Selling Yourself

Getting a company's attention.

PERSONAL BRANDING

AGENDA

Part I: **THEM**

- Recruiting Process

Part II: **SELLING YOU**
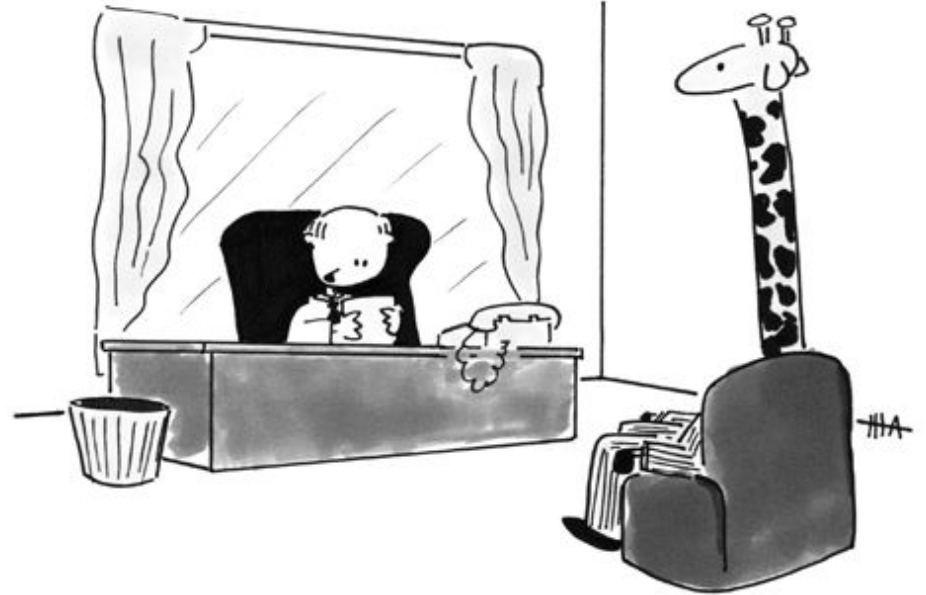
- Project Descriptions
- Work Descriptions
- Homework

Application Materials

- **Resume**
- Cover Letter
- Projects
- Github
- LinkedIn
- (Portfolio)

"So, it says here on your resume that you're a giraffe."

Part I:

Recruiting Process

"Hey HR, I need a software developer yesterday..."

What do you notice about this "stack" of resumes?

How many will you really look over?

How many will you phone screen?

How many will you interview?

How many will you hire?

What would you look for in a software engineer?

CHECKING YOUR INBOX- 500 Responses

Google

Streak +Laura Yesware

COMPOSE

Inbox (589)
Starred
▸ Sent Mail
Drafts (8)
Snoozed
▸ Pipelines   + New
Boomerang
Boomerang-Returne…
More ▾

Ron Black	**Your job posting**	Feb 7
Lily Chia	**Junior Frontend Developer**	Feb 7
Peter George	**Junior front end developer**	Feb 7
Julia Stan (2)	**Application for Junior Frontend Developer**	Feb 7
Jonathan Selim	**Interested in developer position**	Feb 7
Nancy Garcia	**Job opening**	Feb 7
Mimi Shi Chan	**Junior frontend developer**	Feb 7
Lance McTroy	**Application for front-end developer**	Feb 7
Jonathan Yu	**Will work on your website**	Feb 7
Ashley Smith	**Front End Developer -- San Francisco**	Feb 7
Pamela Russon	**Job posting**	Feb 7
Akila Dutta	**I make websites**	Feb 7
Sam Goldberg	**Job opening in San Francisco**	Feb 6
Stan Jessup	**Ref by KELLY SMITH for Front End Dev**	Feb 6
Alex L Vinder	**Junior front end developer**	Feb 6

Recruiters look at your resume for 6 seconds

- Your name
- Current title, company, & dates
- Previous title, company, & dates
- Education

Then 30 second review

Then engineer's review

6 seconds!?

The 6-second scan of your resume should say:

    (1)   You know code/tech
    (2)   You are successful at things

Recruiters

Have multiple openings to fill with varying levels of urgency.

Some roles are technical, some are not.

Even "Technical Recruiters" are recruiting for:
- Web developers
- Mobile developers
- Project managers
- DevOps
- UI/UX designers
- Data scientists

App Academy Pipeline
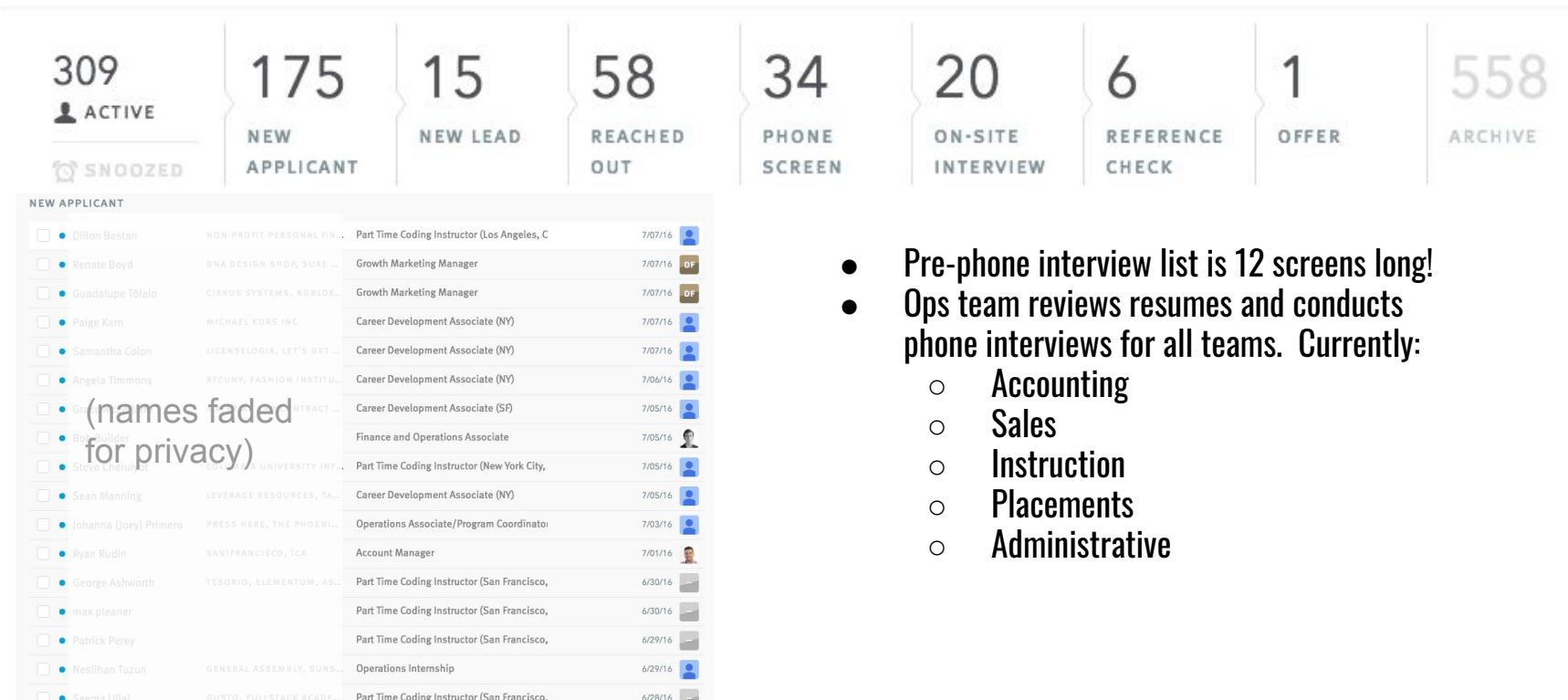
- Pre-phone interview list is 12 screens long!
- Ops team reviews resumes and conducts phone interviews for all teams. Currently:
  - Accounting
  - Sales
  - Instruction
  - Placements
  - Administrative

What a recruiter and engineer sees- Github

469 contributions in the last year

Summary of pull requests, issues opened, and co... ...ons.

Time at App Academy

Time since App Academy

107 contributions in the last year

Summary of pull requests, issues opened, and commits. Learn how we count contributions.

Less More

What a recruiter sees

Constellations

Constellations

Constellations is a Conway's Game of Life simulator built in vanilla Javascript. Using Constellations, you can manipulate the cell map and navigate it using pan and zoom to fully experience Conway's Game of Life at several different levels.

Features & Implementation

It's alive!

Constellations allows users to bring cells to life while the game is paused or in mid-cycle. Several presets are built in so that it's easy to see the lifespans of complex structures like BackRake One or Kok's Galaxy. After a structure has been selected, Constellations highlights the cells that will be affected on the grid so that users know exactly what they're aiming at. After all, what use is generating a spaceship if you can't make it collide with another spaceship?
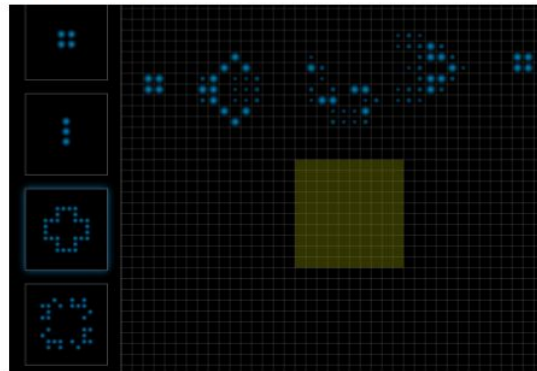
Navigate the cell map

Controls to zoom and pan show off the best parts of Conway's Game of Life. Constellations animates cells as they die and awaken so that users can see the way that the map changes over time.

Zooming in allows users to see how cells affect each other close up. This freedom means that exploring how smaller structures evolve over time is easy. By the same token, large structures and spaceships are best viewed while zoomed out. Enabling users to pan means that they can follow that spaceship through its entire trajectory as well. The Game of Life exists on an infinite Cartesian plane and Constellations makes good use of it.

```
// viewport.js

Viewport.prototype.recontextualize = function () {
  this.ctx.setTransform(
    this.zoomLevel,
    0,
    0,
    this.zoomLevel,
    this.ctx.canvas.width / 2 + this.cellFractionOffsets[0] * 5 * this.zoomLevel,
    this.ctx.canvas.height / 2 + this.cellFractionOffsets[1] * 5 * this.zoomLevel
  );
};
```

Building Your Resume

Getting Started

- You will be creating a "parsable" resume
- **Choose from one of our templates to start-MANDATORY**
- Add too much info about your projects and experience

The nuts & bolts

One page
- Name & contact info
- LinkedIn/Github/Portfolio (at top)
- Projects
- Skills
- Experience*
- Education

*If you have been paid to write code or engineer things, put Experience first.

AMAZING STUDENT

phone 415-999-9999   amazing@amazingstudents.com   LinkedIn   Github

SKILLS
Ruby, Ruby on Rails, JavaScript, jQuery, React.js, Redux, SQL, Git, HTML5, CSS3

EDUCATION
App Academy - Immersive software development course with focus on full stack web development (Spring 2017)
University California @ Berkeley - *BS - Computer Science* (Spring 2016)

WORK SAMPLES
Amazing Project   Live Site | Github
This is a very short sentence about what your project does and the languages you used

- Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.
- Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.
- Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim.

Amazing Student   Live Site | Github
This is a very short sentence about what your project does and the languages you used

- Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.
- Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo

Amazing Student   Live Site | Github
This is a very short sentence about what your project does and the languages you used

- Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.
- Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.

EXPERIENCE
Amazing Job Title
Really Amazing Company, Oct 2016 - Dec 2016

- Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Aenean vulputate eleifend tellus. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.

Amazing Job Title
Really Amazing Company, Oct 2016 - Dec 2016

- Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.
- Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.

SAMPLE PROJECTS SECTION

BE THE RECRUITER
15 second test

SAMPLE PROJECTS SECTION

Projects

Amazing Project | *(React Native, Google Translate API , Ignite, Redux Sagas)*   live | github

An international chat app that automatically translates outgoing and incoming messages.

- Built out numerous React Components including custom forms, pill buttons, chat list items, html iphones with varying interior images/videos, and the screens that house these components.
- Authored multiple Redux cycles using Redux Sauce and Redux Sagas to listen for API requests to our Django backend.
- Integrated React Native Router Flux and React Native Swiper to make navigation intuitive and prevent unauthorized access to group chat pages.
- Styled the vast majority of the app, organizing the styles into Metric, Color, and Font master files.

Amazing Project | *(React/Redux, Material UI, Webpack)*   live | github

An interactive tool for learning the Material UI API.

- Created a highlight.js replacement component that takes in a component name and associated properties and returns a properly formatted code snippet for the user to copy.
- Created Reducer helper files to break out the reducers into smaller, more manageable bits of code.
- Integrated the site with the React Scroller npm package.
- Used the Material UI React library to showcase various components available through their API.

Amazing Project | *(React/Redux, Rails 5, Action Cable/Websockets, Webpack, SQL)*   live | github

A real time messaging app inspired by Slack.

- Implemented websocket channel creation and channel subscription using Action Cable.
- Hardened the session/user authentication by using a combination of onEnter/onLeave React Router hooks, BCrypt password hashing, and constraints at both the model and database levels.
- Avoided n + 1 queries by using Active Record to fetch both the messages and the users associated with those messages in one simple SQL query.

Reviewing a resume: Projects-WHAT DO YOU THINK?

Gwen Chang

✉ gwendolyn@gwenchang.io   📞 (848)219-1433   🏠 2130 Dorsey Avenue #302, Berkeley, CA 94704

Projects

Pkup | *Full Stack Engineer*   *(Ruby on Rails, Backbone.js)*   **Live • GitHub**
Online platform for organizing pickup sports games
- ❏ Full stack web app built with Ruby on Rails and Backbone.js
- ❏ Utilizes Google Maps API
- ❏ Users can set up games, teams, and events using the calendar feature

Asteroids | *Front End Engineer* *(Javascript, HTML5 Canvas)*   **Live • GitHub**
Classic shooter game rebuilt for the browser
- ❏ Features 3 levels, score, timer, and leader board.

Reviewing a resume: Projects

Gwen Chang

gwendolyn@gwenchang.io   (848)219-1433   2130 Dorsey Avenue #302, Berkeley, CA 94704

Projects

Pkup | *Full Stack Engineer* *(Ruby on Rails, Backbone.js)*
Online platform for organizing pickup sports games
- ❏ Full stack web app built with Ruby on Rails and Backbone.js
- ❏ Utilizes Google Maps API
- ❏ Set up games, teams, and events using the calendar feature

Asteroids | *Front End Engineer* *(Javascript, HTML5 Canvas)*
Classic shooter game rebuilt for the browser
- ❏ Features 3 levels, score, timer, and leader board.

Restates what was already said.

Too easy/obvious. Not enough detail.

Too user-focused, no keywords.

Inconsistent formatting.

Talks about features...Not what she did to make the features

PROJECTS

Features vs. YOU!

What did YOU do to make an awesome feature?

Use **specifics**

Get ideas. Do not copy.

Great Student

Projects

Project Name | *(React Native, Google Translate API , Ignite, Redux Sagas)*   live | github

An international chat app that automatically translates outgoing and incoming messages.

- Built out numerous React Components including custom forms, pill buttons, chat list items, html iphones with varying interior images/videos, and the screens that house these components.
- Authored multiple Redux cycles using Redux Sauce and Redux Sagas to listen for API requests to our Django backend.
- Integrated React Native Router Flux and React Native Swiper to make navigation intuitive and prevent unauthorized access to group chat pages.
- Styled the vast majority of the app, organizing the styles into Metric, Color, and Font master files.

Project Name | *(React/Redux, Material UI, Webpack)*   live | github

An interactive tool for learning the Material UI API.

- Created a highlight.js replacement component that takes in a component name and associated properties and returns a properly formatted code snippet for the user to copy.
- Created Reducer helper files to break out the reducers into smaller, more manageable bits of code.
- Integrated the site with the React Scroller npm package.
- Crafted the component structure to make each piece of the site simple and reusable.
- Used the Material UI React library to showcase various components available through their API.

Project Name | *(React/Redux, Rails 5, Action Cable/Websockets, Webpack, SQL)*   live | github

A real time messaging app inspired by Slack.

- Implemented websocket channel creation and channel subscription using Action Cable.
- Hardened the session/user authentication by using a combination of onEnter/onLeave React Router hooks, BCrypt password hashing, and constraints at both the model and database levels.
- Avoided n + 1 queries by using Active Record to fetch both the messages and the users associated with those messages in one simple SQL query.
- Deployed the PostgreSQL database and app to Heroku.

Project bullet points

Strong verb

Engineering keywords

- Designed original UI using HTML5 and CSS3 including sliding index items and toggle buttons that react to mouse hovers.

Purpose / Result

What a recruiter sees

- Designed original UI using **HTML5** and **CSS3** including sliding index items and toggle buttons that react to mouse hovers.

- Integrated **Google Maps API** with geolocation based searching to display location of other users on a map.

- Constructed **front-end** views using **ReactJS** with **Flux** architecture to componentize the views.

Describing your projects

Remember that you're an engineer.

Don't:

Write exclusively from the user's point of view.

Instead, describe:
- Engineering decisions
- Methods you used
- Tricky implementations you built.
- How your site exceeds minimum requirements + Results
  - faster
  - more streamlined
  - safer
  - more scalable
  - more user friendly

Describing your projects

Don't say: "Used Google Maps API"

Say: "Integrated Google Maps API with geolocation based searching to display location of other users on a map."

Don't say: "Users can make reservations for specific dates"

Say: "Implemented validation logic that identifies reservations with overlapping dates and prevents double bookings."

CREATE THREE TO FOUR BULLET POINTS FOR YOUR FULL STACK and JS- 30 MINUTES

BULLET POINT IDEAS:

sf-job-search-curriculum/application-materials/resume/crafting-your-bullets.md

REMEMBER

DON'T tell the reader "features" **DO** tell the reader _what YOU did to create those features_.

PAR-Problem, Action and Result: "Used [technology] to implement [feature/idea/functionality] allowing for [very brief description of the capabilities]"

PRACTICE

- **PAIR UP WITH THE PERSON NEXT TO YOU**
- **REVIEW PROJECT BULLET POINTS**
- **ARE THE BULLETS**
  - **SPECIFIC**
  - **EXPANSIVE**
  - **DISCUSSES WHAT <u>YOU</u> DID...ACCOMPLISHMENT/FEATURE**
  - **CLEAR AND IMPRESSIVE vs. GENERIC**

Adding projects to your resume

- Full stack today
- JS today
- Flex project the following week (Remember: Save and make space for this project)
- Every project should have:
  - Original name
  - **Live link**
  - **Github link**
        Excellent Readme
        - Technologies
        - Images
        - Code snippets

Describing Work Experience

Technology. Software. You'd Be Surprised!

Reviewing a Resume: Work History

😔

Work History

Master Card   **2011 - 2013**
Merchant Account Manager   Buffalo, NY
- ❏ Helped forecast launch of Merchant Financing for our products
- ❏ Handled administration, management, customers, programs, analysis, coordination, scheduling

Chase Bank   **2009 - 2011**
Investment Analyst   Singapore
- ❏ Integrated payment systems with Excel to track financial figures
- ❏ Investments analysts managed all financial planning for stocks, bonds, and commodities

Reviewing a Resume: Work History

Work History

Master Card   **2011 - 2013**
Merchant Account Manager   Buffalo, NY

❑ Helped forecast launch of Merchant Financing for our products
❑ Handled administration, management, customers, programs, analysis, coordination, scheduling

Chase Bank   **2009 - 2011**
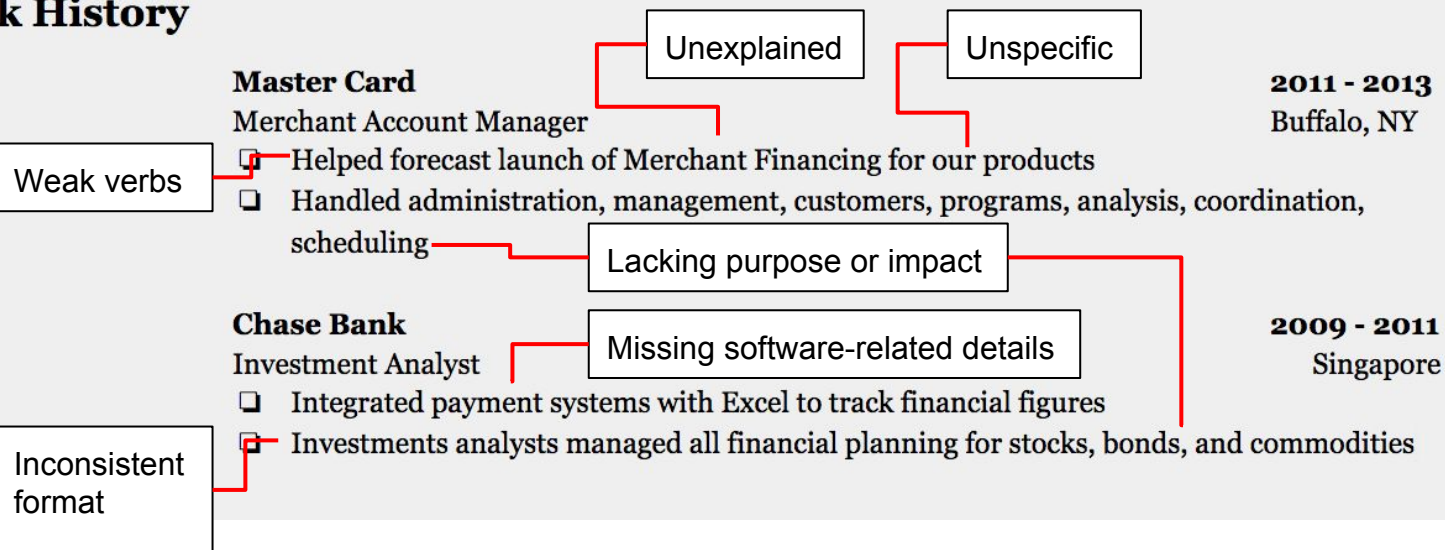Investment Analyst   Singapore

❑ Integrated payment systems with Excel to track financial figures
❑ Investments analysts managed all financial planning for stocks, bonds, and commodities

Unexplained

Unspecific

Weak verbs

Lacking purpose or impact

Missing software-related details

Inconsistent format

Retail

Non-technical background? No problem.

EXPERIENCE SAMPLE- Retail Background

Operations Manager Wedding Store, NY*(Oct 2015 - Oct 2016)*
- Designed a new website for the boutique, focusing on streamlining user experience with
  forward-thinking CSS and interface design
- Analyzed web referrals and customer data to reduce marketing budget spending by about 66% and
  targeted new avenues of advertising, realizing traffic gains to the boutique website and a 20% increase
  in appointments made
- Recruited, trained, and developed a team of 5+ bridal stylists

Retail Manager Amazing Store, NY, NY *(Oct 2014 - Oct 2015)*
- Advised and implemented UI/UX improvements for eCommerce site resulting in generating 18%
  new eCommerce sales in the first quarter of updates
- Advised and forecasted appropriate production plans for each following season by identifying price
  point gaps and new product or retail partnership opportunities based on analysis of Shopify &
  Lightspeed POS data
- Responsible for executing successful opening of flagship store; recruited, trained, and developed a 3+
  team of sales associates emphasizing product knowledge

EXPERIENCE SAMPLE- Retail Background

Operations Manager Wedding Store, NY *(Oct 2015 - Oct 2016)*
- Designed a new website for the boutique, focusing on streamlining user experience with forward-thinking CSS and interface design
- Analyzed web referrals and customer data to reduce marketing budget spending by about 66% and targeted new avenues of advertising, realizing traffic gains to the boutique website and a 20% increase in appointments made
- Recruited, trained, and developed a team of 5+ bridal stylists

Retail Manager Amazing Store, NY, NY *(Oct 2014 - Oct 2015)*
- Advised and implemented UI/UX improvements for eCommerce site resulting in generating 18% new sales in the first quarter of updates
- Advised and forecasted appropriate production plans for each following season by identifying price point gaps and new product or retail partnership opportunities based on analysis of Shopify & Lightspeed POS data
- Responsible for executing successful opening of flagship store; recruited, trained, and developed a 3+ team of sales associates emphasizing product knowledge

Reviewing a Resume: Work History-Finance

Chase Bank   **2009 - 2011**
Investment Analyst   Singapore
- ❏ Built Excel macros and developed VBA scripts to integrate financial systems, reducing analysis time by 50%
- ❏ Managed and trained team of 4 analysts and oversaw investment portfolio valued at $3M

Reviewing a Resume: Work History

Chase Bank
Investment Analyst
❏ Built Excel macros and developed VBA scripts to integrate financial systems, reducing analysis time by 50%
❏ Managed and trained team of 4 analysts and oversaw investment portfolio valued at $3M

2009 - 2011
Singapore

Call out software details

Clear purpose/results

Quantified details

Transferable skills

3 Steps for Experience Bullet Points

(Step 1) Identify your accomplishments.

Software related skills
- Anything you coded. Even if it was brief or unfinished or unofficial
- Quantitative analysis / handling data
- Improvements to a website

Recognition
- Published something
- Gave a talk
- Won an award
- Given a new responsibility or job title

Interpersonal skills
- Were part of a team
- Handled heavy volume of customer…
- Mentored someone
- Made clients happy
- Made coworkers happy
- Attracted customers
- Negotiated something

Output
- Made something faster or better
- Reduced number of errors
- Took initiative to do something
- Delivered project on time

Money
- Made or saved money
- Handled lots of money (or widgets worth a lot of money)
- Delivered project within budget

[more suggestions](#)

Quantify or qualify. Be concrete.

Don't say: "Wrote financial reports."

Say: "Produced quarterly financial reports, to maintain relationships with 6 major account holders."

Don't say: "Delivered pizzas."

Say: "Delivered approx 40 pizzas in each 4-hour shift."

-or-

"Recognized by management for efficiency and organization."

-or-

"Delivery person covering 10 square mile area."

Word cloud: 50 different **full stack job postings** from popular companies.

Word cloud: 50 different **front end job** postings from popular companies.
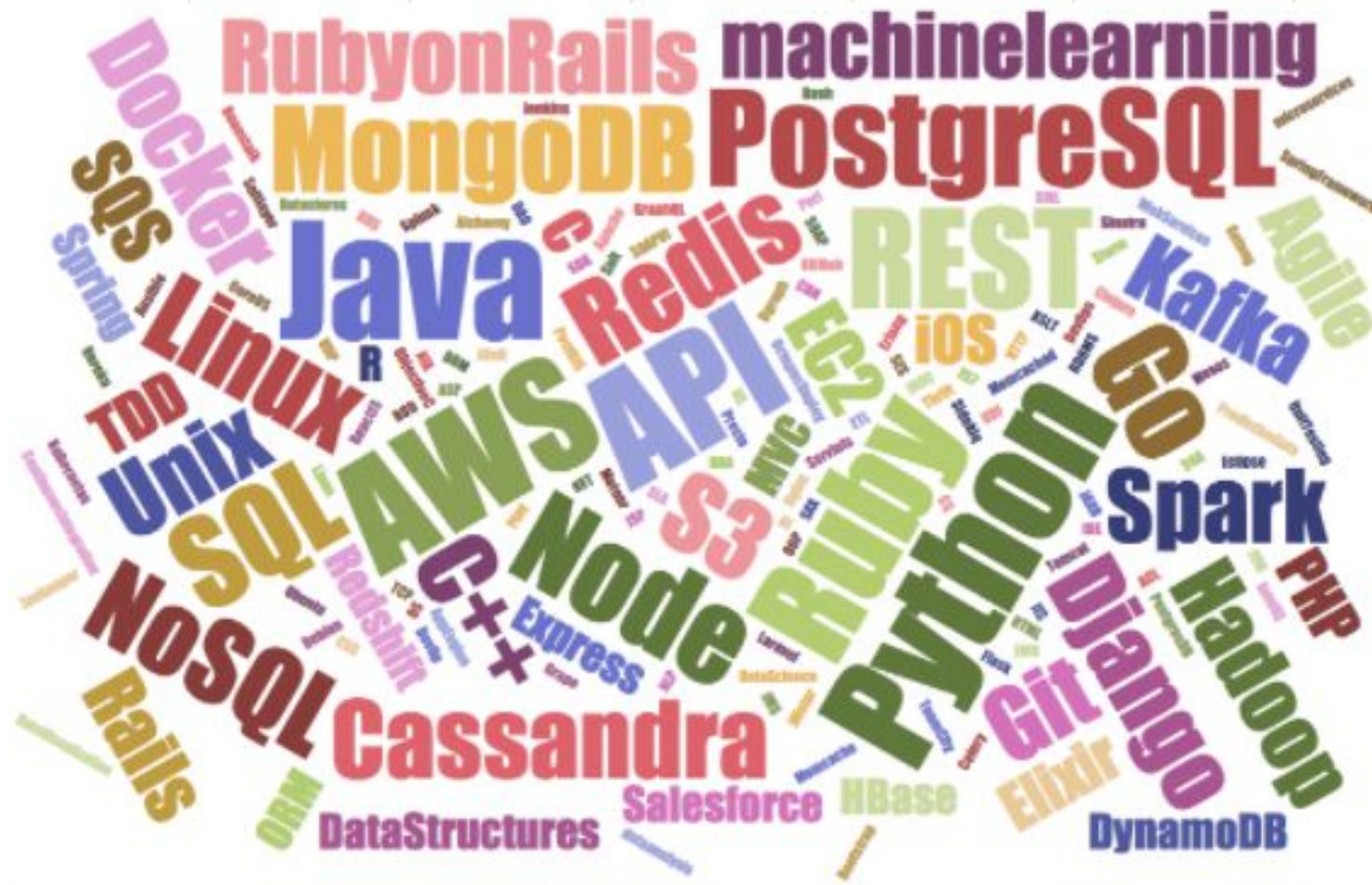
Word cloud: 50 different **back end job** postings from popular companies.

We will be looking for...RESUME SCORECARD

- Contact/Background Info-LINKS MUST WORK (5 points)
  - Name /Email
  - Phone Number
  - Github /Portfolio (optional) / LinkedIn
- Skills (5 points)
  - Ruby, Ruby on Rails, RSpec, JavaScript, jQuery,React, Redux, SQL, Git, HTML5, CSS3
- Work Samples (40 points)
  - Full Stack Project, JavaScript project, and Code Intensive **linked to Github repo and live demo.**
  - Bullets follow the formula: start with strong verb, use technical keywords, and show results/problem solved.
- Work History (25 points)
  - Bullets follow the formula: start with strong verb, specific about what you did, and show results/problem solved.
- Education (5 points)

Format

- Use one of the online resume templates. (5 points)
- Fits on one page. (1 point)
- Font size is at least 10-11pt. (1 point)
- Margins on left and right are 1 inch to create white space.
- (1 point)
- Avoid character s p a c i n g, text boxes, tables, columns, and graphics; these may put words and letters on different lines/areas of your extracted information. (1 point)

Review

- Typos, grammatical errors, consistent punctuation and format. (1 point)
- Submit your resume for review through Jobberwocky as a Google Doc with edit permissions for all your coaches (career-coaches@appacademy.io). (10 points)

Here's How You Do It in 5 Easy Steps

STEP 1 **Read** our written materials and **create** your content starting <u>today</u>

STEP 2 Pick a basic template you like

STEP 3 Place your content in the template

- **Put in dummy copy for your MERN project to be filled in later**

STEP 4 Make it pretty

STEP 5 **Upload a shareable and editable copy to Jobberwocky by TOMORROW 9AM.**

     (This should be a Google doc--make sure coaches can add comments!)

Next Steps

- Afternoon to work on resumes (**see written resume curriculum**)
- Peer reviews today. In groups of 3:
    - Brainstorm and help each other with content
    - Share your resume with group for them to comment
    - Provide feedback on the doc
    - BE CRITICAL!!

- **Final resumes due TOMORROW 9am / Cover letters due on Fri 9am** -- reviews and meetings with your coach coming up.
    - Remember: *Resumes must be finalized by you and your coach prior to applying*

PEER REVIEW

PLEASE SHARE YOUR GOOGLE DOC FOR PEER REVIEWERS TO COMMENT

Does the resume have a name, phone, LinkedIn, Github, Email and Portfolio link?

- PLEASE REFER TO THE RESUME SCORECARD
  - **JOB SEARCH CURRICULUM > APPLICATION MATERIALS > SCORECARD**

PLEASE COMMENT ON POSITIVES AND AREAS TO WORK ON.

Questions?