



**Build Your Brand**

# **Preparing to Enter the Job Market**

Visit our website



## Take note!

### A reminder of the important dates.

By **11 August 2024**, you should record an **invite to an interview** (if seeking employment) **or** a self-employment declaration (if seeking to be self-employed) at [www.hyperiondev.com/outcome7](https://www.hyperiondev.com/outcome7). Please record this milestone as soon as you reach it.

You can record any of the following:

- Joining an apprenticeship programme that utilises some of the knowledge obtained in your bootcamp.
- Obtaining a paid work opportunity for a duration of at least 12 weeks that utilises some of the knowledge obtained in your bootcamp.
- Obtaining a full-time job that utilises some of the knowledge obtained in your bootcamp and is with a new employer or your current employer (e.g. a promotion or extension of role).

Additionally, by **22 September 2024**, you should record an offer of a **job** (if seeking employment) or evidence of obtaining **new work/contracts** (if self-employed or seeking to be) at [www.hyperiondev.com/finaloutcome7](https://www.hyperiondev.com/finaloutcome7). Please record this milestone as soon as you reach it. You can record any of the following:

- An offer of a new job or apprenticeship that utilises part or all of the skills acquired in your bootcamp. You don't need to accept the offer to fulfil this requirement.
- New contracts or opportunities you obtained that utilise the new skills acquired through the bootcamp, which may include self-employed contract work or starting your own company.

Remember to keep an open mind and **explore various opportunities** to help you practise your interviewing skills and broaden your engagement with the tech sector. If you receive an invitation to a job or apprenticeship interview, please remember to fill out [www.hyperiondev.com/outcome7](https://www.hyperiondev.com/outcome7) **before attending** the interview.

A **limited** number of co-certifications will be awarded based on your achievement of all **four criteria** for successful completion of this Skills Bootcamp.

# Introduction

Before you begin your job search, it's important to first set clear career goals and understand how opportunities like your Skills Bootcamp can aid your progress. Once you know what your goals are, you need to identify how to achieve them, emphasising the importance of creating a strong personal brand and effective skill presentation to differentiate yourself in a competitive job market. Developing a compelling narrative of your unique value and mastering your pitch are crucial for success in job interviews and beyond. This process, starting with clarifying career objectives and advancing to professional branding and presentation, is a strategic investment in your career.

## Part 1: Career goals

It is important to find work that aligns with your dreams, interests, and lifestyle in order to meet your needs and aspirations, and ultimately achieve high job satisfaction. Career goals can be long term, but they can also be linked to short-term objectives that contribute to achieving your longer-term goals.

### SETTING CAREER GOALS

When determining your career path through setting short- and long-term goals, you must first understand the stepping stones that you need to take in order to reach these goals.

The steps you would normally take are:

- **List and describe your current skill set** – strengths, weaknesses, experience, and education.
- **Identify possible avenues/career paths to learn or acquire skills** that are important to you, e.g., to learn presentation skills or pick up an additional coding language, take on a part-time role to earn additional income, or mentor school learners in learning coding skills.
- **Research your selected career options** and the pros and cons of each.
- **Identify your long-term career goals.** These are your vision and mission statements for the future state of your career. Also consider some mid-term goals here – other than the skills that you would need to develop in order to achieve your goals, what else would you need to happen first before you reach these long-term goals?
- **Identify your short-term goals.** These include all skills, experience, and accomplishments that are achievable over a period of 1 to 5 years and that

will help you reach your long-term career objectives. Consider the avenues that you have described that can be taken to acquire new skills or develop your current skills.

### Career aspirations examples for typical Skills Bootcamp students:

#### Short-term goals:

- Complete a coding bootcamp to learn the fundamental technical skills to enter a new career path.
- Deepen knowledge of additional programming languages, techniques, and frameworks.
- Complete a coding project from start to finish using the technologies common in the industry today.
- Get a job in the tech industry.

#### Long-term goals:

- Become a team lead in the next few years, managing and solving complex problems.
- Obtain a Master's in Software Engineering in the next 4 years.
- Earn a promotion to senior developer within 3 to 5 years.
- Establish my own business that launches tech products.
- Move to a consulting software development / data science / web developer / penetration testing / cloud engineering role, gaining mastery of my time and earning higher overall as a day-rate consultant.

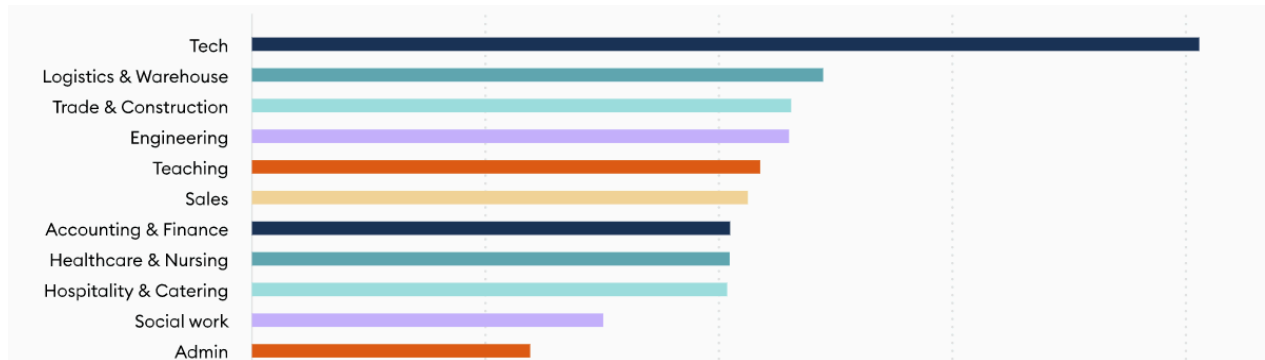
### WORKING FOR OTHERS: TECH JOB OPPORTUNITIES IN THE UK

It has never been a better time to search for tech jobs in the UK! [Tech Nation UK's People and Skills Report 2022](#) found that:

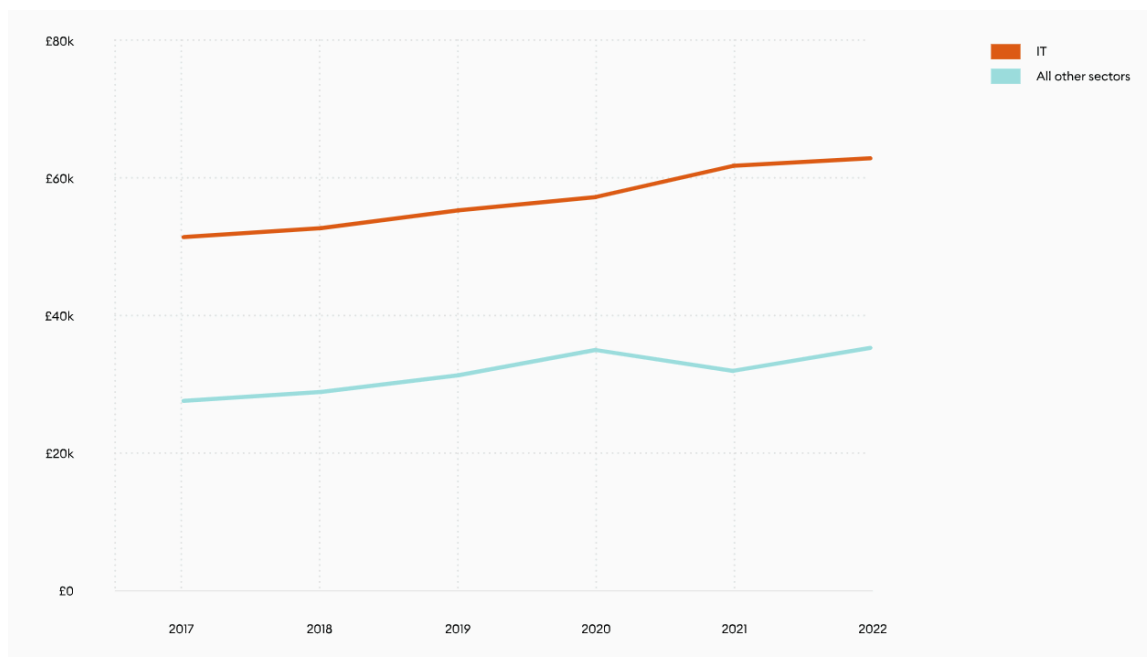
- Tech salaries are on average nearly **80% higher** than salaries for non-tech jobs in the UK, with an average earning of £62k.
- Tech is the industry with the **largest number of open roles** across the UK. More than 2 million tech vacancies were advertised over the last year, more than any other area of the UK labour market.
- The unemployment rate across the UK is one of the lowest it's been in history, which means in general job seekers have **more negotiating power** and leverage, and more companies are on the lookout for all types of talent, especially in tech.
- 64% of surveyed tech workers believe that their **tech skills offer job security**.
- A high demand for senior roles means there are ample opportunities for **career progression** in the tech industry.

- The majority of tech workers report **flexible** and **positive working environments**, with a resounding 85% reporting they receive the right level of support to balance their home and work life.
- The need for tech skills and the number of roles advertised reflecting this is only growing.

**Over 2 million open positions in tech were advertised over the last year, more than any other area of the UK labour market, as shown in the graph below:**



**On average, across the UK, tech jobs pay 80% higher than non-tech jobs, and this gap has been widening in recent years as shown in the graph below:**



Source: Tech Nation, 2022

## Career goals as part of your Department for Education-funded bootcamp

As you are enrolled in a Department for Education-funded bootcamp, you must now start preparing for your job search or seeking new contracts. The bootcamp includes guidance on job applications (employment category) and bids for contracts (self-employment category), requiring at least 5 hours per week on these tasks. Focus on tech roles or contracts, such as software development, data science, or web development. Consulting in these fields can yield over £600 daily. Entrepreneurship in tech is another viable path.

Ultimately, it is a requirement of this bootcamp that you be able to produce, by **30 March 2024**, either:

1. information proving your progress towards getting new work contracts based on the new skills you are learning if self-employed (how the new skills that you will learn in your bootcamp could be applied to new opportunities or contracts as a self-employed contract developer or entrepreneur), or
2. an invitation for an interview to **one or more** of the following:
  - an apprenticeship programme (typically a 2-year salaried role) that utilises some of the knowledge obtained in your bootcamp,
  - a paid work opportunity for a duration of at least 12 weeks that utilises some of the knowledge obtained in your bootcamp, or
  - a full-time job that utilises some of the knowledge obtained in your bootcamp and is with your current employer or a new employer.

As soon as you receive an invitation to a job or apprenticeship interview, or information proving your progress towards getting new work contracts, please fill out the form at [www.hyperiondev.com/outcome7](https://www.hyperiondev.com/outcome7) (if it's an interview, it's important to fill out the form **before attending the interview**).

As part of your career transition and taking this bootcamp, it is important you keep an open mind by seeking out and attending interviews for opportunities you may ultimately decide not to take on, even if you ultimately select self-employment. This will help you build confidence as you practise your interview skills. It will also allow you to engage with employers to understand what opportunities may be out there – you may be surprised to find paths you may not have otherwise considered.

Our career services team will also be in touch as you progress through your bootcamp to suggest job opportunities and introduce you to our employer partners. However, it is critical you are self-directed in your search and not reliant on our career services team – be proactive!

## Career goals as part of your Department for Education-funded bootcamp – after achieving your first interview

By **22 September 2024**, you will be required to show one or more of the following:

- new contracts or opportunities you obtained that utilise the new skills acquired through the bootcamp, which may include self-employed contract work or starting your own company,
- an offer to join an apprenticeship program that utilises part or all of the skills acquired in your bootcamp (you don't need to accept the offer to fulfil this requirement), or
- an offer of a new job that utilises part or all of the skills acquired in your bootcamp (you don't need to accept the offer to fulfil this requirement).

We'll share more information as you progress through the bootcamp on how to submit proof of achieving this first apprenticeship offer, job offer, or new contract.

We know these timelines and requirements may seem daunting now, but as you have seen earlier in this task, there has never been a better time to get into the tech world in the UK than right now! You've gone through an intensive process to get a place on this bootcamp and we know that with our help and your own determination, you can achieve your first invitation to an interview by **11 August**, and your first offer for a new tech job, apprenticeship, or work contract by **22 September 2024**.

**Remember:** A **limited** number of co-certifications will be awarded based on your achievement of all [four criteria](#) for successful completion of this Skills Bootcamp.

Got all that? Great! Let's move on to considering the wide world of opportunities that await you as you move into a new career in tech.

### TECH ENTREPRENEURS WHO CHANGED THE WORLD

This task encourages exploring self-employment, like starting a tech company, by leveraging skills from this bootcamp. Since the 1980s, technology's rapid evolution has transformed industries, offering vast opportunities for tech-savvy individuals. Innovators like Bill Gates, Mark Zuckerberg, and Steve Jobs have made significant impacts through their tech expertise and strategic collaborations.

Could you follow their path? Get inspired by successful tech entrepreneurs and consider how to apply your bootcamp skills in innovative ways by reading these two articles:

- [5 remarkable tech entrepreneurs you must know of](#)
- [8 internet entrepreneurs who changed the world forever](#)

## WORKING FOR YOURSELF

Being self-employed offers a range of benefits that are often overlooked. Working for yourself can be really empowering as self-employed people have total freedom of client selection, work scheduling, and workspace management. Some of the roles in which you could work for yourself are listed below.

- **Software developer:**

You could offer to create software for individuals and businesses to meet specific needs and business objectives.

- **Data scientist:**

You could build data-based solutions for businesses to improve their processes and strategic decision-making.

- **Consultant:**

If coding as a free agent is not something you are interested in, but you have the experience and credentials, then an alternative could be consulting as a subject matter expert.

- **Educator or trainer:**

Platforms such as Teachable, Skillshare, and Udemy let you post your expertise to their platform. Think of designing a Masterclass or organising coding webinars where you teach others what you have learned. You could also go into the field of Learning and Development, working to upskill others in tech, or work in an NGO that focuses on tech education.

- **Technical writer:**

If teaching others proves a little too intimidating for you, then you could also consider providing your services as a technical writer to an EdTech company or the skills development department of an IT corporation.

- **Starting your own business venture:**

Here are some other tech business ideas to generate self-employment and revenue:

- [7 new upcoming business ideas to try in 2024](#)
- [25 tech business ideas for 2022](#)
- [50 tech business ideas: Unlocking success in the digital age](#)



- **Freelance coding or programming:**

Freelance programming offers a flexible career path for those skilled in coding and client management, allowing work on diverse projects like websites, apps, and software. Freelancers may juggle this with full-time jobs or fully commit to independent contracting. They enjoy autonomy over their workload and responsibilities, including marketing, contracting, coding, testing, and maintenance.

Whichever direction you decide to go, to enhance both your freelance career and your industry employability, make sure to keep a technical portfolio up to date and relevant with your latest coding projects. Your portfolio gives potential clients and/or employers an idea of the results they can expect from you. An extensive portfolio demonstrates to people that you are someone they should consider hiring, whether as a permanent employee or in the role of an independent professional. Save all your coding projects as you move through this bootcamp and push them to GitHub to add to your technical portfolio.

## **PROGRESSING YOUR CAREER THROUGH PAID APPRENTICESHIPS**

Paid apprenticeships offer an excellent entry into tech careers, supported by the [Apprenticeship Levy](#), making them a popular hiring method. They provide structured learning and a chance to contribute to an employer's success immediately. Completing a digital Skills Bootcamp equips you with in-demand skills, and an apprenticeship can further enhance your industry knowledge, offering support, experience, and a salary. [Explore technology apprenticeships across the UK](#) and apply through the Find an Apprenticeship service or directly on employers' websites. HyperionDev can also connect you to apprenticeship providers, enabling applicants to apply for multiple positions and increase their chances of landing a world-class apprenticeship.

## **GUIDE TO USING LINKEDIN TO SEARCH FOR JOBS**

In one of the Practical Tasks you'll do at the end of this document, you will need to search for relevant jobs on LinkedIn and find the contact details of people involved in hiring for these jobs, so here we're going to look in some detail at how to do that. You should be able to view data on LinkedIn without being logged in or having your own profile. However, if you need to log in and don't have a LinkedIn account, just make one quickly for the purposes of this task. We'll walk you through customising your LinkedIn profile in a future task.

Consider LinkedIn as a search engine. You can use the LinkedIn search bar to find jobs, companies, people, and even groups that can greatly assist your search for a new role in tech. Making connections with employers and hiring managers can be

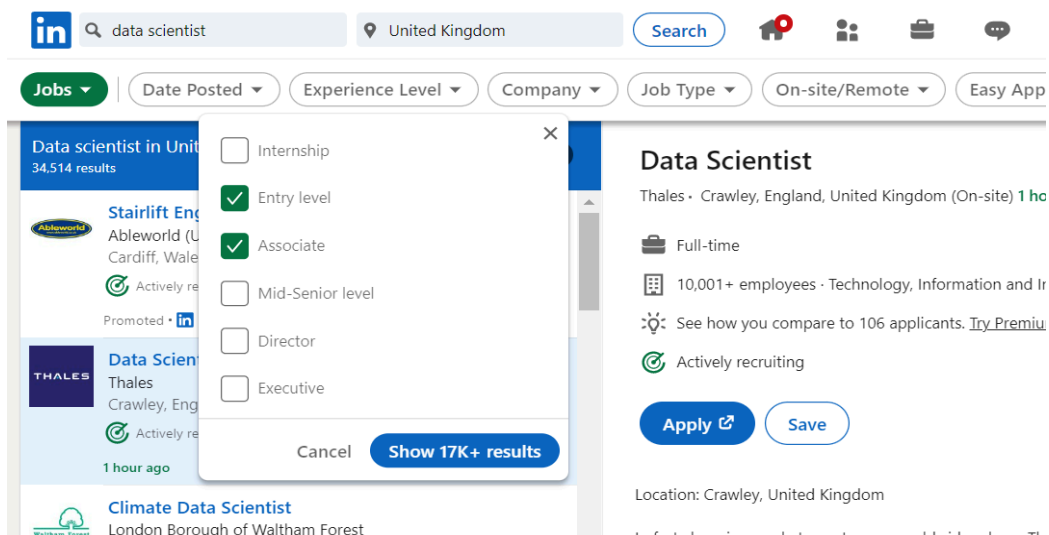
a useful way of building your own tech recruitment network and gaining useful insights into the job market.

Now we'll walk you through how to get started with your job search.

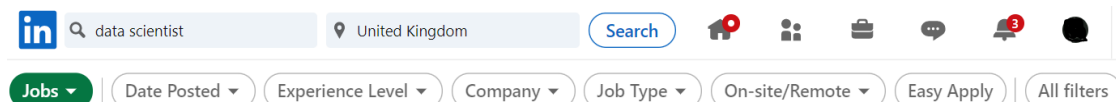
- Check out LinkedIn's jobs section to find jobs in different niches.



- Search for a job using relevant keywords (e.g., data scientist) and click on the 'All filters' option. Then, choose 'Experience level' and then 'Entry Level' and 'Associate' to get relevant entry-level jobs.



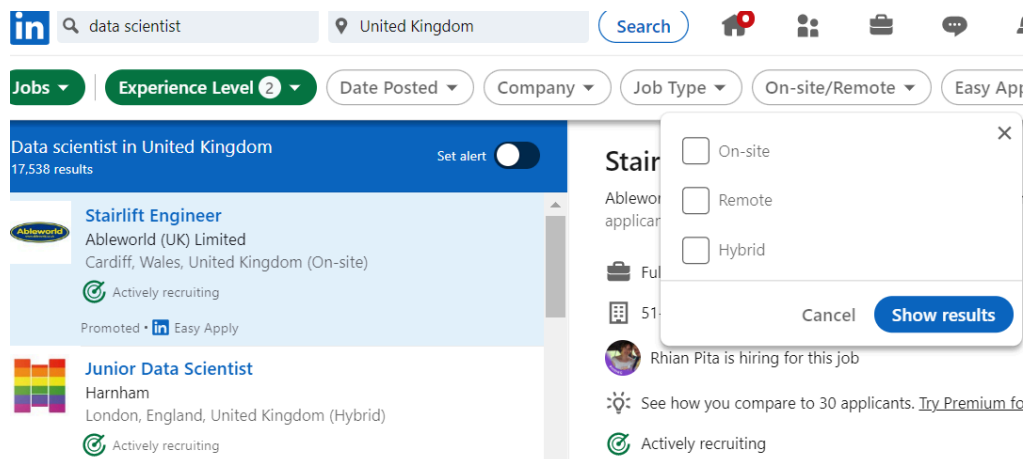
- Furthermore, you can choose to select several filters to refine your search. Use fields like 'Title', 'Locations', 'Date posted', 'Job Type', 'Easy Apply', etc., to narrow down your search to the ideal role or employer for you.



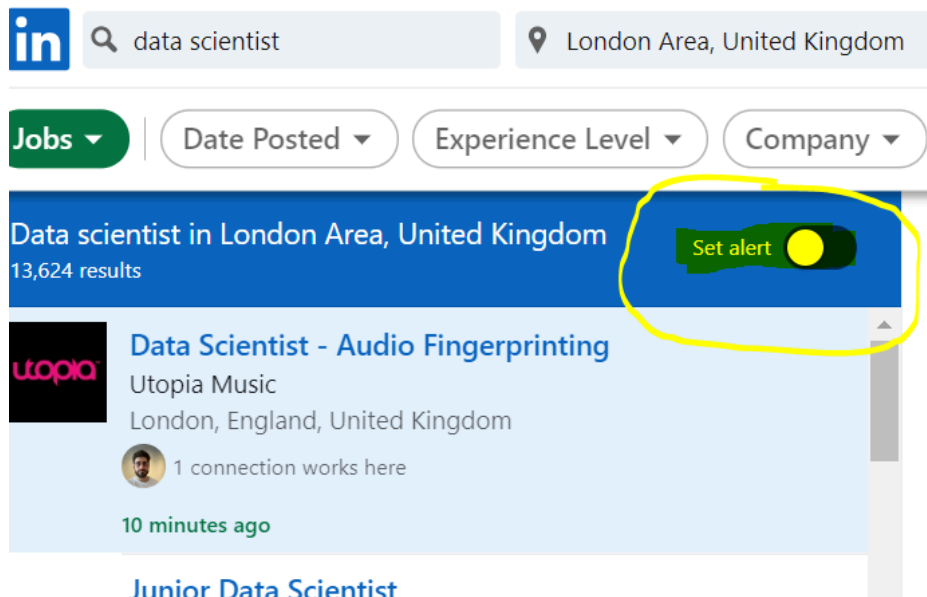
- You can find jobs relevant to you by selecting the most relevant skill sets like 'Python Developer', 'iOS Developer', 'Android Developer', 'Data Architect', 'Penetration Tester', etc., by typing the skills into the search bar. Here are some examples of role names specific to the skills taught in HyperionDev bootcamps:

- **Data Science**
  - Data Architect
  - Machine Learning Engineer

- Python Software Engineer
  - Back-end Developer
  - Data Analyst Internship
- **Software Engineering**
  - Python Software Engineer
  - Junior Software Developer
  - Software Engineer
  - Back-end Developer
  - Junior Database Developer
- **Web Development**
  - Junior Web Developer
  - Front-end Web Developer
  - Graduate Web Developer
  - Web Developer Apprenticeship
  - JavaScript Software Engineer
- You can also select your preferences to filter jobs on the basis of work setup – on-site, remote, or hybrid. Remember, the more filters you have, the fewer opportunities you will see. Start with a wider search and then narrow it down.



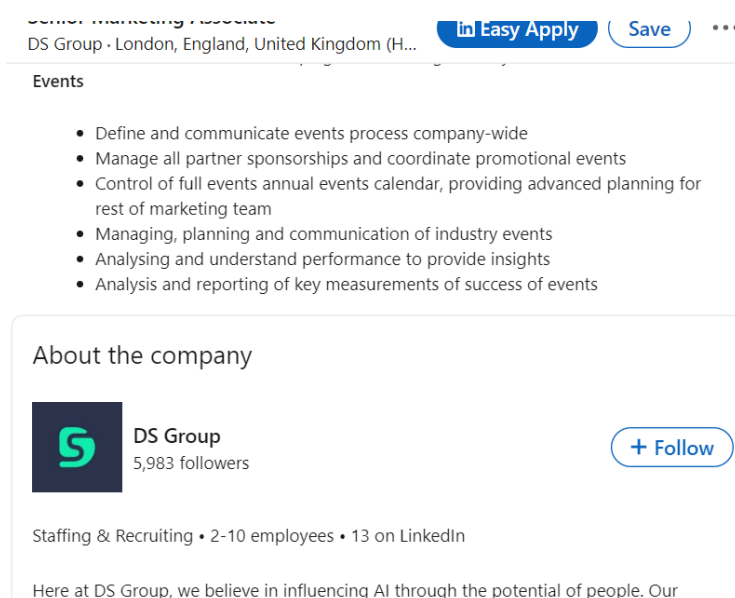
- You can also set job alerts to receive relevant jobs on your registered email address.



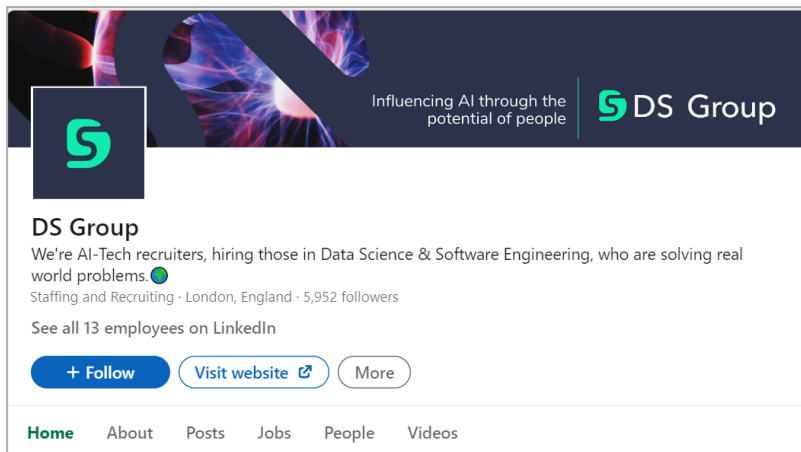
## FINDING RECRUITER & HIRING MANAGER INFORMATION

Once you have found your preferred list of employers and roles, it's important to know who the relevant hiring contact or contacts for the position are. To find the most appropriate contacts follow the steps outlined in the example below.

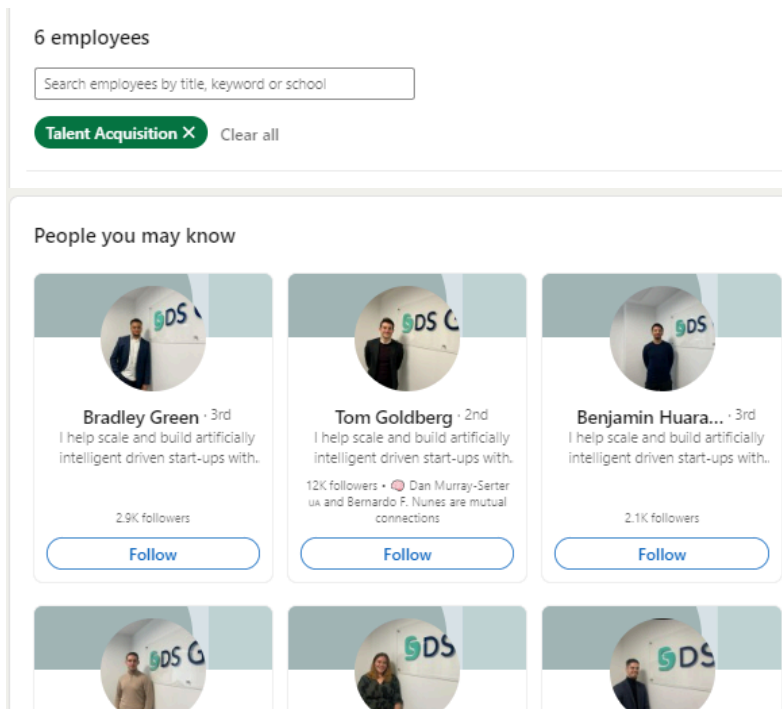
- On the job ad page in LinkedIn, scroll to the bottom of the job to find and then click on the company name.



- This will open the company page, as seen below:



- Click on the 'People' tab on the company page. The most relevant contact will likely depend on the size of the organisation. For larger companies, it is likely to be someone in the Talent Acquisition team. In the case of startups, it will probably be the Founder or Head of HR.



- Once you've found a likely contact, click on the relevant profile for the person for whom you want to find an email address. Keep in mind that this may not be listed. You can send the person a connection request or direct message them.

A few tips for you to **increase your reach**:

- If any job has a job poster, it should be visible on the job itself. Once again, you can send the poster a connection request or direct message them.

## Stairlift Engineer

Ableworld (UK) Limited · Cardiff, Wales, United Kingdom (On-site) 2 days ago · 27 applicants

Full-time

51-200 employees

Rhian Pita is hiring for this job

See how you compare to 27 applicants. [Try Premium for free](#)

Actively recruiting

[Easy Apply](#) [Save](#)

### Meet the hiring team

**Rhian Pita** · 3rd  
Marketing Manager at Ableworld (UK) Limited  
Job poster · LinkedIn member since 2013

[Message](#)

Ableworld is the largest Mobility and Stairlift retailer in the UK with 38 stores nationwide. We employ professional, caring and knowledgeable staff and provide quality mobility aids

- You can also save jobs for application at a later date. After a day, you will receive an email from LinkedIn on your registered email address reminding you to apply for the job you saved.

## Data Scientist

Thales · Crawley, England, United Kingdom (On-site) 4 hours ago · 7 applicants

Full-time

10,001+ employees · Technology, Information and Internet

See how you compare to 11 applicants. [Try Premium for free](#)

Actively recruiting

[Apply](#) [Save](#)

## FINDING COMPANY SIZES

Some of the Practical Tasks in the BYB Task series require you to apply to companies of a range of types and sizes: tech scale-ups (up to about 100 employees), small companies (approximately 500–1,000 employees), and large companies (1,000+ employees). In order to determine company size, you can look for the number of employees on a LinkedIn job advert, as demonstrated below. This will also give you a sense of the size of the business you'll be applying for and what your future team could look like.

## Data Scientist



Guardian Jobs · London, England, United Kingdom 3 hours ago · 12 applicants

Full-time · Entry level

51-200 employees · Staffing and Recruiting

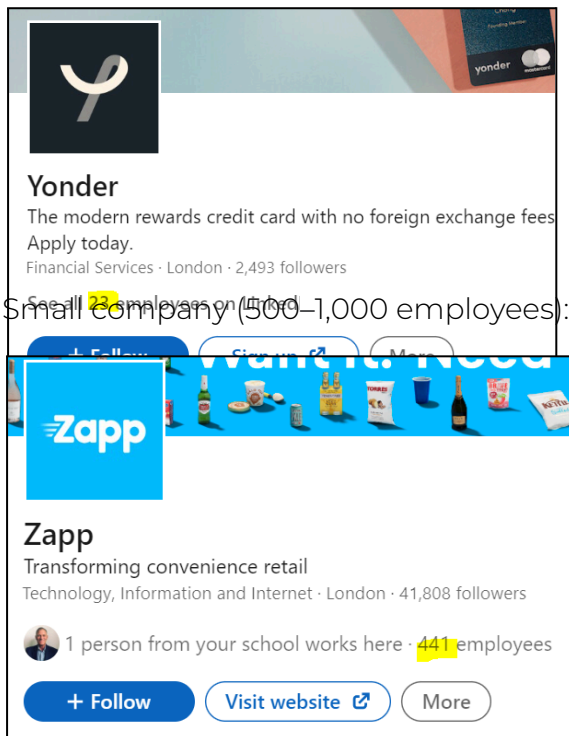
See how you compare to 12 applicants. [Try Premium for free](#)

Apply

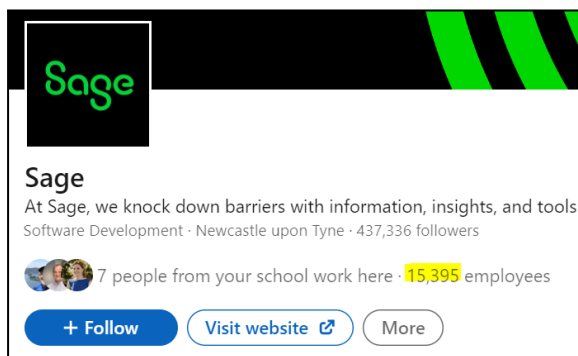
Save

You can also search on LinkedIn for the company page, where the employee number is usually displayed. Here are some examples.

Tech scale-up (up to 100 employees; a useful list to start with is [here](#)):



Large company (1,000+ employees):



And that's our simple guide to hunting down details of jobs, recruiter/hiring managers, and companies! Now let's get stuck into some Practical Tasks where you can apply what you have learned. There are two parts to these Practical Tasks.

## Part 1: Practical Task 1

Career goals will look different for everyone due to personal aspirations, needs, values, and circumstances. It will be beneficial for you to do some research and think through your options in order to make an informed decision about your future career in tech and the opportunities opening up to you after doing your Skills Bootcamp!

- Create a Google doc with a uniquely identifiable filename that includes your name and email address and a task identifier for this task (**Entering\_Job\_Market**). For example, if your name was John Smith and your email address was john\_smith@gmail.com, your filename would be **John Smith - john\_smith@gmail.com - Entering\_Job\_Market**. As you progress through the Practical Tasks you will add your answers to this Google doc, which you will save as a PDF and upload to your Dropbox at the end of all the Practical Tasks.
- Imagine that you're the next Bill Gates or Mark Zuckerberg, and that you're going to start a tech business or grow your existing business (if you have one) to be wildly successful, the next tech unicorn! We'd like to know how you would practically apply your new learning from this bootcamp to acquire self-employment or entrepreneurial opportunities. When answering this question in your Google doc, make specific reference to the following points:
  - What skills and knowledge will you be utilising, which you will learn during your Skills Bootcamp? As you're not yet very far through your bootcamp, the bootcamp syllabus listed on your student dashboard may assist you here.
  - Explain (in approximately 200 to 400 words) the nature of the self-employment or entrepreneurial opportunity you have thought of, and the objectives that you would like to achieve (give specific examples of projects, freelance work, entrepreneurial opportunities, etc., in which you will apply the skills you acquired in the bootcamp you are taking with HyperionDev). The nature of the fully funded place you have on this bootcamp requires that you think seriously about work opportunities beyond regular full-time jobs, due to the massive tech skills shortage in the UK and also how these types of self-employment opportunities can actually get you earning more, even if they may not be your first type of work in tech after the bootcamp. It is important that you try to show



**how the skills you learn in this bootcamp will potentially be applied to acquire new self-employment opportunities/contracts**, so it is worth taking the time to really think hard about what you want to say, and communicate it clearly.

- **In Part 2, you will also need to paste your answer to this question into a form.**

Here are some examples of how you could start off (use your own ideas and your own words when you write yours):

- 'I am taking the Skills Bootcamp in Data Science (Fundamentals) where I will learn to leverage Python to visualise and analyse data, and build machine learning models. My idea is to become a self-employed consultant who builds analytics dashboards and predictive models for small to medium-sized companies that do not have the in-house skills to visualise and analyse their data effectively. A survey by [PwC](#) reported that data-driven companies were three times as likely to report improvements in strategic decisions.'
- 'I am taking the Skills Bootcamp in Software Engineering (Fundamentals) that teaches the popular and powerful programming language Python, which has been used to build the products behind large tech companies such as the dating app Bumble and YouTube (acquired by Google/Alphabet). Knowing Python would allow me to take on contract Python developer roles such as the ones I found on [Indeed](#) where I see consultant opportunities at £500/day and higher. Prior to taking this bootcamp and learning Python, I would not have been able to take on such contracts.'
- 'I am taking the Skills Bootcamp in Full Stack Web Development (Fundamentals) where I will learn HTML, CSS, and JavaScript. I have an idea to build a tech service that helps connect handymen, electricians, and plumbers to people who need their services in the London area. This type of "marketplace" tech server can be built using the skills I've learned during my bootcamp. I think it could grow into a large company that employs many people in the UK based on the success and size of more traditional companies such as [Pimlico Plumbers](#) – which generates over £40 million a year. The opportunity to bring tech to this market may allow me to build a new UK business!'

## Part 2: Launching your personal brand

In Part 2 of this BYB Task, we will focus on helping you showcase your newly acquired development skills to peers, potential clients, and employers. This will involve customising your LinkedIn profile and also looking at what is known as the job **application package** and what it contains. You will create, or review and update, your own CV (also called a *résumé*) and cover letter using templates. Although traditionally the application package only used to include the cover letter and CV, currently – and specifically for a career in technology – it also includes your LinkedIn profile, a link to your technical portfolio, and/or a link to any other online portfolio of work. We'll also review how to create a business proposal/pitch for self-employed people and those considering becoming entrepreneurs.

## BUILDING YOUR PROFESSIONAL BRAND: LINKEDIN

Professional branding is about the reputation you build as a professional. It is how others (including your peers, colleagues, clients, and potential employers) perceive you. Your professional brand lets others know what your unique skills are, what services you provide, and what values you have.

Whether you like it or not, you will be branded by what you do or don't do. For example, a potential employer may take a dim view of a person in the software development field who doesn't use online services like GitHub and LinkedIn, which are commonly used in this industry. Additionally, someone may question a software developer's passion for their field if they aren't using tools like GitHub. As [this article](#) puts it: 'If you're not defining your own brand, it's certain others are going to do that for you, so you need to take control of it. Something like 77% of people you talk to are going to Google you to find out more information, and you need to make sure your personal brand reflects who you say you are, not who others say you are.' This is probably truer in the software development industry than in any other field!

### WHAT IS LINKEDIN?

As you're probably aware, [LinkedIn](#) is a social networking site for professionals. Your LinkedIn profile acts as a *résumé*. You can use LinkedIn to connect with other professionals in your field, and the people you connect with can give you referrals and endorse your skills.

Describing their app, LinkedIn writes:

*'LinkedIn is the world's largest professional network with hundreds of millions of members, and growing rapidly. Our mission is to connect the world's professionals to make them more productive and successful.'*

We can help you:

- *Establish your professional profile and control one of the top search results for your name.*
- *Build and maintain your professional network.*
- *Find and reconnect with colleagues and classmates.*
- *Learn about other companies and gain industry insights.*
- *Find other professionals in the same industry using groups.*
- *Share your thoughts and insights through LinkedIn's publishing platform.*
- *Tap into the knowledge of your network.*
- *Discover new career opportunities by searching for jobs.'*

–LinkedIn, n.d.

LinkedIn is a great way to start connecting with hiring companies, recruiters, and fellow developers. It has helped many people land their dream job! In the digital era, if you are not on LinkedIn, you do not exist, as 97% of hiring companies and recruiters use LinkedIn to source potential candidates. A strong LinkedIn profile could mean the difference between you being invited for an interview or overlooked.

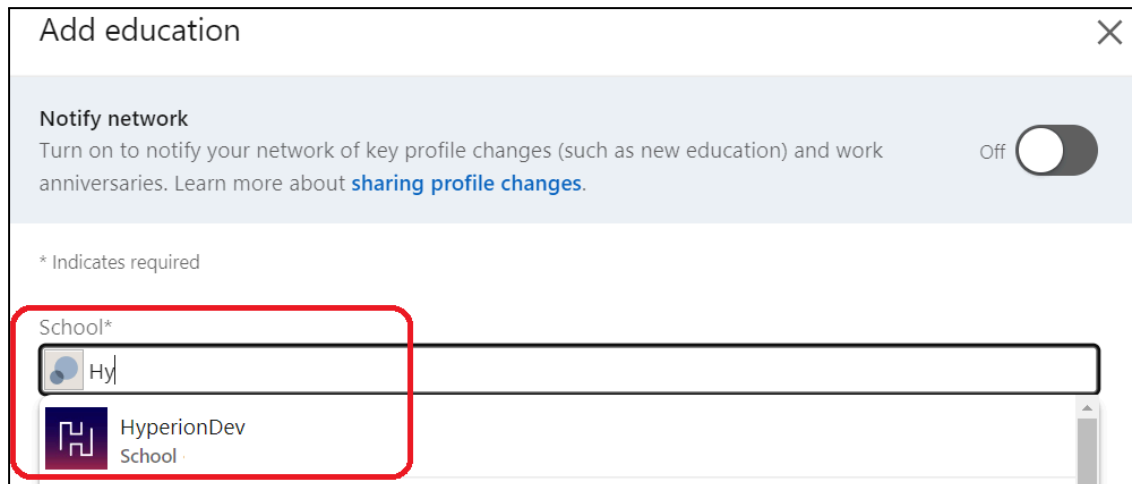
## TIPS FOR CREATING A GREAT LINKEDIN PROFILE

Here are eleven tips for creating a strong LinkedIn profile:

1. Add a professional profile pic and a cover photo to personalise your profile.
2. Add a 'Headline', e.g., Software Engineer / Software Developer / Web Developer / Data Scientist / Cyber Security Analyst / Penetration Tester / Cloud Engineer. Your title could also include more than one thing, e.g., Student and Aspiring Software Engineer.
3. Add an 'About' section explaining who you are and what your career objective is. Remember, this platform is for professional use and should not be used as a second Facebook profile.
4. Add HyperionDev under **Education**, as recruiters can and do search for specific institutions. You can find this by scrolling down your profile until you see the 'Education' section header, which looks like this:



Click on the plus sign, circled in red in the screenshot above, to add an education record. Under **School**, start typing in HyperionDev and then select the institution from the offered options as shown in the next screenshot.




**Add education**

**Notify network**  
Turn on to notify your network of key profile changes (such as new education) and work anniversaries. Learn more about [sharing profile changes](#). Off

\* Indicates required

School\*

Hy

 HyperionDev School

Then, fill in the rest of the fields (you can fill in 'Bootcamp' under 'Degree', and then under 'Field of Study', fill in whichever is appropriate for you – Data Science / Software Engineering / Full Stack Web Development / Cyber Security / Cloud Engineering. Don't forget to add the start and end dates of your bootcamp.

5. If you've been employed before, explain your daily tasks at your previous and current position(s) and any significant projects you completed. The best way to do this is to add individual tasks using bullet points. You could add volunteer work here if you haven't previously been employed.
6. Outline the course content you covered and the technical skills you acquired during your studies at HyperionDev.
7. Add all the programming languages and skills you have learnt at HyperionDev under 'Skills & Endorsements', as well as any technical skills you obtained before your bootcamp. The reason for doing this is that most recruiters search for candidates using keywords; if you don't have any of those keywords in your profile, you won't be visible to them.
8. Update your industry to the industry you are interested in joining, e.g., Data Science / Software Engineering / Web Development / Cyber Security / Cloud Engineering.
9. Update your employment status under "Career interest" and let recruiters know you are open to new opportunities.

10. Lastly, start connecting with HyperionDev staff, students, and fellow alumni to get the ball rolling. Also, follow companies, technical skills pages, and influencers within your industry. Join groups to strengthen your network and stay up to date with current events within your field.

If you need more of a visual approach to creating your profile, watch this video tutorial shared by LinkedIn: [Create a great profile](#).

LinkedIn has also shared [20 steps to a better LinkedIn profile in 2024](#), an article that could be beneficial for you to explore and enhance your profile even further.

## RUBRIC FOR LINKEDIN PROFILE ASSESSMENT

Your LinkedIn profile will be marked using the rubric below. It is included here so that you can use it as a guide if you wish.

	Unsatisfactory (1)	Acceptable (2)	Outstanding (3)
<b>Profile Picture &amp; Background/Cover</b>	<ul style="list-style-type: none"> <li>• No profile picture.</li> <li>• No display picture.</li> </ul>	<ul style="list-style-type: none"> <li>• Profile picture provided but not professional (no direct eye contact, cluttered background, untidy clothing, inappropriate setting, e.g., bed/pool).</li> <li>• Display picture is provided but does not relate directly to former or current career.</li> <li>• Profile picture/display picture are of low quality or not clear.</li> </ul>	<ul style="list-style-type: none"> <li>• Profile picture provided and is of a professional nature.</li> <li>• Career-related display picture provided.</li> <li>• 'Open to Work' banner has been applied to profile picture.</li> </ul>
<b>Contact Section: Title, location, contact info – add links</b>	<ul style="list-style-type: none"> <li>• No title, location, or contact details have been provided.</li> </ul>	<ul style="list-style-type: none"> <li>• Title has been included, but not relevant to current skills/education.</li> <li>• Location has been included but is not up to date.</li> <li>• Contact details have been provided but are too limited to facilitate potential employer contact.</li> </ul>	<ul style="list-style-type: none"> <li>• Relevant title has been included and is reflective of current skills/education.</li> <li>• Up-to-date location has been included.</li> <li>• Contact details have been provided, including links to portfolio or personal website.</li> </ul>
<b>Profile Summary / About Section</b>	<ul style="list-style-type: none"> <li>• No profile summary/about section has been provided.</li> </ul>	<ul style="list-style-type: none"> <li>• Profile summary/about section has been provided but is not professional/confusing or doesn't address current skills and/or education.</li> </ul>	<ul style="list-style-type: none"> <li>• Profile summary/about section has been provided and is professional and logically set out. It introduces skills and education and provides a glimpse of the graduate's personality. GitHub profile added.</li> </ul>
<b>Featured</b>	<ul style="list-style-type: none"> <li>• No featured section</li> </ul>	<ul style="list-style-type: none"> <li>• Featured section added but</li> </ul>	<ul style="list-style-type: none"> <li>• Featured section added with</li> </ul>

<b>Section cert./CV/project</b>	<ul style="list-style-type: none"> <li>has been added.</li> </ul>	<ul style="list-style-type: none"> <li>does not contain relevant sources.</li> <li>Featured section added, contains relevant sources, but is overcrowded and has too many resources.</li> </ul>	<ul style="list-style-type: none"> <li>relevant sources.</li> <li>Featured section is tidy and logically structured.</li> </ul>
<b>Experience (work; if none, focus on bootcamp) – add bullet points</b>	<ul style="list-style-type: none"> <li>No experience section has been added.</li> <li>Experience section has irrelevant information.</li> </ul>	<ul style="list-style-type: none"> <li>Experience section has information (company, duration, role) or equivalent data about bootcamp, positioning it as experience.</li> <li>Experience section does not contain further description of role or responsibilities.</li> </ul>	<ul style="list-style-type: none"> <li>Experience section has information (company, duration, role) or equivalent data about bootcamp, positioning it as experience.</li> <li>Experience has a description provided to explain each specific role or equivalent data about bootcamp, positioning it as experience.</li> <li>Experience section has responsibilities of the role set out in bullet points or equivalent data about bootcamp, positioning it as experience.</li> </ul>
<b>LinkedIn Educational Experience</b>	<ul style="list-style-type: none"> <li>No information provided to validate education.</li> <li>One or more pieces of information are missing.</li> </ul>	<ul style="list-style-type: none"> <li>Only institution and qualification names have been provided.</li> <li>Education is listed in chronological order.</li> <li>Little to no detail provided about the course/qualification.</li> </ul>	<ul style="list-style-type: none"> <li>Education details have been provided, and is listed in reverse chronological order.</li> <li>Education details include institution and course names, commencement and completion dates, location, etc.</li> <li>Course achievements have been detailed.</li> <li>Relevant skills obtained have also been listed.</li> <li>Thesis title and description included (if any).</li> </ul>
<b>Skills Section</b>	<ul style="list-style-type: none"> <li>Only 0-2 skills listed.</li> <li>No information provided to validate skills.</li> <li>One or more pieces of information are missing.</li> </ul>	<ul style="list-style-type: none"> <li>3 or more skills have been identified.</li> <li>Only technical skills have been listed.</li> </ul>	<ul style="list-style-type: none"> <li>10 or more skills have been identified.</li> <li>Sector-specific skills have been listed. For example: <ul style="list-style-type: none"> <li>WD - HTML, CSS, JavaScript/Python/C#, C++, Responsive Design, User Interface, React,</li> <li>SE - OOP, Java, Python, JavaScript, C#</li> <li>DS - SQL, Git, MongoDB, Python</li> </ul> </li> <li>User has included a diverse range of technical and soft</li> </ul>

			skills.
--	--	--	---------

## CV AND COVER LETTER

In this section, we will highlight some points to consider and include when preparing your cover letter and CV for any new jobs or opportunities you may be applying for during or after your bootcamp.

***'The resume focuses on you and the past. The cover letter focuses on the employer and the future. Tell the hiring professional what you can do to benefit the organisation in the future.'***

***-Joyce Lain Kennedy - [Cover Letters for Dummies](#)***

### THE COVER LETTER: JOB SEEKERS

A cover letter showcases your passion about a job and the research you have done, influencing your application's success. Employers screen for commitment through personalised cover letters. Check company preferences for cover letters; they're usually crucial except when online forms restrict them. Use cover letters in emails or online applications' additional sections, if applicable. You can learn more about cover letters from the [Technologist Confidant](#) in this [video](#).

Key points for writing include:

- Keep it to one page, starting with a clear header, listing contact details, addressing the specific hiring contact, and being concise and relevant.
- Begin with a strong introduction, demonstrating your skills and value, followed by evidence of company research, skill-job alignment with examples, and any notable achievements.
- The final paragraph(s) should re-emphasise your interest in and qualification for the role. You may also address relevant personal circumstances in this space. Honesty is vital for a positive employer relationship.

When writing a cover letter, we suggest you [use this Cover Letter Template for Job Applicants](#), making your own copy and customising it to the specific role you are applying for each time. (The Google doc can be downloaded as a Microsoft Word document if you prefer that format, using the sequence of menu options File -> Download -> Microsoft Word (.docx) ).

### THE COVER LETTER: BUSINESS PROPOSALS/PITCHES

A business proposal/pitch cover letter introduces your company and offering while persuading potential partners why your venture is worthwhile.

Like a cover letter for a job application, this document is your chance to make a first impression and get stakeholders excited about your business.



Key points:

- Avoid generic greetings and address the recipient by name.
- Grab their attention immediately by explaining why you want to work with them specifically. Highlight what makes your company, product, or service special; your competitive edge and unique value. Connect these strengths to the recipient's needs.
- Emphasise your unique solutions, innovations, and advantages over alternatives. Use visuals to showcase your offerings if possible. Help the reader understand why you are the best choice.
- Conclude by expressing enthusiasm for the opportunity to collaborate, summarising the potential value, and suggesting next steps for moving forward. Thank them for considering your proposal, and request a meeting.
- The goal is to introduce your business, build excitement around your strengths and offerings, and persuade the recipient to learn more. A compelling cover letter is essential for making a great first impression and securing partnerships/investors/clients.

When writing a cover letter, we suggest you [use this Cover Letter Template for Business Proposals/Pitches](#), making your own copy and customising it to the specific situation (e.g., potential investor or potential client) each time. (The Google doc can be downloaded as a Microsoft Word document if you prefer that format, using the sequence of menu options File -> Download -> Microsoft Word (.docx) ).

## THE CV

The CV or *curriculum vitae* – Latin for the ‘course of life’ – is a professional and concise history of your educational and professional work history.

It is critical that you do two things on your CV if you lack professional experience in tech-focused roles.

1. **Treat the bootcamp as your most recent job.** Many job seekers will be tempted to list their bootcamp at the bottom of their CV in their education experience. This is a mistake. You must list the bootcamp at the top of your CV as you most recent experience – describing the technical components of the program in depth – and providing links to any relevant projects, portfolio pieces, and GitHub repositories you may have completed during the program.
2. **De-emphasise any non-relevant technical experience.** For example, although you may have learned a lot from having held previous roles as a

server or barista, these roles are not relevant to securing a full-time position as a technologist, and should thus be removed from a job seeker's CV.

Let's look in more detail at some of the points to note when crafting the CV:

- Remember to keep it short and concise BUT include:
  - the most important,
  - most impressive, and
  - most relevant information.
- Be very specific when you connect previous duties or experiences to the required skills or experiences for the desired position – it is your responsibility to ensure that the recruiter or hiring manager can see that you are the best fit for the position. The information you provide needs to be fact-based, qualifying and quantifying your experience that makes you a good fit.
- Use **action verbs** – with relevant examples – to show/visualise your skills and experience relevant to the position. For a full page of useful action verbs for particular skills (e.g., Leadership, Communication, Technical, etc.), look at page 4 of the [Harvard Extension School resumes and cover letters guide](#). Also, check out the [Oxford University Careers Service CV guide](#), which gives a UK-specific perspective on writing your CV, providing several examples.
- If you have prior work experience, showcase this, remembering to show what you've done, when (if relevant), the value this added, and noteworthy results. For example, rather than listing 'Research' as a responsibility on the CV, you could say something like 'Researched and assembled proposals for large software projects facilitating a year-on-year growth of revenue by 17%.' Suppose you worked on some code; rather than listing 'Coding in Python' you could say, 'Coded an online store app in less than three weeks, enabling a major client to take their business digital and avoid shutting down during the COVID-19 pandemic.' (Notice the action verbs, quantification, and result showing value!)
- Use a professional and easy-to-read font, and avoid using colours or backgrounds that are too loud or distracting.
- Make sure to proofread your documents – and ask a friend or family member to give your documents a second look. Always be sure to do a spelling, grammar, and punctuation check – if attention to detail is a requirement (it usually is!) and you make a spelling or punctuation mistake, it could negatively affect your chances. Most document creation software comes with a spelling and grammar checker (e.g., the 'Spelling and Grammar' check under 'Review' in Microsoft Word, and [Grammarly](#) as a tool to use when writing in a browser, e.g., in an online email app or a Google doc).
- Use the correct technical keywords and prioritise your strengths. You can generally get a good idea of keywords relevant to the job you are applying for

by looking at the job advert. Remember that the most crucial task of the CV is to match the job requirements of the desired position to what you have already done in a previous position or have the ability to do in future positions. Study the requirements and match the specific technical keywords to your own most relevant information. Prioritise key strengths and focus on those. No candidate will match all the requirements 100%. Still, if you study several similar job specifications from different companies, you will get an idea of the most important requirements for that position, making it easier for you to match your current skills and expertise to those.

- Include, if you have them, links to online portfolios or any similar thing you may have that can showcase your skills.

Your CV should not be longer than **2 pages** – don't use designs that could detract from your content, and don't add any unnecessary information that won't be relevant to the position or company.

If your professional experience lacks specific examples that match job requirements, use your technical skills and qualifications with project or assignment examples that show the matching competencies for this position.

Only include any additional documentation such as tertiary qualifications (degrees, certificates, etc.) or identity documents when they are specifically requested to form part of the application package.

When creating your CV, you must also ensure that your document's structure or format includes the following non-negotiable sections:

- **Profile/summary:** This will be written in a professional tone and exclude personal pronouns. Use a powerful introduction as the base for this section and remember that this section needs to 'hook' the reader and encourage them to look at the rest of your CV or résumé. Whether or not to use a photo is contentious; some recruiters and hiring managers love it, and others really dislike it. If you do decide to use a photo, keep it small, and it is advisable to use a professional headshot. Remember that anything you include in your CV must contribute to telling a story about you as a professional. Some example summaries for typical graduates of HyperionDev Skills Bootcamps are below:

**Data Science:** *'Aspiring Data Analyst with a demonstrated history of working in the code review and online education sector. Skilled in SQL, SQLite, Data Analysis, Data Modeling, Machine Learning, and Data Analytics. Strong Data Science background, having graduated top of the class in a HyperionDev Data Science bootcamp.'*

**Software Engineering:** *'Motivated Software Engineering professional with 4 months of experience in Python, including OOP. Seeking to apply technical skills in conjunction with previous experience in the financial services industry.'*

**Web Development:** *'Passionate junior Web Developer with experience in front-end development tools. Skilled in JavaScript, HTML, and CSS. Excellent at collaboration, problem-solving, and visual thinking.'*

- **Contact details:** include a 'contact me' section with your email address and contact details that you access on a regular basis, which recruiters can use to get in touch with you.
- **Education:** This is in reverse chronological order – most recent first and then work back. Include the institution, course, and completion date for all education entries. Make sure to highlight the most relevant educational experience to the job requirements. Include your HyperionDev bootcamp under this section. Then when you earn your HyperionDev certificate, if you achieve university co-certification, you could also add the university as an education institution on both your CV and LinkedIn.
- **Professional experience:** This is also written in reverse chronological order, starting with the most recent. List job duties in bullet form and remember to use impactful words or active verbs linking or showcasing the transferable skills that match job or company requirements.
- **Tech stack/solutions stack:** You want to list all the programming languages, frameworks, databases, front-end tools, back-end tools, and applications connected via APIs you can use or have experience in. Remember to list them in the same order that the job specification lists them so you make it as easy as possible for the recruiter or hiring manager. Select the appropriate skills list depending on which bootcamp you are doing. Below are some examples.

**Data Science** skills:

- Software development within Python
- Object-oriented programming
- Data transformation, manipulation, and visualisation
- Machine learning for image processing
- Supervised and unsupervised Learning
- Natural Language Processing (NLP)
- Strong grasp of statistical analysis and data modelling
- Version control using Git and GitHub

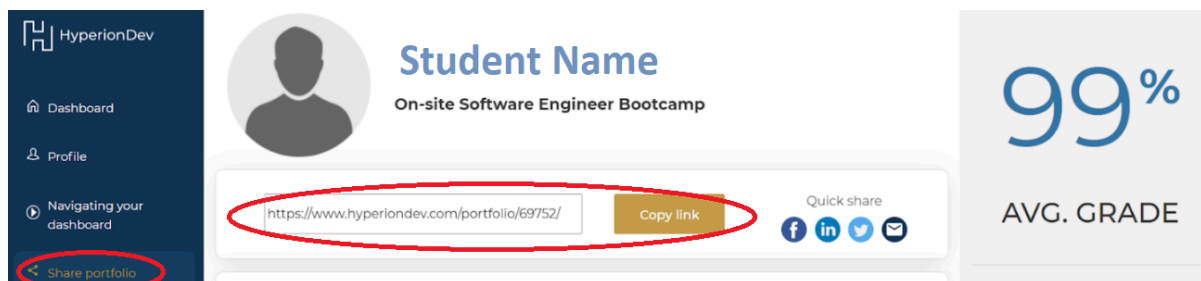
**Software Engineering** skills:

- Software development in Python, HTML, Django

- Strong understanding of data structures and algorithms
- Data structures and database interaction with SQL
- Object-oriented programming
- Systems analysis and design
- Version control using Git and GitHub

#### Web Development skills:

- Proficient in HTML, CSS, and JavaScript
  - Static and dynamic web development
  - Object-oriented programming
  - Client-server communication with JSON and AJAX
  - Front-end web development with React
  - Back-end web development with Express and Node
  - Database interaction and web integration with MongoDB and MongooseWeb
  - Version control using Git and GitHub
- **Relevant links:** At the top of your CV, include a link to your LinkedIn profile, and a link to your GitHub technical portfolio or programming repository, and/or any website or other online portfolio of work you may have. Also, add your HyperionDev 'Share your portfolio' link, accessed via your bootcamp dashboard (circled on the screenshot below), to the top of your CV.



The following CV sections are optional and can be included or excluded depending on your requirements (for example some job adverts request references be submitted upfront, while others don't even ask about them until they are considering making an offer to the candidate).

- **Self-study/other interests:** If included, this section should show an interest in self-development or link interests to job/company requirements or goals.
- **References:** Ensure you have permission to add the referee's information and be aware of keeping in line with [GDPR](#) requirements when sharing third-party personal information. You could always simply add 'References available upon request' and then share these when necessary. It is also helpful to note the company where you worked together.

**Remember that your application package will need to be updated and customised for each company and each position you apply to.** This will increase the chance of your profile being selected from among the host of candidates.

One of the benefits of working on the application package is that it helps you prepare for the interview process by reviewing your skills and experience. Having recently thought and written about these makes it much easier to answer related questions in an interview.

You can use HyperionDev’s templates provided below to create your CV. Select the template best suited to your needs, but feel free to review the other templates as well if you wish to see more CV examples before creating your own.

WEB DEVELOPMENT	General	Web Developer CV Template (General)
	Career Changer	Web Developer CV Template (Career Changer)
	Experience	Web Developer CV Template (Experienced Candidate)
SOFTWARE ENGINEERING	General	Software Engineer CV Template (General)
	Career Changer	Software Engineer CV Template (Career Changer)
	Experience	Software Engineer CV Template (Experienced candidate)
DATA SCIENCE	General	Data Science CV Template (General)
	Career Changer	Data Science CV Template (Career Changer)
	Experience	Data Science CV Template (Experienced Candidate)

You can also look at the end of the [Oxford University Careers Service CV guide](#) for some simple CV layout examples, but remember to apply our HyperionDev guidelines.

RUBRIC FOR CV ASSESSMENT

Your CV will be marked using the rubric below. It is included here so that you can use it as a guide if you wish.

	Unsatisfactory (1)	Acceptable (2)	Outstanding (3)
CV Format and Formatting	<ul style="list-style-type: none"><li>• Inconsistent formatting applied in terms of fonts/colours/text sizes, or inappropriately garish or difficult to read fonts.</li></ul>	<ul style="list-style-type: none"><li>• Appropriate and consistent use of fonts, colours, and text sizes.</li><li>• Logical structure of CV is acceptable but could be improved.</li><li>• Readability could be improved.</li></ul>	<ul style="list-style-type: none"><li>• Appropriate and consistent use of fonts, colours, and text sizes.</li><li>• Formatting and spacing is entirely correct and consistent.</li><li>• CV follows a clear structure that is easy to navigate.</li><li>• Easy to read and understand.</li><li>• No elements that detract from</li></ul>

	<ul style="list-style-type: none"> <li>• Three or more formatting errors and/or spacing is inconsistent.</li> <li>• Poor logical structure of CV.</li> <li>• Difficult to read and/or understand.</li> <li>• No CV has been submitted.</li> </ul>	<ul style="list-style-type: none"> <li>• Inclusion of irrelevant or distractor information.</li> <li>• Has a single formatting error and/or spacing not entirely consistent.</li> </ul>	<p>professionalism of CV (e.g., no full-page photo, no inclusion of irrelevant content).</p>
<b>Profile Summary and Contact Details</b>	<ul style="list-style-type: none"> <li>• No profile summary provided.</li> <li>• No contact details provided.</li> <li>• No links have been provided.</li> </ul>	<ul style="list-style-type: none"> <li>• Profile summary has been provided, but overall tone is colloquial/informal and could be improved.</li> <li>• Name, surname, and contact details are provided, but summary also includes unnecessary information such as a full physical address, age, or marital status that students are discouraged from providing.</li> <li>• Contacts section includes unreachable links.</li> </ul>	<ul style="list-style-type: none"> <li>• Profile summary has been provided and has an appropriately professional tone.</li> <li>• Name, surname, and contact details are provided without extraneous details.</li> <li>• Relevant and functional links have been added: GitHub, LinkedIn, personal website (optional), and HD portfolio (optional).</li> </ul>
<b>Education Details on CV</b>	<ul style="list-style-type: none"> <li>• No education details, or incomplete details provided.</li> </ul>	<ul style="list-style-type: none"> <li>• Education details have been provided, but reverse chronological order has not been followed.</li> <li>• Education details include institution names, courses, and completion dates, but are not all relevant to the application.</li> </ul>	<ul style="list-style-type: none"> <li>• Education details have been provided, and are in reverse chronological order.</li> <li>• Education details include institution names, courses, and completion dates.</li> <li>• Education relevant to the application is highlighted.</li> </ul>
<b>Technical Bootcamp/ Professional Work Experience on CV</b>	<ul style="list-style-type: none"> <li>• No work experience provided.</li> <li>• Section formatting is incorrect.</li> <li>• Experience does not include commencement and completion dates, company names, locations, or brief job descriptions.</li> </ul>	<ul style="list-style-type: none"> <li>• At least 1 entry for experience has been listed (work or volunteer).</li> <li>• Work experience has been provided in chronological order.</li> <li>• Commencement and completion dates are included.</li> <li>• Duties listed lack active verbs and do not link skills to new job requirements</li> <li>• Section is mostly</li> </ul>	<ul style="list-style-type: none"> <li>• Detailed work experience has been provided in reverse chronological order (at least 1 entry, work or volunteer).</li> <li>• All formatting has been included accompanied by dates of employment, company names, locations, and brief job descriptions.</li> <li>• Duties listed use active verbs and link skills to new job requirements.</li> </ul>

		correctly formatted but could still improve.	
<b>Tech Stack List on CV</b>	• No tech stack list provided.	• Tech stack list has been provided, but lacks structure or is ordered differently to that in the job description.	• Detailed tech stack list has been included. • Tech stack list is well structured and prioritised to align with the job/industry requirements.
<b>Soft Skills List on CV</b>	• No soft skills listed.	• Soft skills have been provided, but the section lacks structure and alignment with job/industry requirements. Action verbs not used for skills.	• Sufficient list of soft skills has been provided. Used action words to describe your skills, e.g, Advanced Critical Thinking and Analysis. • Soft skills section is well structured and prioritised to align with job/industry requirements.
<b>Spelling and Grammar</b>	• Contains three or more grammar, spelling, or punctuation errors.	• Contains at most two grammar, spelling, or punctuation errors.	• No grammar, spelling, or punctuation errors.

## ATS COMPLIANCE

An Applicant Tracking System (ATS) helps employers find suitable candidates by filtering résumés against job requirements. To increase your application's chance of reaching the hiring manager, tailor your résumé and cover letter to the job's specific needs.

### How ATSs work

ATSs work by scanning for keywords in your application that match the job description, such as skills, experience, and job titles. For example, for a Java developer position, an ATS would look for 'Java' and related experience. ATSs also store résumés for future access by HR.

### Best practices for ATS compliance

- **Apply for roles you qualify for:** Only apply for roles that are aligned with your proficiencies, education, and experience to ensure compatibility with the tracking system.
- **Opt for basic formatting:** Use universally accepted fonts and replace complex elements with bullet points for readability.



- **Avoid tables and graphics:** Refrain from using tables, charts, or complex graphics, as ATS systems may struggle to interpret them correctly.
- **Include a skills section:** Create a dedicated section for relevant keywords not covered in your work history to facilitate easy scanning for desired key terms.
- **Use straightforward language:** Always opt for basic language to ensure clarity and avoid confusion with unconventional terms and headings.
- **Spell out acronyms:** Include both acronyms and expanded (written-out) versions/phrases (e.g., 'Javascript (JS)') to cater to different ATS settings.
- **Always follow job portal instructions:** Preferably using .pdf or .docx formats.
- **Quantify your achievements:** Provide measurable achievements and results in your work experience to demonstrate your impact.

In summary, optimise your CV for the ATS by tailoring it with keywords, mirroring the job description, and quantifying achievements. Use a clean format, spell out acronyms, and proofread thoroughly. These strategies enhance your chances of having your CV pass successfully through the initial ATS review for consideration by recruiters.

## OPEN TO JOBS

By this point, you should have set up a Github technical portfolio and your LinkedIn profile. You should also have drafted your CV and, in doing so, you will have identified your top technical skills based on your bootcamp (with our help, as provided in the previous section – look at the tech skills/stacks skills list and the relevant CV template examples for your bootcamp).

Now it's time to let the business world know that you're open to jobs! Create a LinkedIn post letting everyone know that you're open to new jobs and new opportunities. Here's a great template to adapt for your post:

*I've got exciting news. I've recently completed the **[Insert HyperionDev LinkedIn Page] [Insert bootcamp name]** Bootcamp!*

*It's been an incredible journey of learning and growth, and I'm now ready to embark on the next chapter of my career. I'm currently open to new job opportunities as a **[Insert preferred job role(s)]**. If you're seeking a passionate and dedicated team member, let's connect!*

*Here are some of the new skills I've acquired:*

***[Insert a list of your top technical skills based on your bootcamp.]***

*I'm interested in roles that offer opportunities for hands-on experience, continued learning, and collaboration with talented teams. Whether it's **[insert bootcamp specialisations]**, I'm eager to contribute my skills and grow professionally.*

*You can also check out my GitHub portfolio here: **[Insert link to GitHub Portfolio]***

*I'm looking forward to exploring new opportunities and making meaningful contributions to innovative projects!*

***[insert relevant hashtags]***

For reference, we've included examples of three great posts demonstrating the use of the above template for Data Science, Software Engineering, and Web Development:

### **Data Science**

*I've got exciting news. I've recently completed the HyperionDev Data Science Bootcamp!*

*It's been an incredible journey of learning and growth, and I'm now ready to embark on the next chapter of my career. I'm currently open to new job opportunities as a Data Scientist. If you're seeking a passionate and dedicated team member, let's connect!*

*Here are some of the new skills I've acquired:*

- \* Software development within Python*
- \* Object-oriented programming*
- \* Data transformation, manipulation, and visualisation*
- \* Machine learning for image processing*
- \* Supervised and unsupervised learning*
- \* Natural language processing (NLP)*
- \* Strong grasp of statistical analysis and data modelling*
- \* Version control using Git and GitHub*

*I'm interested in roles that offer opportunities for hands-on experience, continued learning, and collaboration with talented teams. Whether it's*

*data analysis, machine learning, or AI development, I'm eager to contribute my skills and grow professionally.*

*You can also check out my GitHub portfolio here: [\[link\]](#)*

*I'm looking forward to exploring new opportunities and making meaningful contributions to innovative projects!*

*#CodeDidThis #DataScience #MachineLearning #NewOpportunities  
#HyperionDevGraduate*

## Software Engineering

*I've got exciting news. I've recently completed the HyperionDev Software Engineering Bootcamp Bootcamp!*

*It's been an incredible journey of learning and growth, and I'm now ready to embark on the next chapter of my career. I'm currently open to new job opportunities as a Software Engineer. If you're seeking a passionate and dedicated team member, let's connect!*

*Here are some of the new skills I've acquired:*

- \* Software development in Python, HTML, and Django*
- \* Strong understanding of data structures and algorithms*
- \* Data structures and database interaction with SQL*
- \* Object-oriented programming*
- \* Systems analysis and design*
- \* Version control using Git and GitHub*

*I'm interested in roles that offer opportunities for hands-on experience, continued learning, and collaboration with talented teams. Whether it's backend, frontend, or full-stack development, I'm eager to contribute my skills and grow professionally.*

*You can also check out my GitHub portfolio here: [\[link\]](#)*

*I'm looking forward to exploring new opportunities and making meaningful contributions to innovative projects!*

*#CodeDidThis #SoftwareEngineering #Developer #NewOpportunities  
#HyperionDevGraduate*

## Web Development

*I've got exciting news! I've recently completed the HyperionDev Web Development Bootcamp!*

*It's been an incredible journey of learning and growth, and I'm now ready to embark on the next chapter of my career. I'm currently open to new job opportunities as a Web Developer. If you're seeking a passionate and dedicated team member, let's connect!*

*Here are some of the new skills I've acquired:*

- \* Proficient in HTML, CSS, and JavaScript*
- \* Static and dynamic web development*
- \* Object-oriented programming*
- \* Client-server communication with JSON and AJAX*
- \* Front-end web development with React*
- \* Back-end web development with Express and Node*
- \* Database interaction and web integration with MongoDB and MongooseWeb*
- \* Source version control*
- \* Version control using Git and GitHub*

*I'm interested in roles that offer opportunities for hands-on experience, continued learning, and collaboration with talented teams. Whether it's frontend design, backend development, or full-stack projects, I'm eager to contribute my skills and grow professionally.*

*You can also check out my GitHub portfolio here: **[link]***

*I'm looking forward to exploring new opportunities and making meaningful contributions to innovative projects!*

*#CodeDidThis #WebDevelopment #Developer #NewOpportunities  
#HyperionDevGraduate*

## TRACK AND ORGANISE YOUR JOB APPLICATIONS

As previously mentioned, when you are in the market for a job or to pitch your company or services as a self-employed person, you will be applying for many opportunities, so keeping track of and organising your applications or pitches will make your life much easier.

## **A tracking document must include the following aspects:**

### **For job seekers**

- Company name, website URL, and company contact details.
- Contact details of the recruiter/hiring manager: Include their name, email, LinkedIn profile link, and phone number if possible.
- Jobs advertised with company: Nature of the job (remote, hybrid, on-site), job description, URL.
- Application date: The date you applied to the job/position.
- Deadlines/important dates: Deadlines for providing any additional information the company asked for, or for submission of a take-home test.
- Interviews: Scheduled interview dates.
- Follow-up date: The date(s) you followed up after an application submission or interview.
- Application status: Whether you've been rejected, are waiting to hear back, or have an interview scheduled (and if so, whether this is a first-round or third-round interview, etc.)

### **For self-employed students**

- Company or individual's name, website URL, and contact details.
- A link to the work opportunity or contract advert if applicable.
- Contact details of the relevant business contact.
- Jobs or contracts advertised by company or individual if available: Nature of the job (remote, hybrid, on-site), job description, URL.
- Pitch date: The date you pitched for the work opportunity or contract.
- Response status: Whether or not you've had a response and whether it was positive or negative.
- Deadlines/important dates: Deadlines for providing any additional information asked for, or for providing evidence of your experience or a copy of your CV.
- Meeting dates and times.
- Offer or contract status: Whether you've been made an offer or awarded a contract.
- Follow-up date: The date(s) you followed up after an application submission or interview.

Please make a copy of this useful [\*\*Job Interviews/Pitch Opportunities Tracker\*\*](#) template as a base to work from. Remember to remove the example data before populating it with your own data. Your tracker will be reviewed fortnightly to assess updates.



## Take note!

**A reminder of the important dates:** By **11 August 2024**, you should record an **invite to an interview** (if seeking employment) **or** a self-employment declaration (if seeking to be self-employed) at [www.hyperiondev.com/outcome7](https://www.hyperiondev.com/outcome7). Additionally, you should record an **offer of a job** (if seeking employment) or evidence of obtaining **new work/contracts** (if self-employed or seeking to be) at [www.hyperiondev.com/finaloutcome7](https://www.hyperiondev.com/finaloutcome7) by **22 September 2024**. Please record these milestones as soon as you reach them.

A **limited** number of co-certifications will be awarded based on your achievement of all **four criteria** for successful completion of this Skills Bootcamp.

## Part 2: Practical Task 1

Follow these steps:

- Join LinkedIn (if you haven't already) by visiting [their sign-up page](#).
- Complete your LinkedIn profile, applying the tips provided in this task and the linked article and video. If you already have a LinkedIn account you're pretty happy with, take the time to update it wherever possible by following the tips provided in this task.
- Paste a link to your LinkedIn profile into your Google answers doc.
- Locate and follow the [HyperionDev](#) company page.
- Remember to add the **bootcamp** that you are completing with **HyperionDev** under your 'Education' section. Take a screenshot to show you have done this and paste it into your Google doc.

## Part 2: Practical Task 2

The instructions below differ slightly for **job seekers** and **self-employed** students. Read them carefully and follow those that apply to you. Also note the instructions towards the end that apply to **all students**.

### SELF-EMPLOYED STUDENTS

- Consider companies and business contacts that you would pitch your services or products to. Note the contact and other details of five such companies.
- **Create and submit pitches** to these five opportunities. For each opportunity you pitch for, this will involve:
  - Using one of the CV templates we provided earlier in this task along with the guidance provided, create a CV tailored to the business opportunity. Ensure you add your GitHub and LinkedIn profile links to your CV.
  - Using the cover letter template we provided earlier in this task along with the guidance provided, create a cover letter tailored to the business opportunity.
- You will need to track this data in your copy of the tracker spreadsheet as you go along.
- For each of the opportunities you pitch for, capture your contact's details if possible (company name, contact name, email, phone number, and their LinkedIn profile URL if possible). **Try to find LinkedIn profile links for all contacts.**

### JOB SEEKERS

- Although founding your own tech start-up or contracting on a day rate for others would be very exciting, working for an existing company is also a valid option. Give some thought to where you would like to work if you were working for someone else in a new tech role, either for a technology company or within a tech team. What sort of roles might you like to apply for and what sort of companies might you want to work for?
- In this task, you are going to apply to five jobs that are appropriate for you, given the skills you're learning in your bootcamp. This might seem a bit


overwhelming at first. What sort of roles should you go for? We've included a few examples of appropriate beginner tech roles in the UK that are relevant to each of the HyperionDev Skills Bootcamps below. Have a look at these first, and then move on to the next instruction.

## Job opportunities

### Skills Bootcamp in Software Engineering (Fundamentals)

Check out this Software Engineering opportunity; you can find others just like it on LinkedIn, Indeed, Glassdoor, and other job search sites:

### Graduate/Junior Software Engineer

 Penspen  
United Kingdom

Apply on Glassdoor

6 days ago Full-time

Graduate/Junior Software Engineer

United Kingdom

Salary : Circa GBP 29000 pa

We have an exciting opportunity for Graduate/Junior Software Engineer to be a part of our Development team in THEIA. This role can be home based anywhere in UK.

THEIA is a cloud-based integrity management solution, developed by Penspen. It has been designed to provide timely and critical information, initially for the safe and efficient running of pipelines.

### Skills Bootcamp in Data Science (Fundamentals)

Keep your eyes peeled for opportunities just like this if you're an aspiring Data Scientist:

#### Junior Data Scientist - GBP 60000 - London (Hybrid)

📍 London 📅 Posted 24 days ago

💰 £50000 - £60000 per annum + Benefits

Keywords: **Junior Data Scientist**, **Data Scientist**, Python, NumPy, Pandas, Scikit-Learn, Machine Learning, Statistics, Excel, VBA, Quantitative, **Data Science**, Random Forests, Decision Trees. **Junior Data Scientist** - £60,000 - London (Hybrid) They are now looking for an outstanding **Junior Data Scientist** with an entrepreneurial mindset who can think outside the box and work creatively. \* Analysing trade, process, and emotional **data** to identify investors' historical investment decisions and identify behavioural patterns and the root causes of such behaviour \* Explore new **data** sets and new analytical approaches we can use to help our clients identify the root causes of irrational behaviour \* Proficiency in Python and **data sci**



## Skills Bootcamp in Full Stack Web Development (Fundamentals)

Similarly, here's an example of an entry-level front-end developer role, which is a type of web development role:

### Junior Frontend Developer

📍 Guildford, Surrey 📅 Recently

💰 £30000 - £40000 per annum + flex working, hybrid

Are you a **junior** frontend **developer** looking for a new challenge? Role: **Junior Frontend Developer** You will be involved in a tight knit development team built around some exceptionally talented **developers** creating cutting edge technology.

[less](#)

**Stack Developer** in developing new features, functionality and **web** content on internal and external systems

## Apprenticeships

Apprenticeships, which can also be found via a number of regular job search sites such as the UK's [Find Apprenticeships site](#), and are a great way to kickstart your career as you will earn a salary while continuing to learn valuable skills.

Here are some examples of apprenticeships that would be at the right level for graduates of our respective Skills Bootcamps:

### Management Consultancy & Data Science Apprentice [🔗](#)

📍 The City, EC4R 1EB 📅 Recently

💰 £24,000 per annum

As a **trainee data scientist** and management consultant, you will work on a variety of projects and deliver advanced **data** analytics and **data science** as well as wider project roles working within small multi-disciplinary consultancy teams to improve business performance and efficiency for our clients - We are establishing this new **apprenticeship** as a great opportunity to kickstart a career in **data** and management consultancy with no prior experience necessary. \* You will have a desire to develop your numeracy skills further, with a desire build advanced knowledge of **data science** and analytics

## Software Development Engineer Apprentice

Apprenticeship Reference: 734902255-2

Location: London

Apprentice Pay: £33,000

Apprenticeship Sector: Civil Engineering, Information Technology, Project Management

Apprenticeship Type: Permanent

### A typical day

- Respond to queries via work approved tools (email, Slack, Excel, etc)
- Work closely with your immediate team for questions and concerns; connect with your manager and dedicated navigator (buddy) to answer questions
- Demonstrate an aptitude to learn and apply basic software engineering concepts like design principles, algorithms, and code composition
- Learn on the job to participate in projects, implementing and executing technical requirements
- Understand the basic business reasons for a given feature or project
- Understand the major components of a team's design by asking questions of teammates
- Expand your skills in developing high quality, distributed, and scalable software
- Provide quality implementation and testing of a component or feature with peer and manager support

## Web Developer Apprentice

### Vacancy Overview

An opportunity for somebody to join our team of developers in a fast-paced environment. You will be working on real-time projects across the business.

### Working Week

Monday to Friday 9 - 5.30

### Detailed Job Description

Some day-to-day duties include but not limited to;

- Production of html emails as briefed by web team
- Creation of social media assets as briefed by web team
- Ad hoc support to web team as required

### Skills Required

An understanding of HTML and CSS would be beneficial as well as Web development frameworks. You should be passionate about web development and have the desire to learn and grow.

**Are you ready to dive into the world of job hunting yourself? Let's do it!**

- Find five suitable junior tech or apprenticeship roles currently being advertised, ensuring you consider **a range** of employers: **large (1,000+ employees)** and **small (100–500 employees)** companies as well as **tech scale-ups (up to 100 employees)**, **paid internships** and **apprenticeships**, or companies that **source, hire, and train** (SHT is the keyword often used in job ads; these companies hire talent with the intention of providing extra training to ensure the employee can hit the ground running).
- You may be wondering **why** we specify this range of organisational types. Surely it's easier to just go through recruitment and staffing agency adverts? We acknowledge that a lot of roles and vacancies come through recruitment and staffing organisations, and do encourage applications for these roles. However, we still specifically request that you search for and apply to a **broad range of organisations**; many years of experience in helping students find work in the tech sector have shown us that this is **best practice** for a number of reasons: It pushes students out of the comfort zone of just applying to work for the major brands they're already familiar with; it helps students to broaden their knowledge of which companies form part of the tech hiring landscape, particularly small to medium enterprises (SMEs); and, it ensures that we meet the DfE requirement to address the needs of the broader (especially SME) tech market. Keep in mind that our team will review your submitted data and endeavour to create relationships with your identified companies wherever possible if we do not already have relationships with those companies; focussing on companies of different sizes and profiles will also help to diversify your application profile and increase your chances of success.
- For each of the roles you find, identify the recruiting/hiring managers (possibly the Talent or HR people at each company), and if possible, their details (company name, name, email, phone number, and their LinkedIn profile URL). **Try to find LinkedIn profile links for all contacts.**
- **Create and submit applications** to these five opportunities. For each role you apply for, this will involve:
  - Using one of the CV templates we provided earlier in this task along with the guidance provided, create a CV tailored to the business opportunity. Ensure you add your GitHub and LinkedIn profile links to your CV.

- Using the cover letter template we provided earlier in this task along with the guidance provided, create a cover letter tailored to the business opportunity.
- You will need to track this data in your copy of the tracker spreadsheet as you go along.
- **Reach out** to the contacts you have identified in whatever way possible (email, LinkedIn direct message, phone call, etc.), drawing their attention to your application to their company's role.

### ALL STUDENTS

- Update your copy of the Job Interviews/Pitch Opportunities tracker and insert a publicly accessible link to it into your Google answers doc. This [short video](#) will guide you through creating a shareable link. Remember that your tracker will be reviewed fortnightly to assess updates, however, you will not receive additional grades or feedback.
- Drawing on the details captured in your tracker, fill the details of the roles/pitches and contact people you have identified into [this form](#). Take screenshots of the form showing all the data you have filled in, and paste them into the Google answers doc you created earlier so that the career coach reviewing your work can see that you have completed this part of the task. Also include a screenshot of the message that displays on-screen after your form has been successfully submitted, proving that you have properly submitted the form.

### RUBRIC FOR JOB APPLICATION ASSESSMENT

Your Job Applications will be marked using the rubric below. It is included here so that you can use it as a guide to completeness if you wish.

	Unsatisfactory (1)	Acceptable (2)	Outstanding (3)
<b>Job/Pitch Data Form: Provision of evidence of completion</b>	Evidence not provided or incomplete	As for outstanding	Evidence provided as requested.

<b>Personal Job application/Pitch tracker</b>	<ul style="list-style-type: none"> <li>• No link or private/inaccessible link for Job/Interview tracker provided and no spreadsheet file uploaded to Dropbox either</li> </ul>	<ul style="list-style-type: none"> <li>• Public link to the student's Job/Interview Tracker provided, or spreadsheet file of tracker uploaded to Dropbox</li> <li>• Completed the following columns for 5 roles: company, link to job advert, role/title, and application date</li> </ul>	<ul style="list-style-type: none"> <li>• Public link to the student's Job/Interview Tracker provided, or spreadsheet file of tracker uploaded to Dropbox</li> <li>• Completed the following columns for 5 roles: company, link to job advert, role/title, and application date</li> <li>• Roles listed are well suited to skills student has or will gain during the bootcamp</li> </ul>
---	--	---	--

## Final Submission Checklist

### Part 1 – Ensure you hand in the following:

- **Part 1: Practical Task 1**

- Your answer to the entrepreneurial opportunities question in your Google answers doc.

### Part 2 – Ensure you hand in the following:

- **Part 2: Practical Task 1**

- The screenshot (pasted into your Google answers doc) of your completed LinkedIn profile showing HyperionDev under the education section.
- A link to your LinkedIn profile pasted into your Google answers doc.

- **Part 2: Practical Task 2**

- A PDF of your specific job-/pitch-tailored CV uploaded to your Dropbox folder for this task.
- Screenshots of your completed job application data form, and a screenshot showing proof that you have successfully submitted the form pasted into your Google answers doc.
- A shareable link to your own copy of the Job Interviews/Pitch Opportunities Tracker, containing data entries about the jobs you've just applied for pasted into your Google answers doc.

At this point, save your Google answers doc as a PDF (using menu options File -> Download -> PDF) and upload the PDF file to your Dropbox folder for this task.

**Remember, if you secure an [interview](#), it is absolutely vital that you [notify us](#) via [hyperiondev.com/outcome7](https://hyperiondev.com/outcome7).**

If you score below 31/48 for the practical tasks, or if you score an 'Unsatisfactory' on any of the criteria except Spelling and Grammar, you will be able to resubmit the task. If you score 31/48 or higher, your submission is automatically accepted and so you will not be able to resubmit the tasks.



Rate us

## Share your thoughts

HyperionDev strives to provide internationally excellent course content that helps you achieve your learning outcomes.

Think that the content of this task, or this course as a whole, can be improved, or think we've done a good job?

[Click here](#) to share your thoughts anonymously.

## REFERENCES

Agrawal, H. (2023, June 1). *5 remarkable tech entrepreneurs you must know of*. ShoutMeTech. <https://shoutmetech.com/famous-tech-entrepreneurs/>

Ansary, A. S. (2020, November 7). *9 examples of career goals for professional synergy*. CareerCliff. <https://www.careercliff.com/examples-of-career-goals/>

Castrillon, C. (2021, December 26) *How to set career goals and achieve them*. Forbes.

<https://www.forbes.com/sites/carolinecastrillon/2021/12/26/how-to-set-career-goals-and-achieve-them/?sh=2da2d1f01aa1>

Hays (n.d.) *How to set career goals*. <https://www.hays.com.au/career-advice/career-development/setting-career-goals>

Motiso, D. (2023, October 16). *Freelance programming as a career (with salary and tips)*. Indeed.

<https://www.indeed.com/career-advice/finding-a-job/freelance-programming>

Webflow. (2024, March 3). *7 new upcoming business ideas to try in 2024*.

<https://webflow.com/blog/online-business-ideas>