

# Hacking the Job Hunt

AMAZON RECRUITING



# Hacking the Job Hunt

## AGENDA

- Welcome
- Building & Networking with your Personal Brand
- Resume Basics & Interview Skills
- Q&A



# Presenter

**Liz MacKay**

Senior Manager, WWCS NAMER Recruiting



# Building & Networking with your Personal Brand



# Building your Personal Brand on LinkedIn

*Your LinkedIn profile page is the foundation for your personal branding. A compelling profile can definitely help your job hunt.*


*Here are some tips on how to optimize your LinkedIn profile:*

- Use a professional headshot
- Customize your headline
- Make your summary short and enticing
- Be data driven
- Showcase your accomplishments and promotions
- Replace Buzzwords with Keywords
- Grow your network
- Showcase your passion for learning
- Share your knowledge by publishing relevant posts
- Have (and give) recommendations



# LinkedIn Profile Examples



Aashmeet Kaur Kalra · 1st 

Senior Solutions Architect - at Amazon

Sydney, Australia · 500+ connections · [Contact info](#)

Message

View in Recruiter

More...

 Amazon Web Services (AWS)

 The University of Auckland

## About

Highly skilled , action-oriented and result-focused business and technology professional.  
Working as a senior Solutions Architect with 14+ years of organizational development experience .  
A polyglot programmer with extensive experience in application development ,machine learning and integration across on premise, cloud and hybrid platforms.  
Ability to get necessary consensus on the approaches to ensure the right mix of tactical and strategic solutions are used to meet the needs of the business in the immediate, medium and long term.  
Worked in multiple domains such as Insurance, Postal, Retail, Finance, public sector and Healthcare. and ability to work independently to help drive solutions in fast paced/dynamic work environments, Flexible and versatile to adapt to any new environment and work on any Project  
Experience in solution architecture, requirement analysis, system design, development and testing of various software applications.  
Languages -JAVA, J2EE, J2ME, C#, Python,Typescript, AI languages like R ,prolog & CLIPS, C, C++, Node.js, Angular JS, JQuery.  
Machine Learning-Supervised and Unsupervised Learning with various use cases across Industry  
Integration Technologies-Amazn Web Services ,IBM Websphere technologies including Message Broker, BPM, ODM, ESB, WPS and WID Websphere ,Oracle Fusion Middleware, Mule ESB, SpringCloud ,Mulesoft Anypoint Platform , Apache Camel

## Experience



Amazon Web Services (AWS)

2 yrs 4 mos

Senior Solutions Architect - Technology Advisory Practice APAC/Office of the CTO

Full-time

Nov 2019 – Present · 7 mos

Sydney, Australia



Solutions Architect -Digital Native Business

Jan 2019 – Nov 2019 · 11 mos



Solutions Architect - Territory Lead

Feb 2018 – Dec 2018 · 11 mos



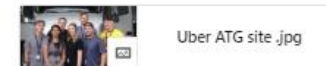
Senior Software Development Engineer

Uber

Apr 2017 – Present · 3 yrs 2 mos

Greater Pittsburgh Area

Self driving cars



# LinkedIn Profile Examples

## Licenses & Certifications



### AWS Certified Machine Learning - Specialty

Amazon Web Services (AWS)

Issued May 2019 · No Expiration Date

Credential ID 77CM9L51LM11QGCB



### AWS Certified Solutions Architect Professional

Amazon Web Services

Issued Dec 2018 · No Expiration Date

Credential ID 3C7TY7LC2M141Z39



### AWS Certified SysOps Administrator

Amazon Web Services

Issued Oct 2018 · No Expiration Date

Credential ID C8GD7Y81CERE1M9W

## Skills & Endorsements



Java Enterprise Edition · 83



Endorsed by Amit Taneja and 4 others who are highly skilled at this



Endorsed by Gavin Campbell (mutual connection)



Web Services · 68



Endorsed by Amit Taneja and 3 others who are highly skilled at this



Endorsed by Gavin Campbell (mutual connection)

## Recommendations

Ask for a recommendation

[Recommend Aashmeet Kaur](#)

[Received \(27\)](#)

[Given \(2\)](#)

1 endorsement for this skill



**Kane Sun**

Technical Architect at MuleSoft

January 17, 2019, Aashmeet Kaur worked with Kane in the same group

Aashmeet is wonderful to work with. She has exceptional expertise in solution architecture, implementation and resolving complex problems. She demonstrated that she was able to learn new skills and products quickly and deliver business values to the client. As an individual contributor she is exceptionally diligent a... [See more](#)



**Colin King**

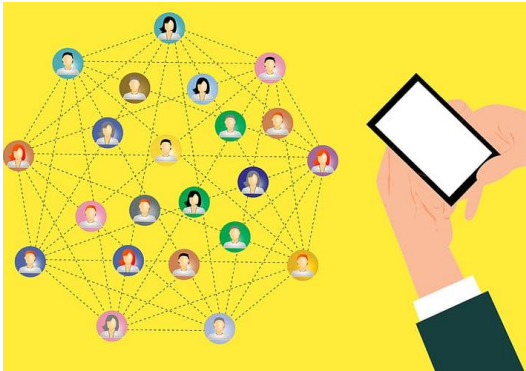
Snr. Project Manager at AIAL  
October 9, 2017, Colin managed Aashmeet Kaur directly

Work with Aashmeet on a large NZ Government Department, happy to work with her again and recommend Aashmeet Role as an Architect Great Qualities: - Dedicated and hard working - Handle and manages stress - Work at all levels - Cannot fault her technical abilities Colin King



# Networking with your Personal Brand

*"Your no 1 task as a job seeker is to show you can solve their problem."*



Get Networking



Proactively Attract Employers



Target Companies



Customization is the key



Stay Positive





# Resume Basics & Interview skills



# Resume Basics

- **Keep it simple**
  - Use clear sections, bold headings and space – an overstuffed resume is hard to read.
  - Skip the fancy format - cut the clutter
- **Use a summary statement instead of an objective**
  - Use the first person
  - A resume objective tells the recruiter what you want. A summary statement explains what value you can bring to the organization
- **Spotlight key skills, education and certifications**
- **Put your latest experience first**
  - A reverse chronological order remains the preferred format for recruiters and hiring managers
- **Quantify your accomplishments**
  - Provide context and use **data** where it will help the recruiter and hiring manager quickly understand the scope and scale of your efforts and impact



# The Virtual Interview

There are pros & cons to interviewing digitally. Some people miss the personal interaction. Other people are hacking the process with creative ideas and preparation. Who will you be?

## THE BASICS

- Test your tech beforehand
- Ensure great lighting
- Clear your webcam background
- Lock yourself away in your haven
- Dress like you would in person

## THE CREATIVE

- Use a “cheat sheet”, put it in your vision field (but not theirs!)
- Take the interview in the same state in which you studied for it
- Mirror your interviewer
- Be comfortable (fidget, PJs)



# STAR diamonds



# Hack the Behavior Interview

## *Polish your answers*

As you prepare your “Situation, Task, Actions, Results” based answers, think about the process of taking a raw diamond and polishing it to perfection.

- CUT your story to an appropriate length
- Make your answers COLORful & exciting
- Ensure CLARITY by using STAR technique
- CARAT – give your story weight by providing bar-raising, quantifiable data
- Practice for the big proposal



Questions??



**Thank you!**

