Institute for Advanced Analytics

Agenda

Class 1: July 3

- Career Services
- About Section

Class 2: July 14

- Bring Word /Google docs of about section to class (no need to print out—just need available on your computer)
- Peer Review

July 17

- About section due to Kate

Class 3: July 21

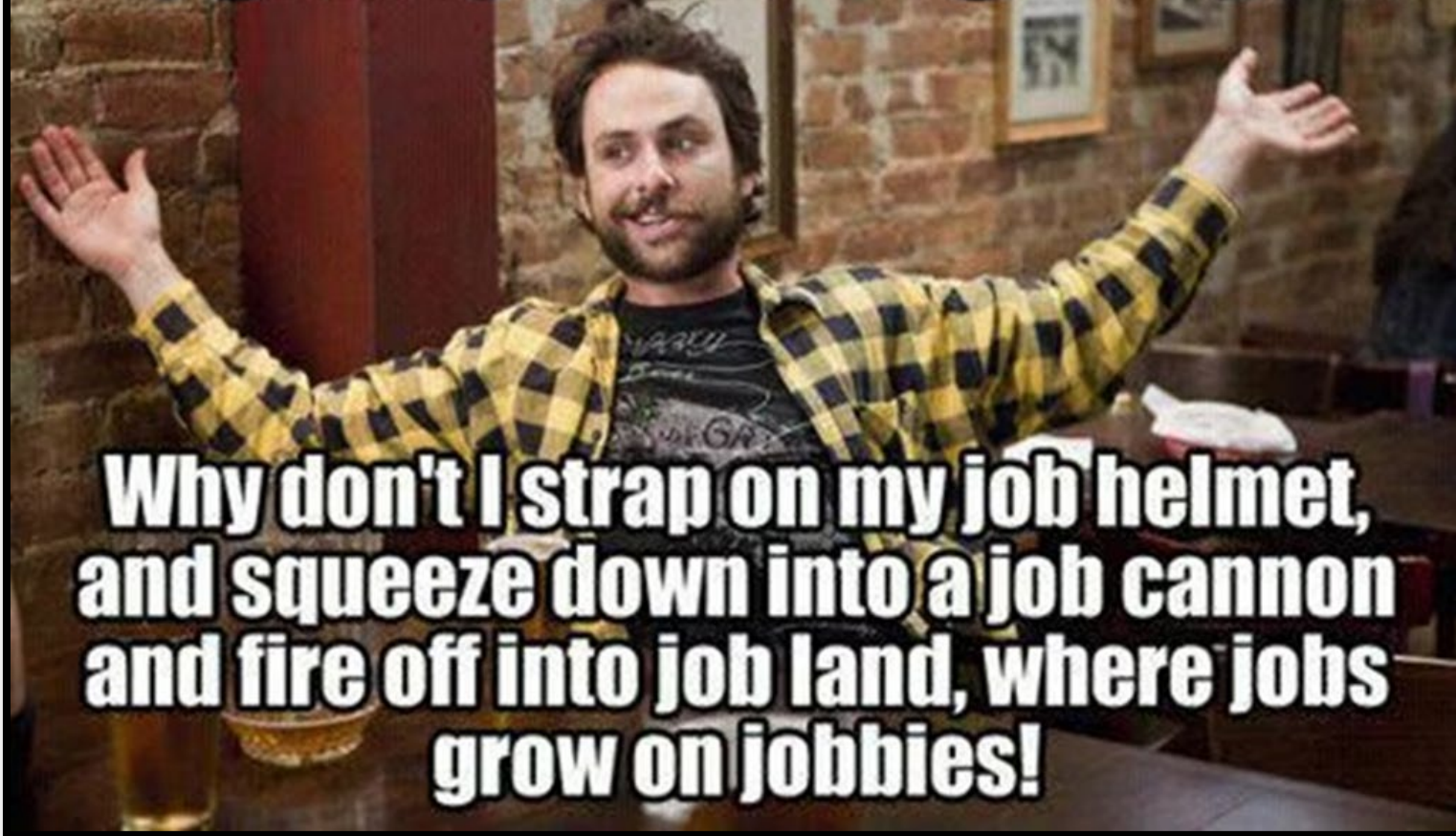- LinkedIn Profile

Class 3: July 28

- LinkedIn Profile Due
- Peer Review

Career Services Team

Who is your career services team?

April

- Manages the employers and recruitment process
  - Analytics in Practice
  - Employer Information Sessions
  - Student/Employer Communication
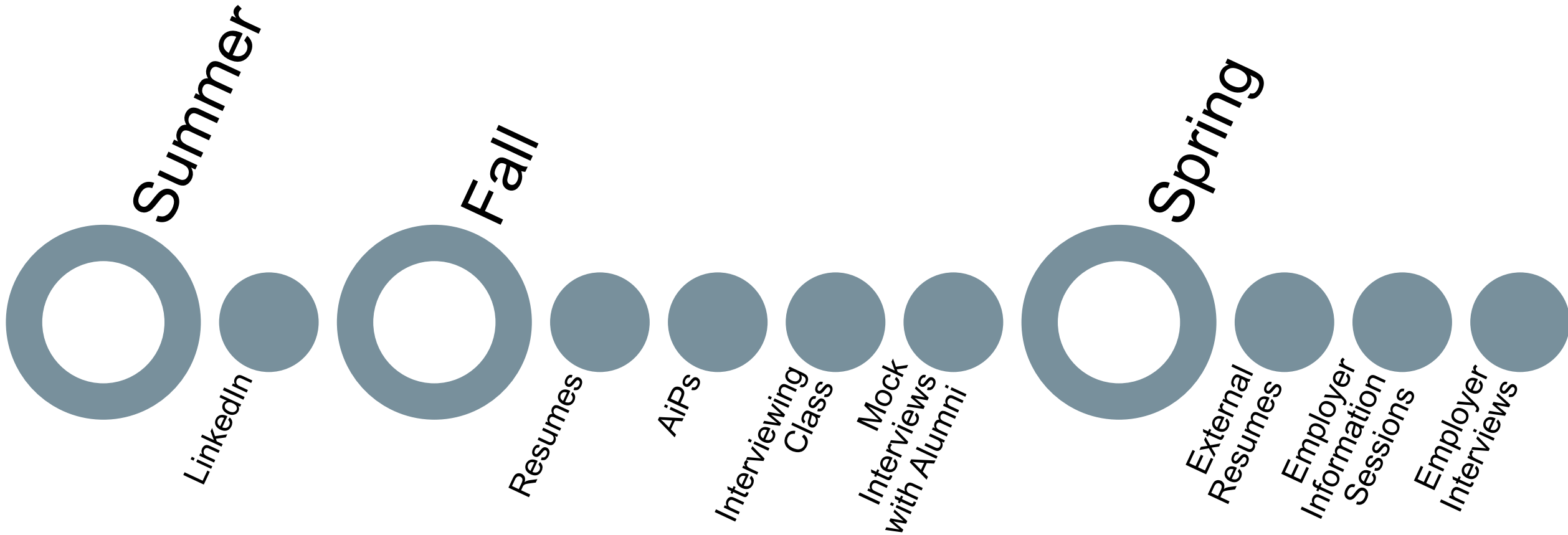 - Interview Scheduling

Who is your career services team?

Kate

- Directs career education curriculum
  - LinkedIn
  - Networking
  - Resumes/Cover Letters
  - Interview Preparation

Career Services Timeline

Summer

Fall

Spring

LinkedIn

Resumes

AiPs

Interviewing Class

Mock Interviews with Alumni

External Resumes

Employer Information Sessions

Employer Interviews

Writing the About Section
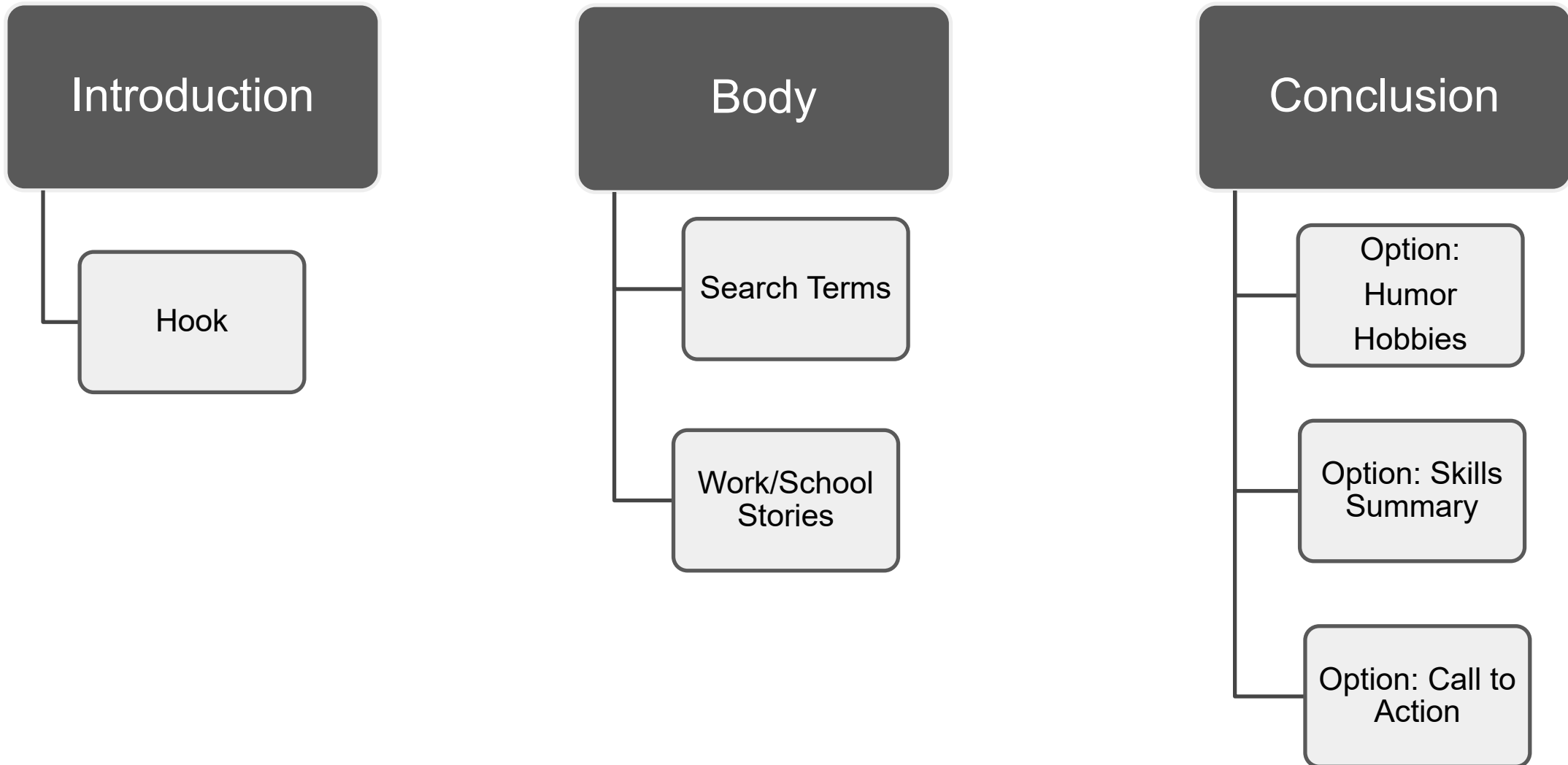
What is an about section?

The about section is a professional narrative that shares your accomplishments and value add to an organization. It's about you, but not for you.

- How to write a good LinkedIn about section

    - Strike a balance between professional and personable.

    - Explain your why.

    - Identify your audience (employers, recruiters, alumni) and write for them.

Elements of About Section

Introduction
- Hook

Body
- Search Terms
- Work/School Stories

Conclusion
- Option: Humor Hobbies
- Option: Skills Summary
- Option: Call to Action

Introduction

Hook

When employers want you to have 10 years of work experience before the age of 22

boredpanda.com

Introduction: Hooks

Why is it important?

○ Most LinkedIn users will only see the first 3 lines, roughly 300 characters, of your about section.

    ■ Need to click "Read More" for full description.

○ LinkedIn Recruiter shows the entire about section by default.

    ■ Shows importance

    ■ Reveals need for short, digestible chunks of info

Introduction: Hooks

Creative options for hooks

Short, pithy sentence:
- I caught fire coding.

Anecdote:
- From an early age, my parents encouraged my curiosity by helping me take apart old lawn mowers and CD players to see how they worked. Understanding the mechanical underpinnings of machines evolved into a need to demystify the physical and natural world by collecting and analyzing data.

Introduction: Hooks

Professional Example of Hooks

Example for someone with data experience

- I am a seasoned data analyst with 3 years of experience in the financial services world using R and Tableau to predict and visualize customer purchases.

Example for someone with professional experience transitioning into the data field

- As a former product manager and current aspiring data scientist, I have led cross-functional teams to develop successful products, with a strong focus on leveraging data to inform decision-making.

Introduction: Hooks

Real Example of Hooks

Eric Sims: (alum and 2021 winner of Favorite Social Media Presence on LinkedIn): My personal brand can be summed up in one word: originality. I am at my best when coming up with creative ways to solve problems or sharing big ideas with others, combining creativity and my diverse experience to engage technical and non-technical audiences.

Harpreet Sahota: I'm just a dude in data science whose got a solid mix of education, experience, and technical chops in this field.
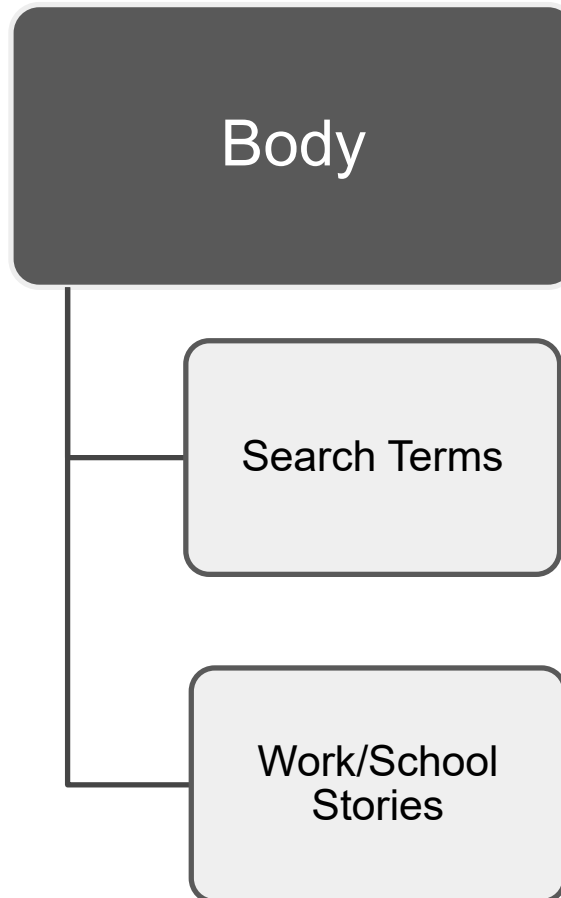
Cara Davies: I am a world traveler and a polyglot -- data is just one of the languages I speak. I relish the challenge of communicating complicated information in a simple, straightforward manner, whether that is in writing or in presentations for audiences ranging from freshman college students to data experts.

Body

- Writing the Summary
  - Use short chunks of text (average of 3-5 lines per paragraph)
  - Focus on 2-3 paragraphs for the body
    - Clear Path (have worked as a data scientist/analyst or related field)
      - Explain your career successes and highlight your passion
      - Highlight your skills
    - Career Changer
      - Can explain why you're switching to data science, what excites you about it
      - Highlight transferable skills and successes
    - Recent Graduate
      - Focus on academic accomplishments, especially relevant ones
      - Can explain why you're studying analytics, especially your why

Body: Search Terms

Why are they important?

- They highlight your brand and communicate your skills to potential connections.
- Recruiters on LinkedIn often search for candidates by skills. Search returns are ranked based on how many times the search term appears.

How to Use Them?

- Aim to have key skills appear in multiple sections: summary, work experience, skills
- Don't just list skills randomly. Do your best to contextualize them.

Body: Search Terms

Okay: Data storytelling captivates me. While working as a year-round intern at SAS, I told the story of how software integrates with open-source programs. After gathering 1.5 million coronavirus genome sequences, I utilized code for data manipulation and visualization tools for forecasting.

Better: Data storytelling captivates me. While working as a year-round intern at SAS, I told the story of how SAS integrates with open-source programs, such as R and Python, using Viya. After gathering 1.5 million coronavirus genome sequences, I utilized Python for data manipulation and SAS for forecasting and visualizing data.

Body: Clear Path Example

Working for one of the largest financial firms in Peru, I had the pleasure of embarking on data-driven adventures where my analytical models have worked wonders. In one of these projects, I developed a price elasticity predictive model to optimize loan interest rates, which added around $1M per year to the company.

Since one of my hobbies is keeping up with new technologies, I am always ready to innovate when addressing business problems. For instance, I had a blast pioneering the development of deep learning models using Python during my time in Interbank's analytical department. I also had the privilege of being a mentor with an MIT consultancy. Sharing my knowledge and experiences about crafting optimization models in Julia was an absolute delight. It's like being a guiding star, leading others on a path of technical and analytical enlightenment.

Because of these remarkable experiences, my colleagues and peers would turn to me as their trusted reference when it came to all things technical and analytical. It's humbling, yet incredibly fulfilling.

Body: Career Changer Example

I understand both the business and technical needs of an organization, and nothing makes me happier than combining the two. For this reason, I am currently earning my MSA degree and soaking up all the statistical and programming goodness. My newly acquired statistical and programming skills pair well with my 4+ years of technology sales experience.

Before going back to school, I was an inside sales representative at Red Hat. I worked in a fast-paced, results-driven environment on a team that helped lead the federal government through digital transformations. I was skilled at highlighting IT processes that my clients could optimize through automation. As a result, my clients were more agile and more effective at delivering value to their stakeholders. In my last year with Red Hat, I was nominated for Public Sector Inside Sales Representative of the Year.

I loved my work but I wanted to have a better understanding of the data that helped guide the decisions at my company. I'm thrilled to be earning my master's degree at the Institute for Advanced Analytics and have enjoyed sharpening my data science toolkit in R, Python, statistical concepts, modeling, and more.

Body: Recent Graduate Example

In college, my passion for Python led me to work as a teaching assistant for a programming course in NC State's Industrial and Systems Engineering department for two semesters. I led review sessions, assisted students in class and met one-on-one with those needing more support when using NumPy, Pandas, and TensorFlow libraries.

During that time, I also collaborated with the Advance Auto Parts' Data Science Team as part of my senior design project where I was lucky enough to be voted team lead by my classmates. Together, we unleashed the power of the Lean Six Sigma framework and dove deep into k-means clustering. We uncovered eight buying patterns that had a massive impact for our client, accounting for over 75% of our customers. And with that, my love for data science was born.

This work has prepared me well for my current position as a graduate student in advanced analytics. I'll finish in May 2024 and hope to bring my statistical know-how, advanced programming skills, and strong work ethic to a job that allows me to explain and solve problems.

Conclusion: Hobbies

While my coding skills are on point, my baking abilities are decidedly less so. Most weekends, I strive (unsuccessfully) to recreate my grandmother's famous sourdough bread. While I attempt to make a loaf fit for human consumption, my rescued pit bull relishes gobbling up my failures. If this data scientist gig doesn't pan out, there's always culinary school as my back up.

Conclusion: Skills Summary

Demonstrated excellence in the following areas:

- *Quantitative analysis:* data cleaning, econometrics, statistics, survey research
- *Communication:* blog writing, report writing, oral presentations
- *Programming:* R, Python, SAS

*Make sure skills are explored in context elsewhere in your profile

Conclusion: Call to Action

I love to discuss all things data-related from cleaning data to modeling the results. If you enjoy talking about the wonderful world of stats and programming, please connect with me!

Final Thoughts

- Keep it easy to read.
- Include search terms.
- Be personable.
- Brand yourself as a data scientist.

To Do

Need More?

- July 14: 9-9:45: Drop in Q and A

- July 20: Eric Sims' presentation on using LinkedIn

- Any time: schedule an appointment to meet one-on-one with Kate

To Do

- Connect with ALL faculty/staff/students

- Write/Revise summary

- Have About section ready for July 14 class

Resources

- 10 Examples of Great LinkedIn Profile Summaries
  https://www.linkedin.com/business/talent/blog/product-tips/linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own
- 5 Essential Tips for a Killer LinkedIn Summary
  https://www.careercast.com/career-news/5-essential-tips-killer-linkedin-summary
- How to Write a LinkedIn Summary
  https://www.jobscan.co/blog/linkedin-summary-examples/
- LinkedIn Learning: Rock Your Profile