

# DIGITAL PRESENCE + TOOLS

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# A SHAREABLE WAY TO TRACK YOUR JOB SEARCH

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<https://trello.com/>

1. Create an account
2. Copy this board: <https://trello.com/b/7W52PyMW>
3. Add members... [nick.anderson@generalassembly.ly](mailto:nick.anderson@generalassembly.ly)
4. Update as you complete items!

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# TODAY'S AGENDA

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## Topics to be covered include...

- Introduction to LinkedIn
- Completing important sections of your LinkedIn profile
- How to use your LinkedIn profile
- Other digital tools to consider

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# PERSONAL BRANDING

# THE ESSENTIALS

## Personal Branding Statement

A 30-second elevator pitch that you can tell someone when they ask you “So, tell me about yourself.”

*In writing: Summary statement on your resume.*

## Your Story

An expanded version of your statement that you would share at networking events and job interviews.

*In writing: Summary statement on your LinkedIn profile + other accounts.*

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## PERSONAL BRANDING

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# SELF-REFLECTION: YOU, THE PROFESSIONAL

**Core Values** → What are your fundamental beliefs and guiding principles?

**Passions** → What motivates and intrigues you?

**Vision** → What does your ideal career look like?

**Strengths** → What are your best characteristics and skills?

**Uniqueness** → What sets you apart?



The human brain is designed to remember stories with emotional impact.



# DEVELOPING YOUR STORY

**Who are you?** → What basic facts should people know? How do others describe you?

**What makes you awesome?** → What are your unique strengths?  
What value do you bring to teams and companies?

**Where are you trying to go?** → What are you asking for? How do you plan to get it?



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**DO I HAVE TO?**



**... PLEASE**  
**VIDEO**

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## WHY BE SOCIAL AT ALL?

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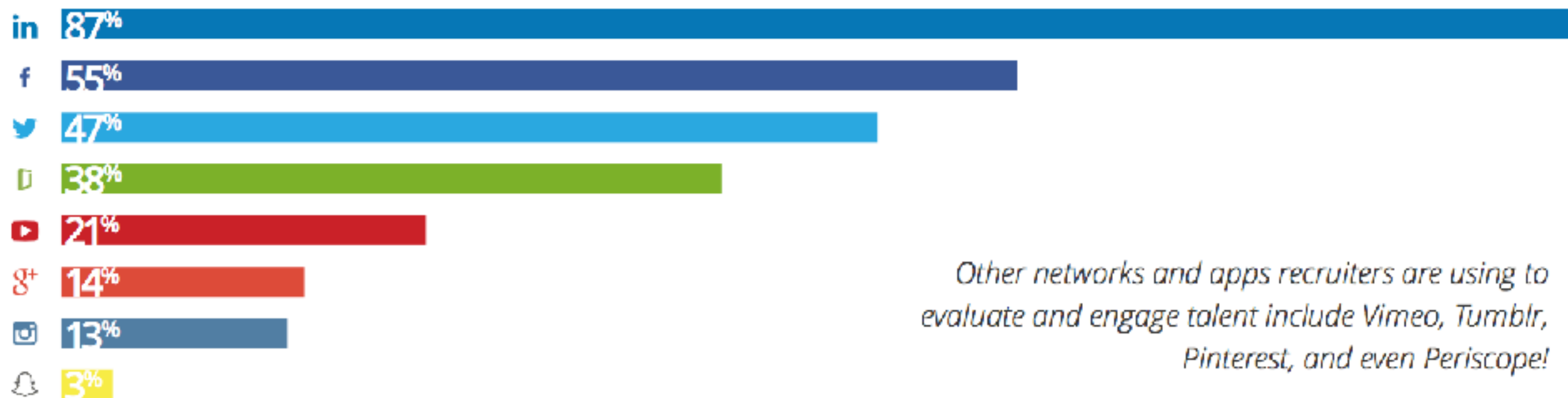
- 73% of recruiters have hired a candidate through social media.
- 93% of hiring managers will review a candidate's social media presence before making a hiring decision.
- 55% of hiring managers have reconsidered a candidate based on what they found on social media (for better or for worse!).
- **GOOD social presence increases trust**

# WHY LINKEDIN?

11

## SOCIAL

**Only 4% of recruiters DON'T use social media in the recruiting process.**  
4% aren't sure, but the **92%** of recruiters that do use social media cast a wider net than ever:



*Other networks and apps recruiters are using to evaluate and engage talent include Vimeo, Tumblr, Pinterest, and even Periscope!*

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# THE BASICS & WHAT'S IMPORTANT?

# THE BASICS & WHAT'S IMPORTANT

<https://www.linkedin.com/in/nickandersonr>

## Your public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

[www.linkedin.com/in/saramcmichael](https://www.linkedin.com/in/saramcmichael) 

## Notify your network?

**No**, do not publish an update to my network about my profile changes.



 <https://www.linkedin.com/in/saramcmichael>

 Contact Info

Experience

+ Add position



## THE BASICS & WHAT'S IMPORTANT

# CONTACT INFORMATION

- DO have your email address visible to the public
- DO have relevant websites listed
  - Online portfolio, Github, blog, etc.
- DO have your Twitter handle listed ONLY if your tweets are appropriate and relevant

The image shows a contact information form with the following fields and content:

Relationship		Contact Info		friends
Email	wade.hammes@gmail.com	Address	1616 18th St NW Washington, DC 20009	
LinkedIn	<a href="https://www.linkedin.com/in/wadehammes">https://www.linkedin.com/in/wadehammes</a>			
Website	Personal Website			
	Blog			
	Company Website			

A yellow arrow points to the 'Website' field. A callout box with the text 'ADD PORTFOLIO LINK' is positioned over the 'Personal Website' and 'Blog' options.

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# THE BASICS & WHAT'S IMPORTANT

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Summary



Experience



Projects



Education

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## NAME + HEADLINE

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**Mark A. Regis** - Web Developer you

HTML/CSS | Designer | Team Player | Experience Bringing  
Websites to Life

Greater Los Angeles Area • Higher Education

Similar • 500+

Edit



**Mark Regis** 3rd

Sr. Hardware Engineer at Sonus Networks

Greater Boston Area • Telecommunications

Similar

Connect





# SKILLS AND ENDORSEMENTS

## Skills & Endorsements

### Top Skills



### Nick also knows about...



# RECOMMENDATIONS

## Recommendations

Received (7) ▾ Given (7)

### Associate Creative Director

Giant Creative Strategy



#### Jonathan Peischl

Co-founder, Strategy and Innovation at Splice Agency

“ I had the pleasure of working with Tony for 4+ years. He played a vital role in helping to build a successful digital execution team from the ground up, operating in a dual tech-creative capacity. Tony had the right skill sets, attitude, and commitment to partner with brand teams that were relatively unfamiliar with digital execution; he made it happen in partnership. Once... [more](#)

February 29, 2016, Jonathan managed Tony at Giant Creative Strategy



#### Kevin J Stokes

Creative Director, SPLICE Agency

“ Tony is a rare breed of creative, his technical skills are closely matched to his creative insight resulting in a one man army for your contemporary advertising needs. He's an extremely hard worker and takes enormous pride in his work, a consummate professional in every sense. His serious work ethic is nicely tempered by his wicked sense of humor, I look forward to day day... [more](#)

February 29, 2016, Kevin J managed Tony at Giant Creative Strategy



#### Will Seyffer

Design Program Manager at Facebook

“ In the agency world, the day to day can sometimes become a battle. When projects heat

# SUMMARY

19

## Summary

Recruiting Exp. + Communication Skills + Process Design/Imp

I combine my high-growth startup, higher education, and recru  
navigate and succeed in all stages of the job search process. V  
writing and interview prep (although, I do love those pieces!). M

Add Media:



Document



Photo



Link



### Summary

Github: <https://github.com/michloelangston>

I'm a creative full-stack developer with a specialization in data visualization, 3d graphics, and visually arresting and engaging interactive experiences.

After majoring in Design Media Arts at UCLA and immediately after completing an immersive General Assembly coding bootcamp, I'm able to have a hand in every facet of the application production process. I have an extensive background in everything design from videos to video games, 2D graphics to 3D models, websites to interactive software.

Using full stack frameworks like MEAN stack, Ruby on Rails, and Meteor along with new and upcoming front end languages like Processing, D3.js and WebGL I'm able to build in code anything I design. I'm constantly learning new technologies and finding the most efficient combination of languages and libraries for every dreamt up idea.

I make pretty things that function complexly and efficiently behind their artistic surface.

Things I'm good at:

- Designing visually engaging and relevant webpages and software systems
- Writing DRY and efficient HTML, CSS, Javascript and JQuery code
- Utilizing and displaying data in unique and creative ways using D3.js
- Creating interactive 3d graphics and models written in Java within Processing
- Using Adobe Creative Suite to create simple and eye-catching logos and other media graphics
- Prototyping in Sketch or Balsamiq to create clear and detailed wireframes

Other skills:

- Building strong back end application structure in Node.js, Rails, or Meteor
- Creating databases and APIs in MongoDB, PostGres, or EQL
- Video editing and animation in After Effects or Final Cut Pro
- 3D modeling and animation in Maya

Github: <https://github.com/michloelangston>



chloelangston (Chloe Langston)

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## EXPERIENCE

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# GENERAL ASSEMBLY - EXPERIENCE

- Focus on your **accomplishments** and **projects**, as you would describe a job
- Optimize for searchability using **keywords**



### Experience

#### Full Stack Web Developer

General Assembly

January 2016 – Present (7 months) | Greater Seattle Area



Immersive study of full stack web development to master front end dynamic design, back end data management, and combine the two to create a seamless end user experience. 70 hours of weekly programming culminating in several front end and full stack web apps. Skills Include: Responsive Web Design with HTML/CSS/Javascript, Git, JQuery, Bootstrap, DOM Manipulation, AJAX, APIs, Express.js, SQL, RESTful CRUD, Sequelize, Ruby, Rails, NoSQL, Node.js, Mocha, Chai, Angular.js.

1 recommendation



**Brian Hague**

Software Engineer - Instructor at General Assembly

Evan was one of my mentee developers in General Assembly's Web Development Immersive program. For three months, Evan showed much persistence and creativity when learning new concepts. His organizational abilities and front-end skills proved to be... [View ↓](#)

## **Simon Memory Game** →

July 2015

A recreation of the popular Simon Game, but with a twist.  
This game includes a Challenge Mode feature that will randomly rotate the board after each round.

HTML | CSS | JavaScript | JQuery

## **Foto** →

August 2015

Foto is an applicaion for photographers. Built with Ruby on Rails, this app allows photographers to upload their photo files saved on their machine. Once a photo is uploaded, the user's photo becomes public so that others may discover their photos. A great app to find inspiration!

Ruby on Rails | CSS | Bootstrap | PcgstgreSQL

## **Swells** →

September 2015

Swells is an application that was built for surfers. This app allows surfers to save their favorite surf session on a map by simply placing a marker on it. Along with thier markers, the user can give their spot a title and a breif comment about that particular session they had. Now surfers can remember which spot to go to!

MongoDB

Express | Node js | Angular js | Bootstrap | Sass | Google... **more**



WDI - Web Development Immersive, Front End / Back End Web Development

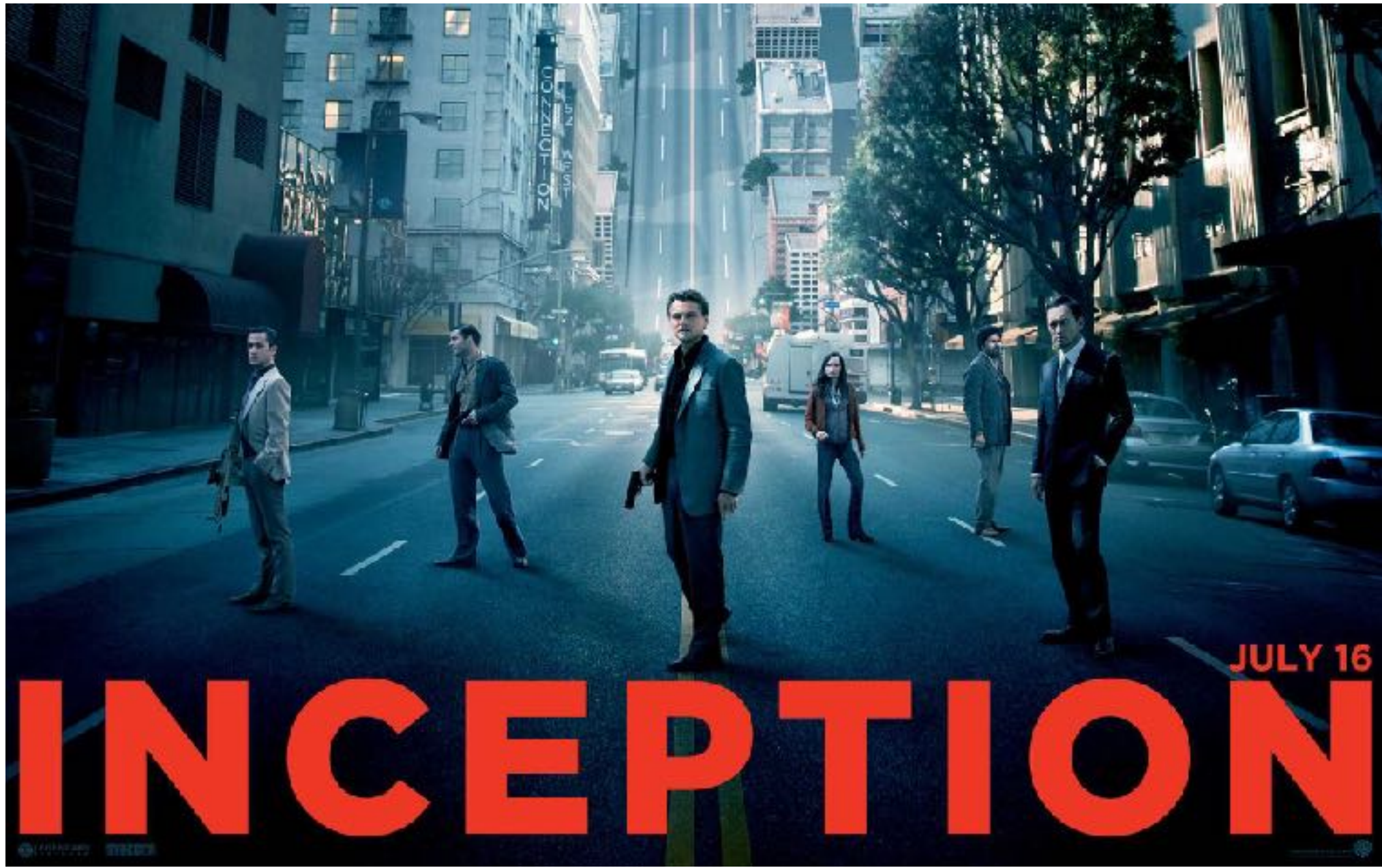
GA's WDI is a 12-week web dev immersive program. In total I've dedicated 600+ hours of study both in-class and after hours. During the course we completed four projects including one group project, in one-week sprints. Technologies, languages, frameworks, and libraries introduced include:

- HTML, CSS, and the DOM
- Agile/SCRUM
- SaaS, Responsive web design, Bootstrap and Materialize
- Javascript and the jQuery library
- Sinatra, Ruby, Ruby On Rails
- Postgres and the RDBMS
- MVC, Routers, and the Client-Server model
- API's, AJAX, JSON, and Postman
- MongoDB, Express, Node.js, and Angular.js
- SocketIO, Firebase, Ionic
- OAUTH with passport, jwt with Angular
- Gulp task manager
- BDD with Mocha/Chai, and RSPEC
- Git/Github workflow
- Deployment: Heroku/MongoLab



FINALLY...

23



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# **A WORD ABOUT RECRUITERS**



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# OTHER DIGITAL TOOLS

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## OTHER IMPORTANT SOCIAL NETWORKS

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- Dribbble
- Forrst
- CodePen
- Twitter
- AngelList
- Github
- Facebook
- Stack Overflow
- Meetup
- Anywhere with a login screen

# Q&A

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# ASSIGNMENTS

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## This week...

- Complete your LinkedIn Profile
- Put a link to it in your about-me repo