

Online Presence

Perception. Image. Information.

Focus for Next Few Days

1. **Personal Pitch Video due tomorrow morning 9am**
2. **READING ON RESUMES**
3. **JS Project due Friday at 12PM**
4. **Cover Letter due Friday 9am**
5. **Flex Proposals due Monday 9am**
6. **LinkedIn due Monday 9am**

Future Focus (Not officially due, but HIGHLY recommended)

1. Google Analytics (Recommended: 10 - 15 minutes)
2. Github Cleanup
3. Personal Portfolio (5 - 10 hours)
4. AngelList (Must have)

Today's Goals

1. Highlight key points for the different components of your online presence
2. Open up a space for questions

LinkedIn

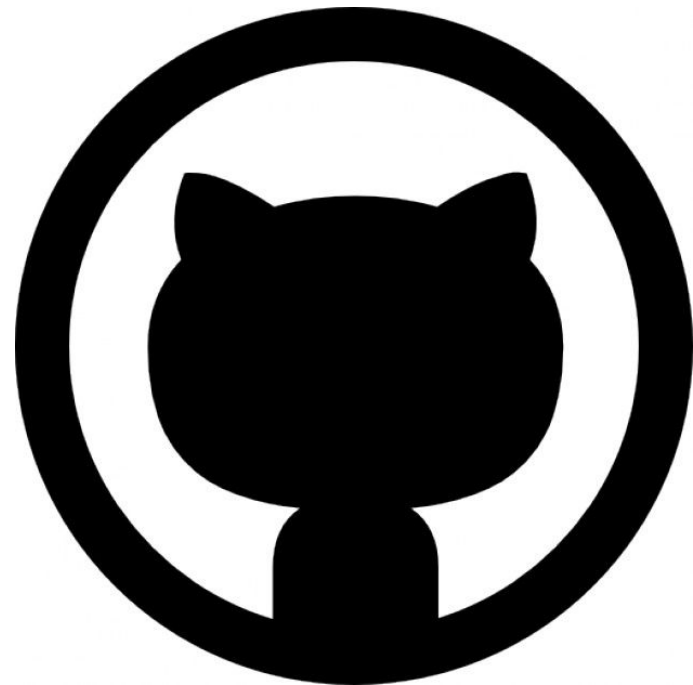
- The reading is important!
- Recruiter's perspective
- Leveraging connections



Let's go to LinkedIn...

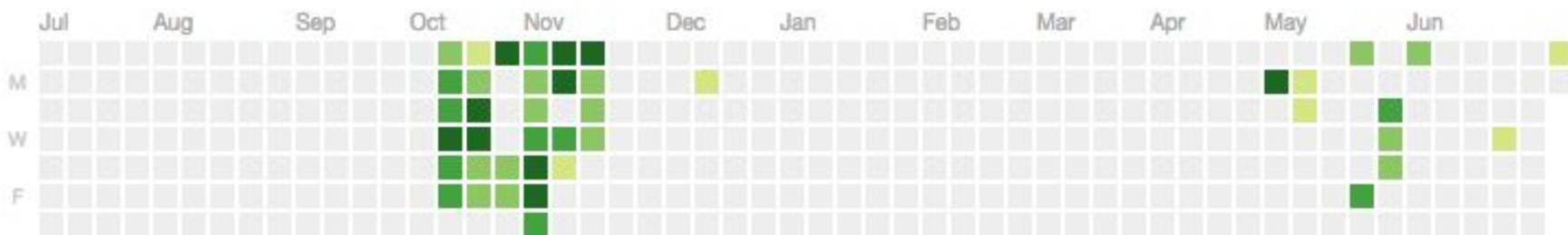
Github

- Stay active after graduation
- Pin repos you want featured
- Add great readmes to your projects
- Star and follow each other



Recruiters care!

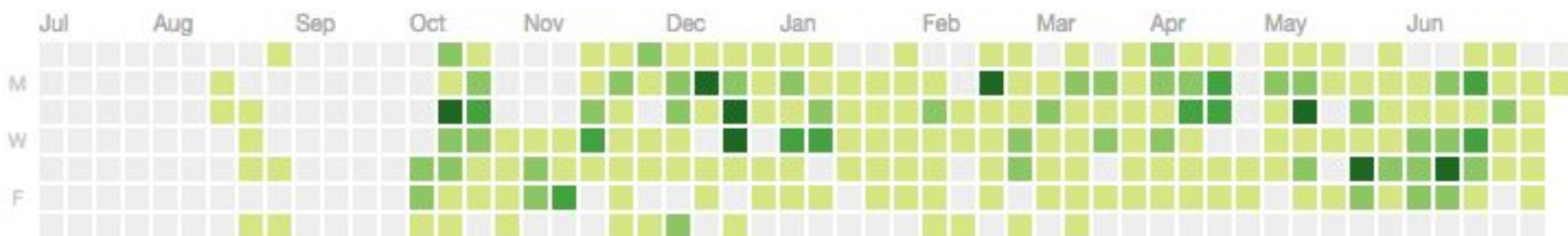
178 contributions in the last year



Summary of pull requests, issues opened, and commits. [Learn how we count contributions.](#)

Less More

1,239 contributions in the last year



Summary of pull requests, issues opened, and commits. [Learn how we count contributions.](#)

Less More

Keep Those Squares Green!

- If you're studying, take notes on a markdown doc and push them
- If you're doing practice problems, code out your solutions and push them
- Keep revising your old projects and make lots of commits
- Consider starting small scale projects that you can add to your portfolio



Alex Mattson

amattson21

San Francisco based programmer
with a passion for front-end
development

Follow

Block or report user

📍 San Francisco

✉ me@alexmattson.com

🌐 <http://www.alexmattson.com>

Overview

Repositories 34

Stars 8

Followers 20

Following 2

Pinned repositories

eos-redux

Redux CLI and Framework

JavaScript ★ 23 🍴 5

summary-bot

Easily create summaries of content.

JavaScript ★ 1

job_logged

Job Application Management Site

JavaScript ★ 2

clone_crash

Javascript Game

JavaScript ★ 4

RailsLite

Lite version of Rails built from scratch

Ruby ★ 1

ActiveRecordLite

Ruby

456 contributions in the last year

Google Analytics

- One easy way to get some data points in a murky process!
- [Quick Set Up \(Encourage you to look at the more detailed version!\)](#)
- Share with your coach
 - eli@appacademy.io
 - tuptain@appacademy.io
 - ebjornsen@appacademy.io

Primary Dimension: [Page](#) [Page Title](#) [Other](#) ▼

Plot Rows

Secondary dimension ▼

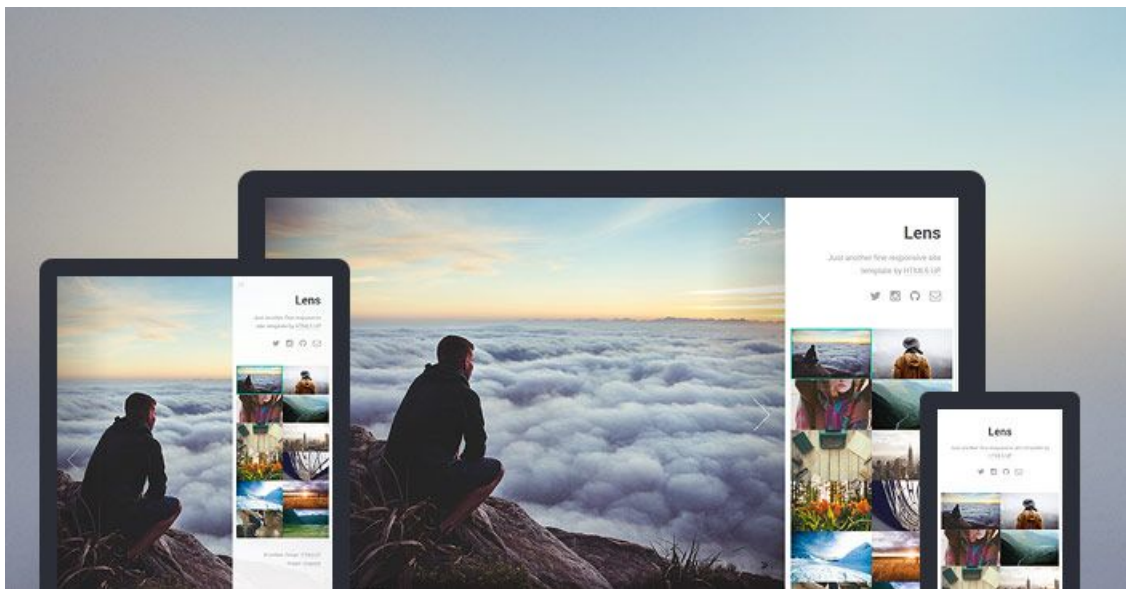
Sort Type:

Default ▼

<input type="checkbox"/>	Page Title ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
		51 % of Total: 100.00% (51)	33 % of Total: 100.00% (33)	00:02:31 Avg for View: 00:02:31 (0.00%)
<input type="checkbox"/>	1. 	20 (39.22%)	15 (45.45%)	00:02:06
<input type="checkbox"/>	2. PokeHunter	16 (31.37%)	6 (18.18%)	00:00:30
<input type="checkbox"/>	3. SomeRecipes	10 (19.61%)	9 (27.27%)	00:28:15
<input type="checkbox"/>	4. Corgi Chomp	4 (7.84%)	2 (6.06%)	00:02:00
<input type="checkbox"/>	5. (not set)	1 (1.96%)	1 (3.03%)	00:00:00

Personal Portfolio

- Do I need one?
- Content
- Template vs. custom site



Why you should make one

Primary Dimension: [Page](#) [Page Title](#) [Other](#) ▼

Plot Rows

Secondary dimension ▼

Sort Type:

Default ▼

<input type="checkbox"/>	Page Title ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
		51 % of Total: 100.00% (51)	33 % of Total: 100.00% (33)	00:02:31 Avg for View: 00:02:31 (0.00%)
<input type="checkbox"/>	1. [REDACTED]	20 (39.22%)	15 (45.45%)	00:02:06
<input type="checkbox"/>	2. PokeHunter	16 (31.37%)	6 (18.18%)	00:00:30
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<input type="checkbox"/>	5. (not set)	1 (1.96%)	1 (3.03%)	00:00:00

<input type="checkbox"/>	Page Title ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
		683 % of Total: 100.00% (683)	420 % of Total: 100.00% (420)	00:01:27 Avg for View: 00:01:27 (0.00%)
<input type="checkbox"/>	1. [REDACTED]	388 (56.81%)	144 (34.29%)	00:01:52
<input type="checkbox"/>	2. ngPokedex	36 (5.27%)	35 (8.33%)	00:02:49
<input type="checkbox"/>	3. Diffindo	35 (5.12%)	33 (7.86%)	00:01:55
<input type="checkbox"/>	4. Designing & Coding Google's Creative 5 Application	32 (4.69%)	29 (6.90%)	00:00:35
<input type="checkbox"/>	5. The Salamander	26 (3.81%)	24 (5.71%)	00:00:10
<input type="checkbox"/>	6. 2048	25 (3.66%)	19 (4.52%)	00:07:36

Top-notch example

- http://clapinton.com/?utm_source=resume&utm_medium=header&utm_content=arcadia%20data

AngelList

- Mostly small to medium sized companies.
- Easy to apply.
- Great Profile interface.
- Response rates from 3-8% in general (very general estimate). Highly dependent on culture and experience fit.
- Make yourself seem like a human. Do the Blurbs. Don't be boring.

About you



Andrew MacIver

POPULAR

✓ CODING QUIZ

Ruby on Rails, ReactJS, JavaScript, Python. Passionate about the intersection of tech and education; harnessing data to build beautiful interactive art.

San Francisco, Software Engineer, Active today

[in](#) [Résumé](#) [andrewmaciver.me](#)



[Report this profile](#)

Software engineer experienced with React, React Native, Redux, and Rails. Founder of Blush and Brulee. Golf addict. Utah Jazz fan.

Software Engineer San Francisco Brigham Young University [in](#) [twitter](#) [github](#)



99 Connections (22 Mutual) · Following 6

ABOUT

ACHIEVEMENTS

I want to learn your stack and make your product awesome! Built machine learning song classifier using TensorFlow, React and Django. Developed full-stack web application based on Couchsurfing using Rails and React. Built interactive audio visual music generator in JavaScript. Launched food startup as product manager and brand developer. Also wrote classical orchestral music, built interactive sound sculptures, and am a trained Michelin chef in my 'spare' time.

ABOUT

ACHIEVEMENTS

I'm an entrepreneur-turned-software-engineer who focuses on solving the right problems. In April of last year, I launched Blush and Brulee, an ecommerce company in the women's fashion space. Over the last six months, I've doubled our online conversion rates and our unique monthly site visitors. This experience has given me added perspective when approaching engineering problems. I'm not only focused on the technical details but also deeply concerned about the end user.

While I still serve as an adviser for Blush and Brulee, I've shifted my focus to web and mobile apps, particularly apps that use React or React Native. My main project right now is a React Native mobile app that automatically translates between languages to help international teams communicate. Each message sent and received is in the preferred language of the user, regardless of who else is on your chat.

Project Area

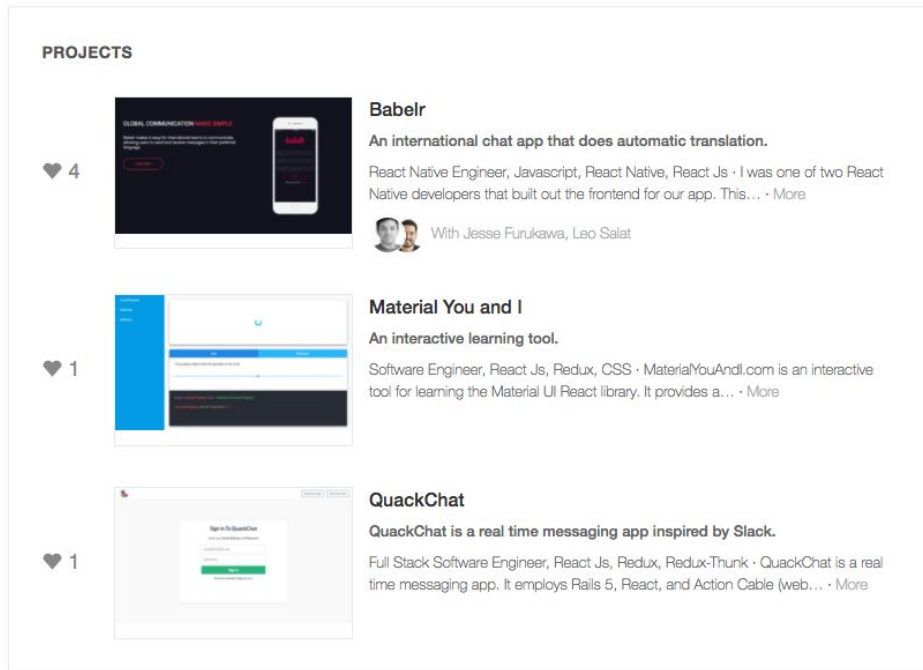
Add them!

Fill out each project page, too. GIFs are good!

https://angel.co/projects/516513-couchsmurfing?src=more_projects

Works in progress can be okay, too.

Anything with screenshots that might grab the attention of a CTO/senior engineer at a startup. Shows that you're working on new stuff



The blurb

Let them see you as a person. Be personal, be excited, be a human.

“ Before becoming a full-time software engineer, my background was in education and the arts. I know firsthand the power that visual expression has for making learning an inspiring experience, and I know that there is a need for more diverse tools that can enable students to express themselves and for teachers to design engaging lessons and activities. I would not only be a great addition to your team for the esthetic attention I bring to my software projects, but would also be personally motivated to contribute to the development of pedagogical tools to enrich the learning experience

“ I love Desmos so much! Before becoming a full-time software developer, my background was in education, teaching math and science and developing curriculum. I have used your tools so frequently from the days of the graphing calculator now into the age of interactive lessons and online classrooms. My passion for education combined with my esthetic sensibilities would make me a great candidate to join your team and work alongside other passionate bright people. I would love to speak with you more. Can't wait to hear back from you!

Other Social Media



Be Careful....How do you want to appear as it relates to your “Professional Brand”?

Employers **DO** Look!!!!

Other Social Media



VS.

