration across varied organizational subcultures, and global teams.

**TECHNICAL SKILLS**  
Node.js, Express, JavaScript, jQuery, React.js, React Native, GIT, GitHub, MongoDB, MySQL, Firebase, HTML, CSS, Bootstrap, Media Queries, APIs, JSON, REST, AJAX, the command line, computer science fundamentals, writing tests

**PROJECTS**  
*Weather Changes* | Link

- Analyzed changes in weather with respect to distance from the equator.
- Pulled data from OpenWeatherMap API to assemble a dataset on over 500 cities.
- Summary statistics and visualizations created using Python, Pandas, and Matplotlib

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**EXPERIENCE**  
**Saatchi & Saatchi** 5/2016 - 12/2018  
*Art Director*

- Developed original creative solutions for marketing and objectives, while maintaining creative, technical and brand standards.
- Created digital campaigns, on site banners, Websites, and/or landing pages, segmented.

**Turner & Hooch** 5/2013 - 5/2016  
*Production Manager*

- Developed original creative solutions for marketing and objectives, while maintaining creative, technical and brand standards.
- Created digital campaigns, on site banners, Websites, and/or landing pages, segmented.

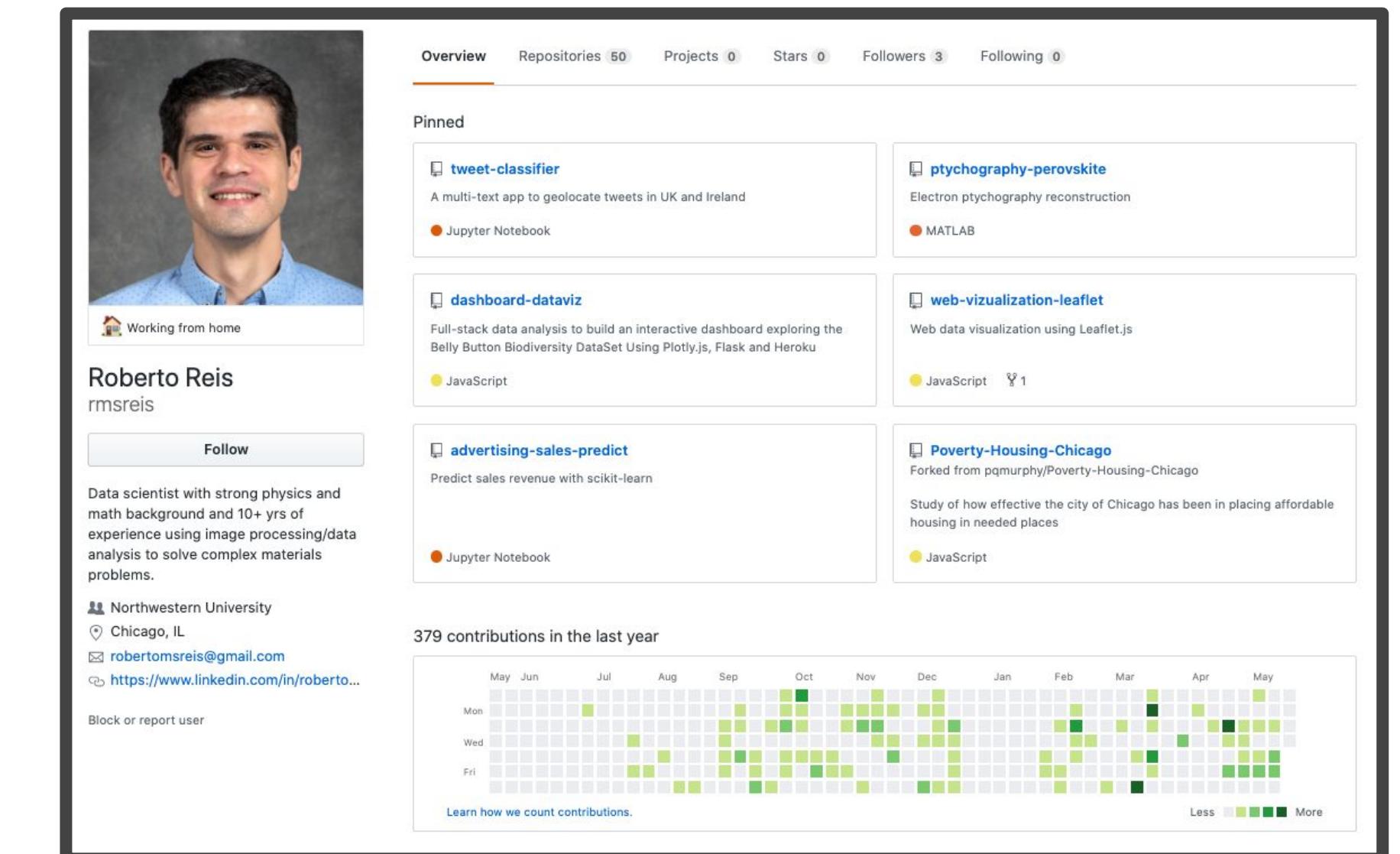
**EDUCATION**  
**Georgia Institute of Technology, Atlanta, GA**  
Certificate - Data Science & Analytics  
**Savannah College of Art & Design, Atlanta, GA**  
BA - Graphic Design

# Employer-Competitive: GitHub

Your GitHub profile is the proof to the more technical members of a hiring team that you're capable of coding. A really competitive GitHub profile shows a lot of meaningful contributions both on individual and group projects, clear READMEs, and modular, clean code.

## An Employer-Competitive GitHub profile includes the following:

- Pinned projects without class language (i.e. CSS Homework)
- At least 20 commits
- Meaningful contributions both on individual and group projects
- Clear READMEs
- Modular, clean code



[Sample Profile](#)

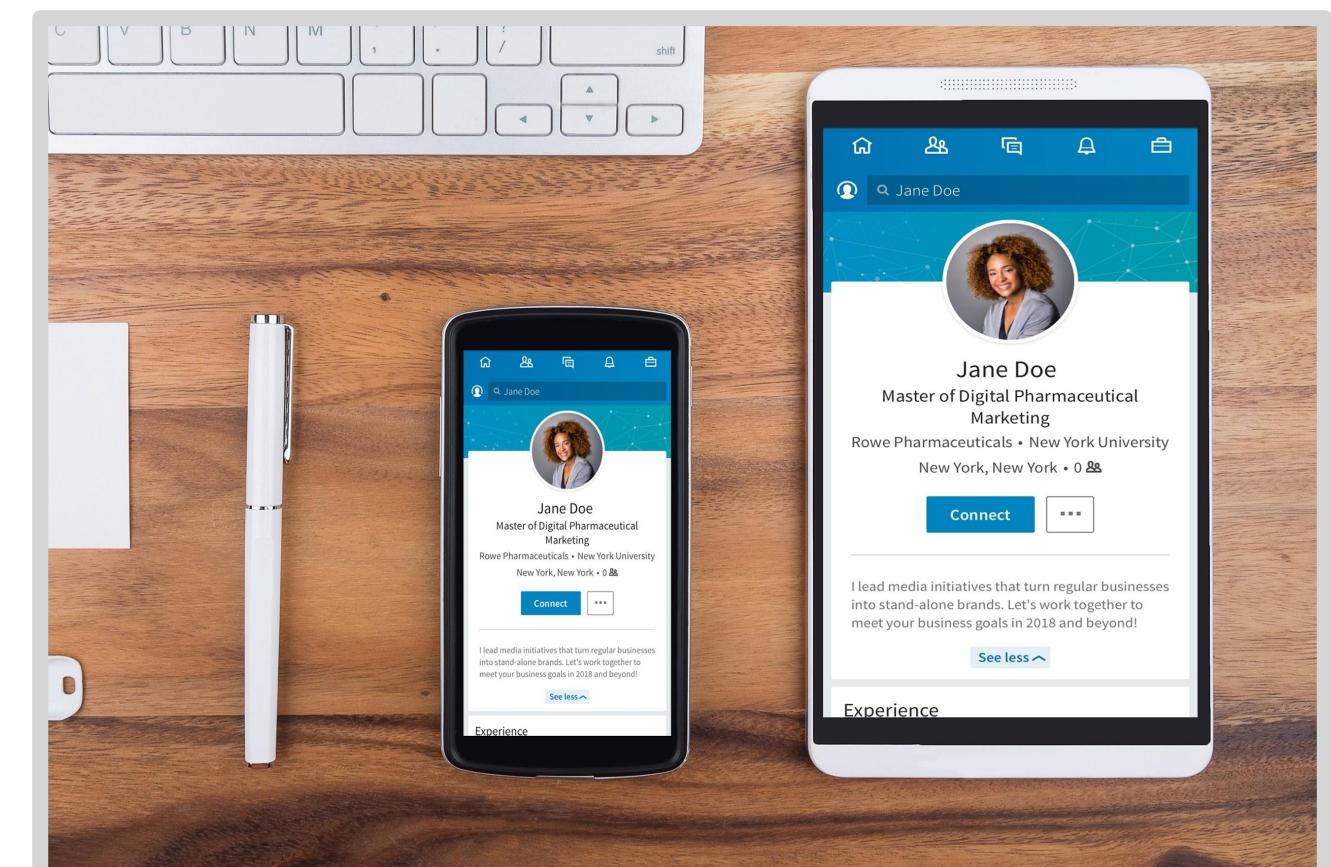
# Employer-Competitive: LinkedIn

An Employer-Competitive LinkedIn Profile should reflect your personal brand as a developer, demonstrate your accomplishments, and showcase your interests.

## An Employer-Competitive LinkedIn profile includes the following:

- Compelling introductory information (profile pic and cover image, headline, and summary)
- Easy-to-follow experience and education section
- Skills, Recommendations, Accomplishments & Interests sections provide a more full picture of who you are
- No spelling or grammar errors

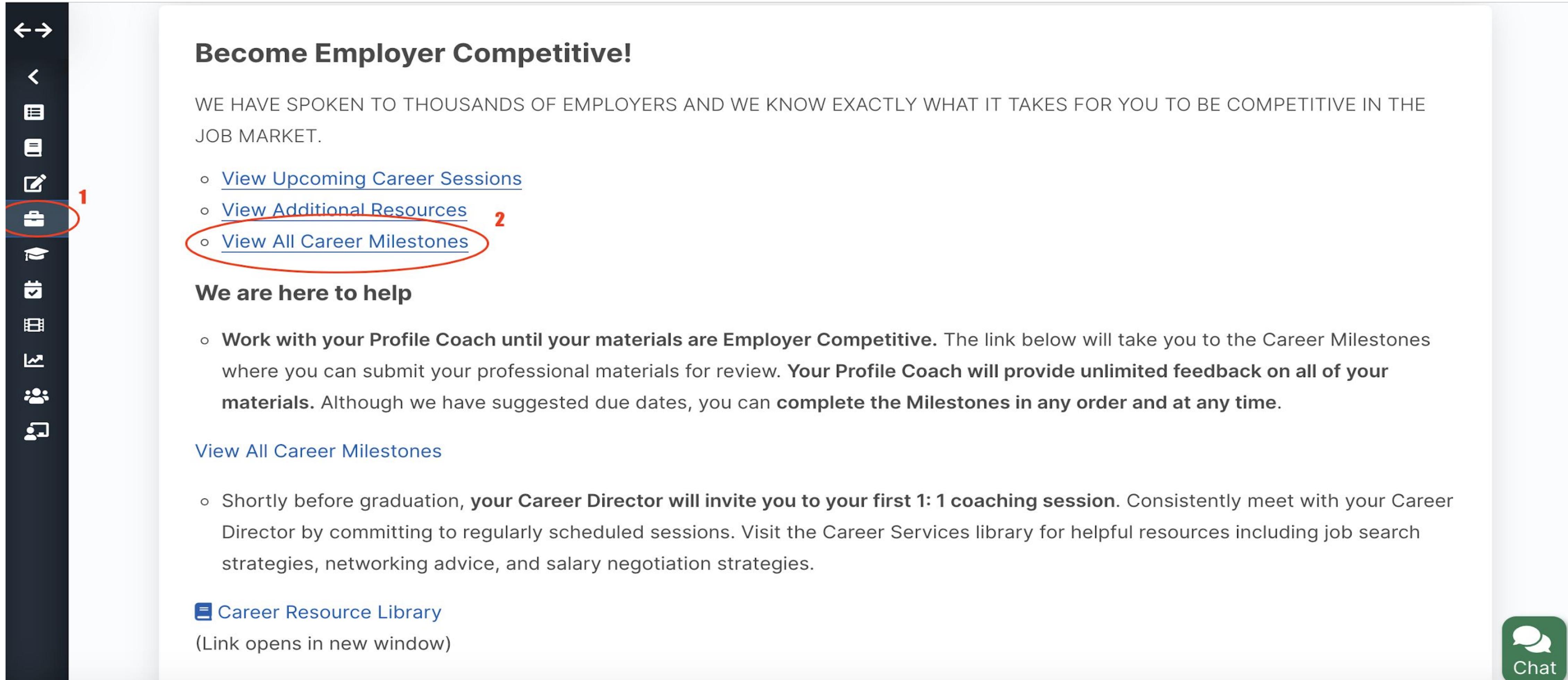
### Sample Profile



# Using BCS/Canvas to become Employer- Competitive



# Employer-Competitive: Leverage Your Student Portal



The screenshot shows a student portal interface. On the left is a dark sidebar with various icons: double arrows (top), back/forward, document, list, pencil, briefcase (circled in red with a '1'), graduation cap, calendar, film, chart, people, and a person icon. The main content area has a white background. At the top left of the content area is a 'Become Employer Competitive!' section with a sub-section about employer competitiveness and three links: 'View Upcoming Career Sessions', 'View Additional Resources' (circled in red with a '2'), and 'View All Career Milestones' (circled in red with a '3'). Below this is a 'We are here to help' section with a detailed bullet point about working with a Profile Coach. Further down are links to 'View All Career Milestones' and the 'Career Resource Library' (with a note that it opens in a new window). A green 'Chat' button is at the bottom right.

## Become Employer Competitive!

WE HAVE SPOKEN TO THOUSANDS OF EMPLOYERS AND WE KNOW EXACTLY WHAT IT TAKES FOR YOU TO BE COMPETITIVE IN THE JOB MARKET.

- [View Upcoming Career Sessions](#)
- [View Additional Resources](#) **2**
- [View All Career Milestones](#) **3**

### We are here to help

- **Work with your Profile Coach until your materials are Employer Competitive.** The link below will take you to the Career Milestones where you can submit your professional materials for review. **Your Profile Coach will provide unlimited feedback on all of your materials.** Although we have suggested due dates, you can **complete the Milestones in any order and at any time.**

[View All Career Milestones](#)

○ Shortly before graduation, **your Career Director will invite you to your first 1:1 coaching session.** Consistently meet with your Career Director by committing to regularly scheduled sessions. Visit the Career Services library for helpful resources including job search strategies, networking advice, and salary negotiation strategies.

 [Career Resource Library](#)  
(Link opens in new window)

 Chat

# Employer-Competitive: Leverage Your Student Portal

→←

- < Course Select
- Dashboard
- Sessions
- Coursework
- Career Services**
- Gradebook
- Remote Requests
- Video Library
- Weekly Feedback
- Student Profiles

DATA VISUALIZATION

PART-TIME

## Milestone: Develop Your Resume

For this submission, you will develop a competitive resume, and submit it to a Career Material Advisor (formerly known as Profile Coach) for feedback.

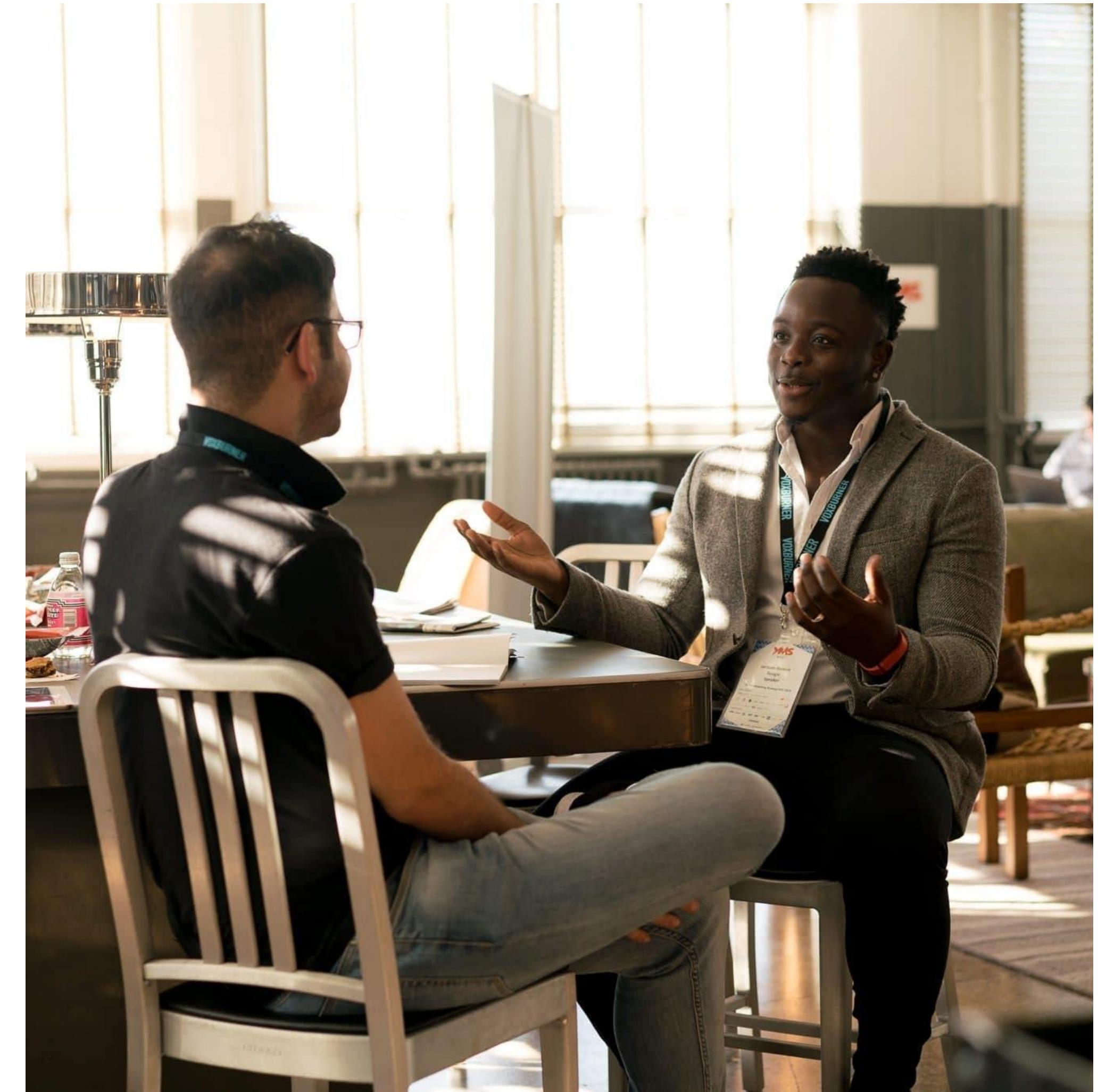
 [Grade This Coursework](#)

## Milestone: Polish Your Online Presence

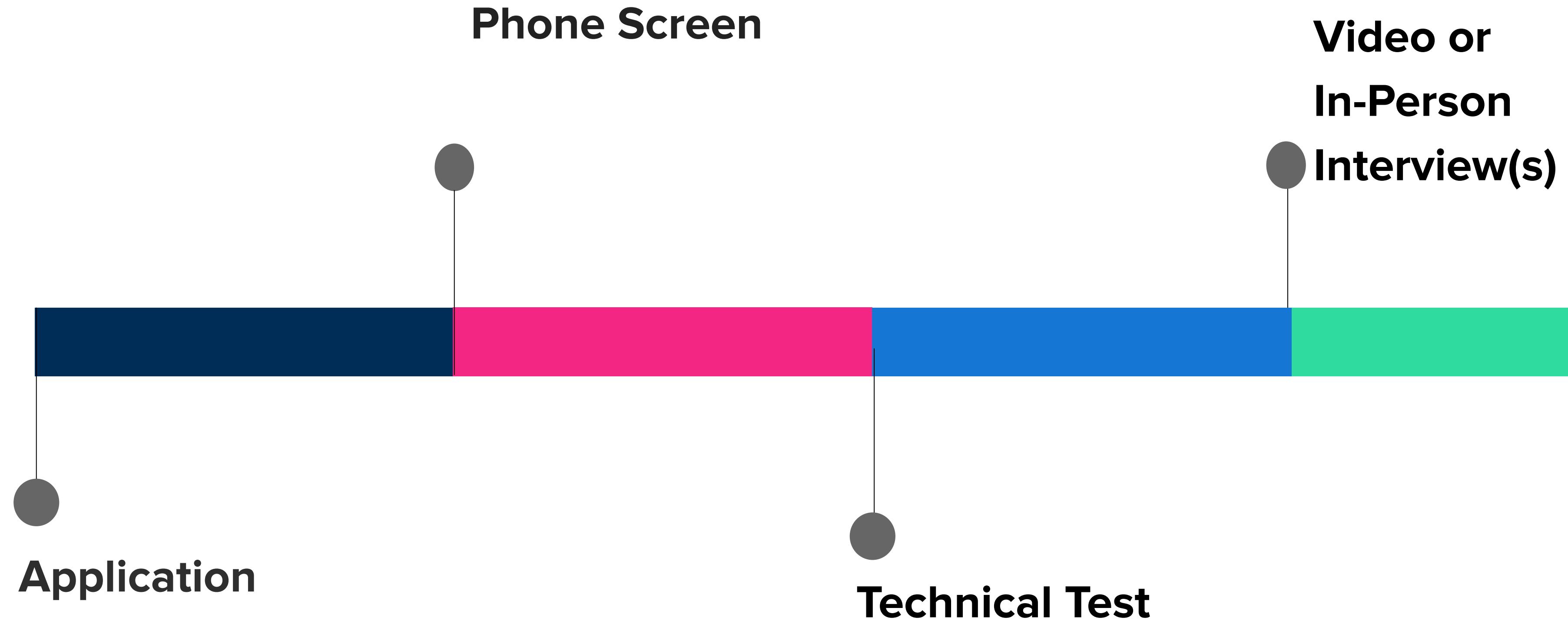
For this submission, you will update your GitHub and LinkedIn profiles to meet employer-competitive standards, and submit links to your Career Material Advisor (formerly known as Profile Coach) for feedback.

 [Grade This Coursework](#)

# How to be Employer- Competitive in the interview process



# Employer-Competitive: Interview Process



# Career Services: Making a Difference



# Career Services Making A Difference



*“As an older graduate, I appreciated all the help in profile building and just understanding the job application process. I admit it has been years since I have applied for a job and all the resources were very helpful.”*

**- S. Patel, graduate**

*“All of the suggested changes were incredibly helpful...(your) ability to respond quickly, to communicate effectively, to provide valuable and critical feedback, to provide positive praise on aspects you liked about my work, and to ultimately build my self confidence in my endeavors to come, make you an OUTSTANDING profile coach!”*

**- A. Farris, graduate**

*“Since I made all of the modifications on my resume and my LinkedIn, I can see that my profile appears more and more times on searches, and my resume is getting a whole lot more attention on platforms like Ziprecruiter. I am also getting more calls and emails about industry related positions, so I am getting very hopeful about what the future holds for me.”*

**- Current Student**

# Objectives Reached.

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# Next Steps.

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- 01 Differentiate between Employer-Ready and Employer-Competitive**
- 02 Identify how you're supported in becoming employer-competitive
- 03 Understand what employers value**
- 04 Examine components of EC materials
- 05 Outline the process of submitting materials**
- 06 Prepare for the typical interview process

- 01 Fill out the What Does Employer-Competitive Mean: Data survey.**
- 02 Cultivate strong technical skills, valuable transferable skills & confidence.
- 03 Use guides on BCS and get feedback from a CMA to develop competitive materials.**
- 04 Use support and resources from your CD to stand out in your search.

Take **2 minutes** to let us know how we did today! Copy/paste survey link from the chat.

**Scoring under a 3?** Let us know why, so we can improve.

Did you know these companies were founded during the '08-'10 recession?



Square



Pinterest

## A Remote Search.

- Research companies that are still hiring.
- Network at events and 1:1.
- Prepare for interviews.
- Develop and demonstrate your skills.

What part will you play in the next iconic startup?

# Session Resources.

## EXAMPLE EC MATERIALS

- Workshop Guide - <http://bit.ly/2JR1kUd>
- Resume - <http://bit.ly/34Om47r>
- GitHub Portfolio - <http://bit.ly/34Om8Ed>
- LinkedIn Profile - <http://bit.ly/34R0pLG>

## TOOLS

- Trilogy Network LinkedIn group - [bit.ly/TESLINetwork](http://bit.ly/TESLINetwork)
- Career Services [Data Employer-Competitive Framework](#)
- Resume Scanner: [Jobscan.co](http://Jobscan.co)
- URL Shorteners: [Bit.ly](http://Bit.ly) or [Tinyurl](http://Tinyurl)





# Questions?

**Thank You.**