Overview

- **Summaries**
  - **LinkedIn**
  - **AngelList**
- **Write/Review**
- **Why Cover Letters Matter**
- **What To Include-The Triangle**
- **Top 3 Key Mistakes**
- **Write/Review**
- **Action Plan**

SUMMARIES AND ACHIEVEMENTS
LinkedIn + AngelList

Linked in

- SUMMARY
- IMAGE
- WORK HISTORY
- SKILLS/ENDORSEMENTS
- EDUCATION
- PROJECTS

Your Dashboard
Private to you

☆ **All Star**

115	348	30
Who viewed your profile	Article views	Search appearances

Career Advice

Participate in the career advice platform: **Off**

Get career advice by conversing with other LinkedIn users who are leaders in their fields

Career interests

Let recruiters know you're open: **On**

Choose the types of opportunities you'd like to be connected with

Salary insights

See how your salary compares to others in the community

LINKEDIN SUMMARIES

I'm a software engineer with a passion for React, Redux, React Native and Rails. My main project right now is a React Native mobile app that breaks the language barrier for international teams. On the side, I'm building out an interactive tutorial that helps new developers learn the Material UI React library. In addition, I'm an adviser for XXX, an e-commerce company in the women's fashion space.

On a more personal note, I'm addicted to golf and sports. My favorite course of all time is probably Sand Hollow in St George although I still have good memories of Falcon Ridge in Mesquite.

Additional Skills: Ruby - Javascript - SQL - HTML5 - CSS3 - Webpack - Chrome Extensions.

Whether it's arts and crafts, photoshop projects, or making handmade gifts, I have a creative side to me that I have always enjoyed exploring, so I'm happy I am able to do that with software development. I love learning new technology and challenging myself to think logically, methodically, and creatively. When building an idea, a user's experience is very important to me, so I strive to craft an interface that is innovative, visually appealing, and intuitive for everyone.

As a full stack software developer, I have enjoyed using Ruby, JavaScript, React/Redux, Ruby on Rails, PostgreSQL, CSS, and HTML in my projects. Currently, I'm self-learning Node.js, Express, and Python. I'm always finding time to learn more!

ANGELLIST

Using AngelList

"I'm Interested!" vs. the Star

Its title is misleading, but the **"Yes, I'm Interested" button is actually a job application. When you click this, congratulations! You have applied for a job.** The employer is notified and will likely look at your profile. You have **the option of sending the employer a short note when you express interest, and you should always do this.**

Who to Follow

Start by following your classmates, TAs, and other people you know personally. Much like Twitter, you can gain helpful information by following leaders in the tech community. If you see a CEO, entrepeneur, or someone else who is a big name at a company you're interested in, follow that person -- you'll then get job recommendations at that company in your feed.

ANGELLIST

IMAGE

SUMMARY = 160 characters

ACHIEVEMENTS = 1000 characters
- Paragraphs
- Bullets

APPLICATION NOTE = 1000 character
- Do you have a great opening line?
- What excites you about the company?
- Why would you be a good fit?

ANGELLIST ACHIEVEMENTS-Samples

I'm an entrepreneur-turned-software-engineer who focuses on solving the right problems. In April of last year, I launched XXXX, 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 XXXX, 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.

Authored 'XXXX' a python programming library which lets users simulate stretching metal parts http://webaddress.com
• Developed robust classes to import/export data to industry standard solvers and meshers
• Provided friendly API endpoints to the user, halved the time it takes a user to run a model
• Stored and manipulated complex data, such as: geometry, materials, loads, constraints, mesh, results
• Presented the project to the Boston Python Meetup Group
• Released project under GPL license on Github and distributed it on pypi; wrote + published extensive docs

TIME TO WRITE (15-20 min)

- LINKEDIN - Good pic of you
  - Summary
  - Experience
  - Ask for endorsements
  - Order your Skills/Endorsements
  - Projects
  - Educations
- ANGELLIST - Good pic of you
  - Summary = 160 characters
  - Achievements = 1000 characters
    - Paragraphs
    - Bullets

Cover Letters

You vs. Other Candidates

"A cover letter can make the difference between two equally qualified candidates."

John O'Neill, the assistant dean of career education for Stanford University ~ NY Times

You vs. Other Candidates

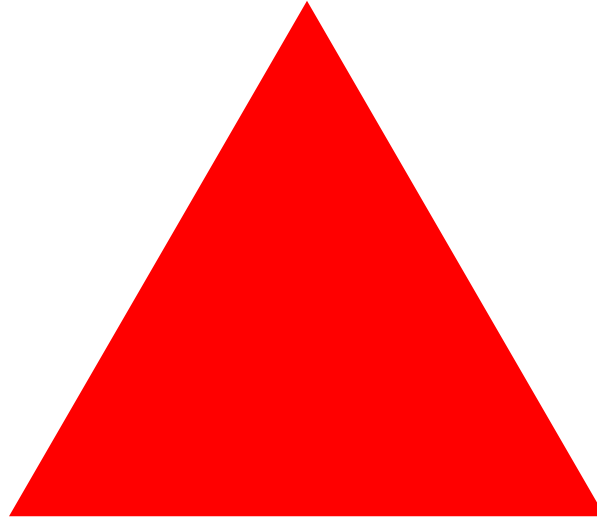"**You do not get a second chance to make a first impression... especially in 5 seconds**"

Eli Blair...a/A Coach

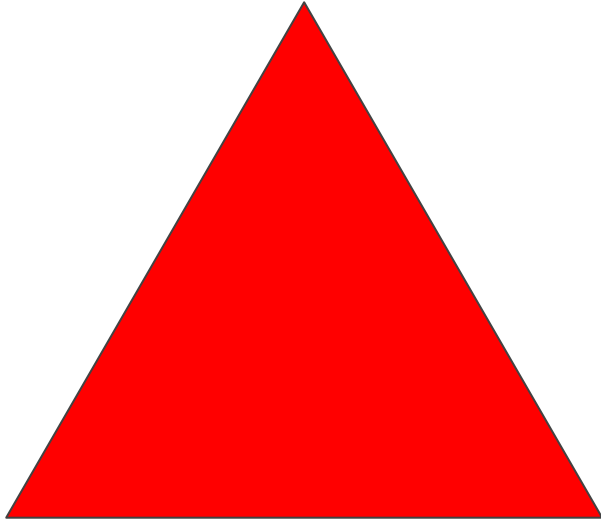# You vs. Other Candidates

The Power of Three

Your Story

About Them

About You

THE BEGINNING

Your Story
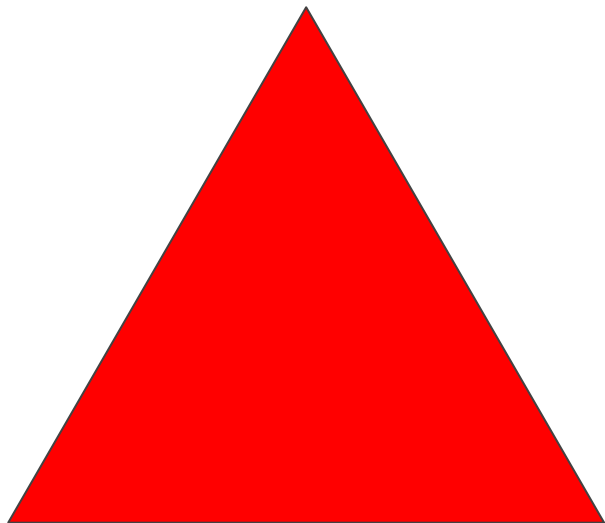
START OFF WITH A BANG!!!

Have a great opening line that grabs attention
- What brought you into the industry?
- What might be your "Superpower"?
- Something that starts off from where you were and where you are at now.*
- Something really relevant about the company and you.
  - Ex. Amazon

PS. You can also start with "I was referred…"
Or "My friend Kelly works in your…. team"

Main Body Paragraph
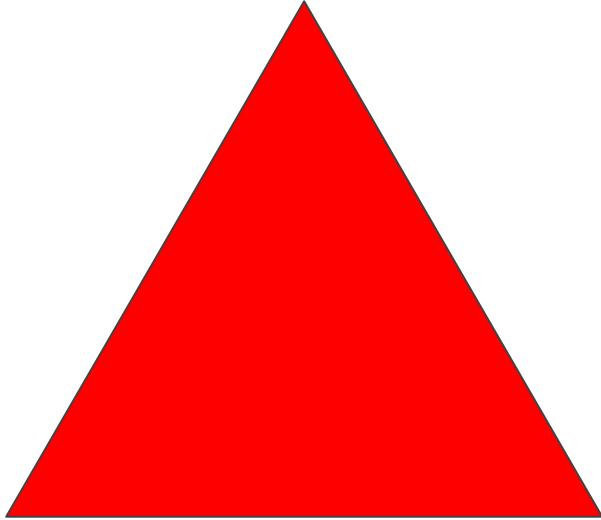
What is YOUR Software Development story in relation to the job description??

- Languages you know/they want (React, Ruby/Rails, JavaScript)

- What is a project you are working on (with links) that you can showcase?

- Something you accomplished in your life related to software dev

- Other skills

About You

Main Body Paragraph-THEM

Make You AND THEM important

- Based on the job description how can you bring value?
- What interests you about applying?
- Why would you be a good fit?
  - Experience?
  - Knowledge?
  - Culture?
  - Values?

About Them

THE END

- **Thank them for their time and consideration.**

- "*I appreciate your time and hope that we may be able to schedule a time to chat....*"

- "*I would enjoy the opportunity to further discuss my overall accomplishments as to why I know I would be an asset to your...*"

HELPFUL HINTS

What's Your Story?

A few paragraphs:

- Introduction of who you are
- Company specific blurb
- Technical skills
- Additional skills
- Links to your project or portfolio
- Thank you
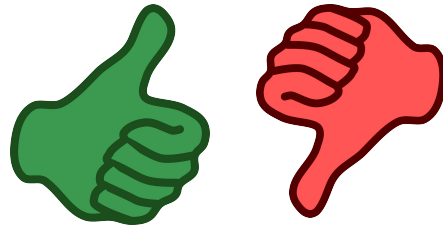- "Package"

Top 3 Key Mistakes

1. Not original - exact replica of sample cover letters in curriculum

2. Not tailored to the company - no company specific blurb

3. Not tailored to the position - skills listed aren't relevant to job description

Mistake #1 - Not Original

- Do not copy and paste sample cover letters

- Jot down bullet points of what you want to describe in each paragraph

- Review each sentence to see if it supports what you want to describe
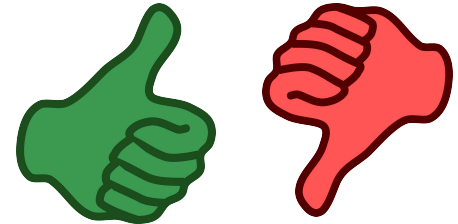
Mistake #2 - NOT TAILORED TO THE COMPANY

I heard about Happy Travels from a friend and checked out your landing page. I love the mission -- I lived abroad, and the best travel experiences were the ones not yet in the Lonely Planet. I'd love to contribute to building this experience for other like-minded travelers as a web developer.
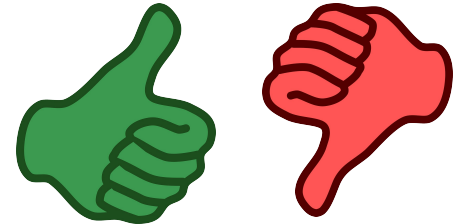
Mistake #2 - NOT TAILORED TO THE COMPANY

I heard about Happy Travels from a **friend** *and checked out your* **landing page. I love** *the mission -- I lived abroad, and the best travel experiences were the ones not yet in the Lonely Planet. I'd* **love** *to contribute to building* **this experience** *for other like-minded travelers as a web developer.*

- *What friend? Why should they care?*
- *Landing Page*
- *I love section....What value do you bring?*
- *Too much LOVE*
- *How would you contribute to the experience*

Mistake #2 - NOT TAILORED TO THE COMPANY

I enjoy shopping online and especially like it when the experience is streamlined like on your site. I believe my passion for online shopping and my skills will make me perfect for your company.
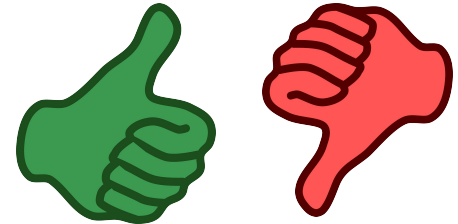
Mistake #2 - NOT TAILORED TO THE COMPANY

I enjoy shopping online and especially like it when the experience is streamlined like on your site. I believe my passion for online shopping and **my skills** will make me perfect for your company.

- Not really tailored.
- What are the SKILLS?

Sample Company Blurbs

GeneriCo's userbase is growing fast. I've dealt with scaling databases and leveraged my mathematics background to develop faster algorithms that enabled further growth.

Mistake #2 - NOT TAILORED TO THE COMPANY

GeneriCo's userbase is growing fast. I've dealt with scaling databases and leveraged my mathematics background to develop faster algorithms that enabled further growth.

- *Not bad....could tie into the company better*
- *Good on the math/algo skills*

<u>Mistake # 3 - Not Tailored To The Position</u>

- Review several job descriptions and note key skills typically mentioned

- Draft various paragraphs for technical and other skills

- Insert skills paragraphs most relevant to job description

Sample Technical Skills Paragraphs

Technical skills paragraph option 1 - frontend

My passion is creating software that is beautiful and interactive. You can see an example of my frontend skills in my project [name/link]. I achieved the smooth user interface through careful utilization of React rendering and event listeners, and used Flexbox with React transitions for the clean, pixel perfect look.

Technical skills paragraph option 2 - fullstack

My passion is creating software that's fast, functional, and beautiful. My skills extend across the full stack, including a variety of languages and frameworks. In a recent project, [name/link], I used React with Redux to create a clean, interactive, optimized frontend, and Rails with a PostgreSQL database for the backend.

Style...Keep It Simple AND Effective

Xxxxxxx
Xxxxxxx
Xxxxxxx

Hi there!

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Dear Hiring Team;

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Style...Keep It Simple AND Effective

Provide full sample

Dear Hiring Team;

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- As you will note by my resume I enjoy working in JavaScript, NodeJs and AngularJs and just completed a fun dog meetup site called DogDate

- I alway enjoy the challenge of solving "bug problems" and have experience developing unit and automated tests.

- Generating efficient and effective code is something I pride myself on. A great example is a project I recently developed called Amazing Project in React. This was an awesome experience as I was able to collaborate with a group of 5 amazing partners.

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Xxxxxxxxxxx
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TAKE-AWAYS

1. Have an awesome opening statement about you.

2. Discuss skills and a project that is relevant with links

3. Talk about you and the company

4. Thank and appreciate time

DIRECTIONS

1. Find a company/job you want to apply to
2. Create a base template for a cover letter
3. Create a Google doc you can SHARE
4. Peer reviews to provide COMMENTS
5. Letters due tomorrow at 9am

<u>Action Plan</u>

- Goal for today: <u>COMPLETE FIRST DRAFT TEMPLATE OF YOUR COVER LETTER</u>

- Research at least one company.

- Draft a great opening, a technical paragraph and a value/company paragraph

- Peer reviews at 4:30pm

- Turn in COVER LETTERS/LINKEDIN by MONDAY 9am!!!!