LOOK AT ME:
RESUMES THAT GET NOTICED

THE OUTCOMES EXPERIENCE WDI – PROGRAMMING

UNIT 1

INTRODUCTION TO OUTCOMES – TODAY

INTRODUCTION TO INDUSTRY AND MARKET

UNIT 2

JOB SEARCH BUILD: DIGITAL PRESENCE AND TOOLS

JOB SEARCH BUILD: DEVELOP YOUR NETWORK

JOB SEARCH BUILD: RESUMES & COVER LETTERS

1:1 MEETINGS

JOB SEARCH BUILD: OUTCOMES WORKING SESSION

UNIT 3

JOB SEARCH STRATEGY: APPLYING FOR JOBS

JOB SEARCH STRATEGY: INTERVIEWING

1:1 MEETINGS

UNIT 4

JOB SEARCH STRATEGY: OUTCOMES WORKING SESSION

GA PROFILES AND ALUMNI DIRECTORY

WHAT COMES NEXT – LIFE AFTER GA

GRADUATION   GRADUATION

GENERAL ASSEMBLY

RECAP: Make sure to:

1.) Research Role/Job style

2.) Complete LinkedIn / other Social Networks

3.) Start thinking about your personal brand

4.) Meet with me for an Outcomes 1:1

RECAP: OUTCOMES SUPPORT

- Think of GA Outcomes as your personal trainer
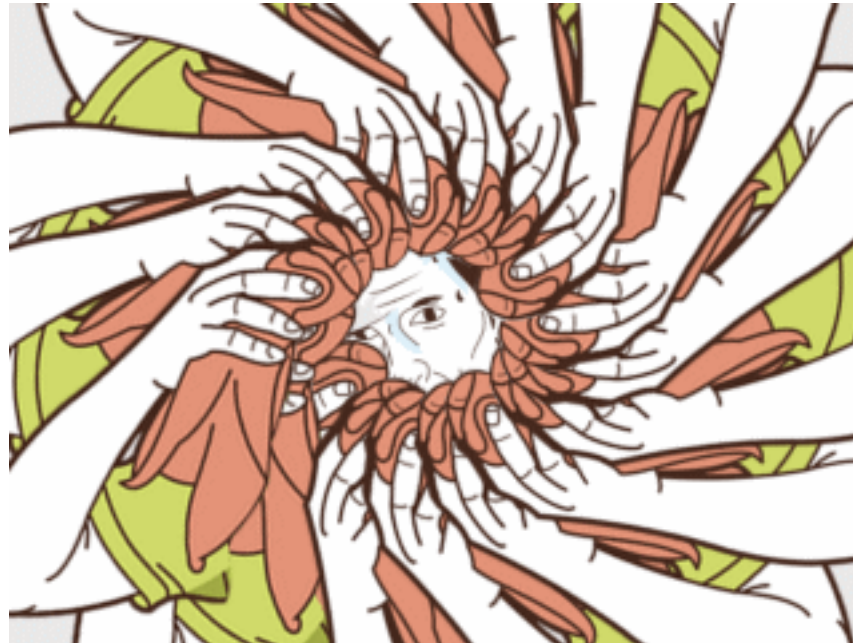
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RECAP: OUTCOMES SUPPORT

- Think of GA Outcomes as your personal trainer
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- I cannot get you a job - only help you train to find one

BECOMING A JOB SEEKER

In order to qualify for Outcomes support, you'll need to complete the following AND begin your job search **immediately after graduation (2 week cutoff).**

RESUME	DIGITAL PRESENCE: LINKEDIN & GA PROFILE	ONLINE PORTFOLIO	SHAREABLE WAY OF TRACKING JOB SEARCH (TRELLO)	PARTICIPATION IN ALL OUTCOMES PROGRAMMING & SURVEYS

REMAINING AN ACTIVE SEEKER

Job seekers must fulfill these requirements to receive continued Outcomes support. Job seekers must begin these responsibilities **immediately after graduation (2 week cutoff).**

| 10+ JOB APPLICATIONS/WK | NETWORKING (2+ EVENTS/MONTH) | DAILY UPDATING OF JOB SEARCH TRACKER + RESPONSIVENESS | CONTINUED STUDY AND APPLICATION OF SKILLS | PRESENCE IN PREFERRED MARKET |

LET'S SAY YOU'RE A HIRING MANAGER

https://resumegenius.com/6-second-resume-challenge

WHAT DID AND DIDN'T WORK?

GENERAL RULES OF THUMB

- **Make it look nice** – not over or under designed

- **Keep it simple** – congested resumes are hard to scan

- **Keep it on message** – don't put in unrelated info unless there's a clear connection

RESUME ANATOMY

- **Header** - Name, email + phone, clean links to portfolio and/or Github

- **Skills** - Languages, frameworks, and tools (prominently displayed)

- **Experience** - yes, this class counts. So do your past employers

- **Education** - Before GA

- **Side Hustle** - If there's reasonable space, show us that you do more than code

# LET'S LOOK AT SOME COOL RESUMES

RESUME FILE REQUIREMENTS

- **PDF** – Can be opened by anyone

- **Real Links** – Edit emails/links to open when clicked if you have Adobe Acrobat

- **ONE PAGE ONLY** - no one is cool enough for a 2-page resume

- **Print test** – Print it to make sure it looks right

- **Color test** – Resume should look fine in black and white
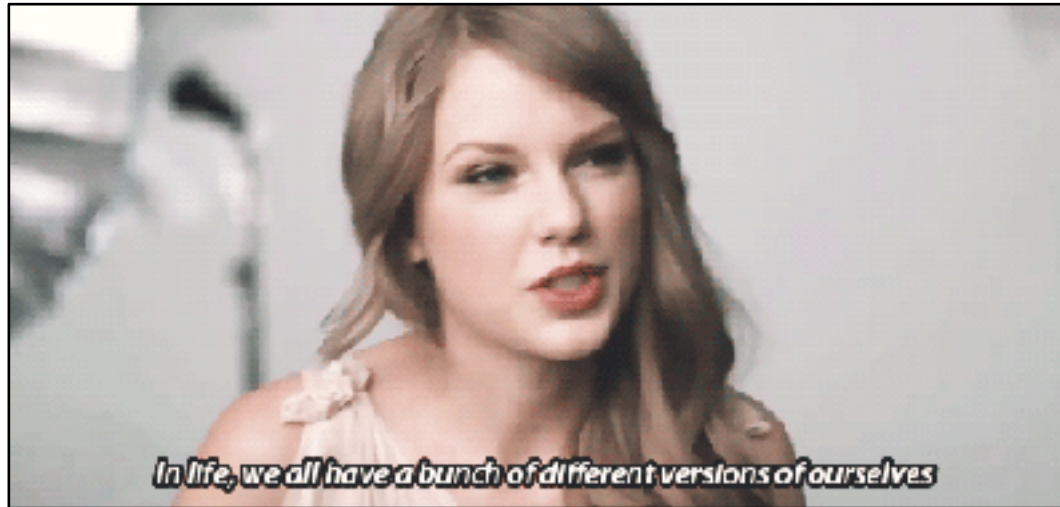
CREATING YOUR RESUME

RESUME TEMPLATES

• Be careful! Don't all use the same template.

• You don't need a template – you can build your own resume in Microsoft Word! (Avoid Google docs)

- Creddle.io

- enhancv.com

- The Muse: 275 Free Resume Templates in Word

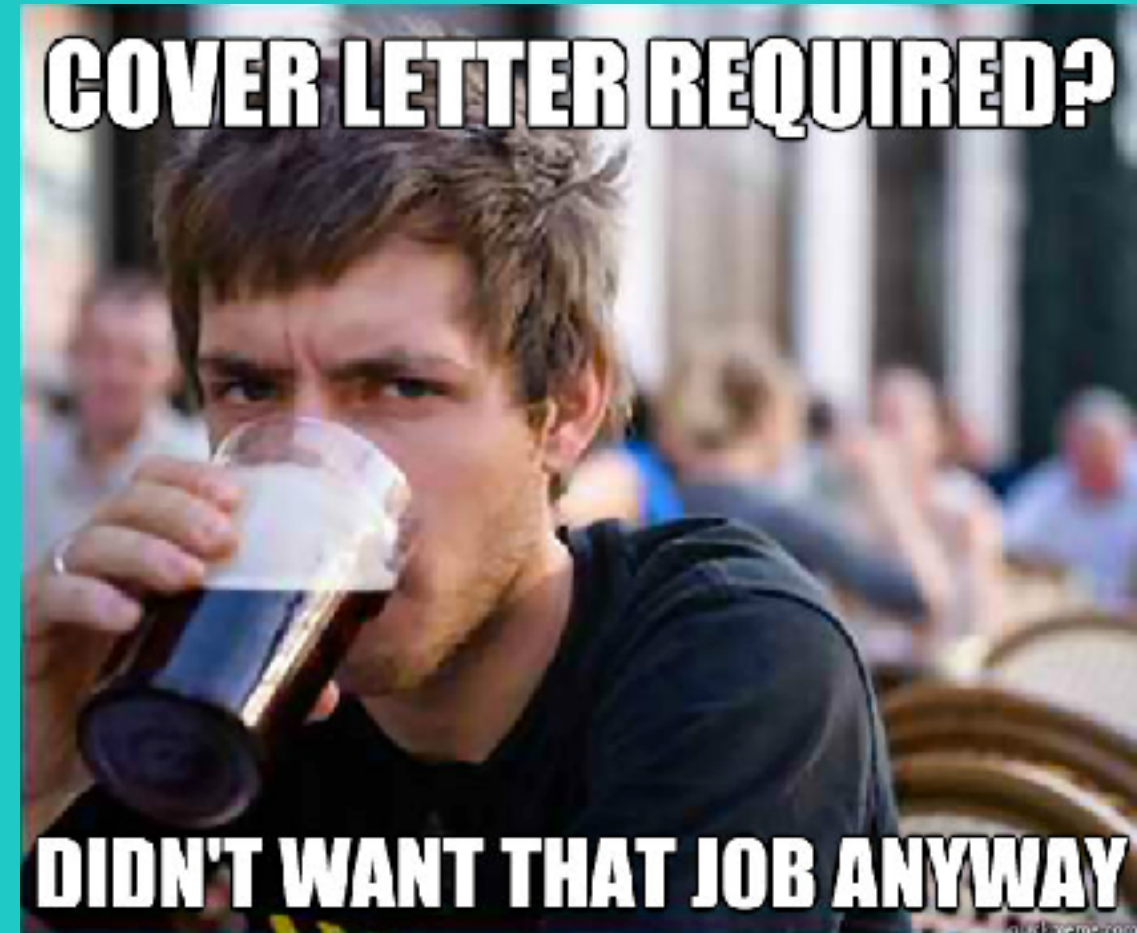- Canva.com
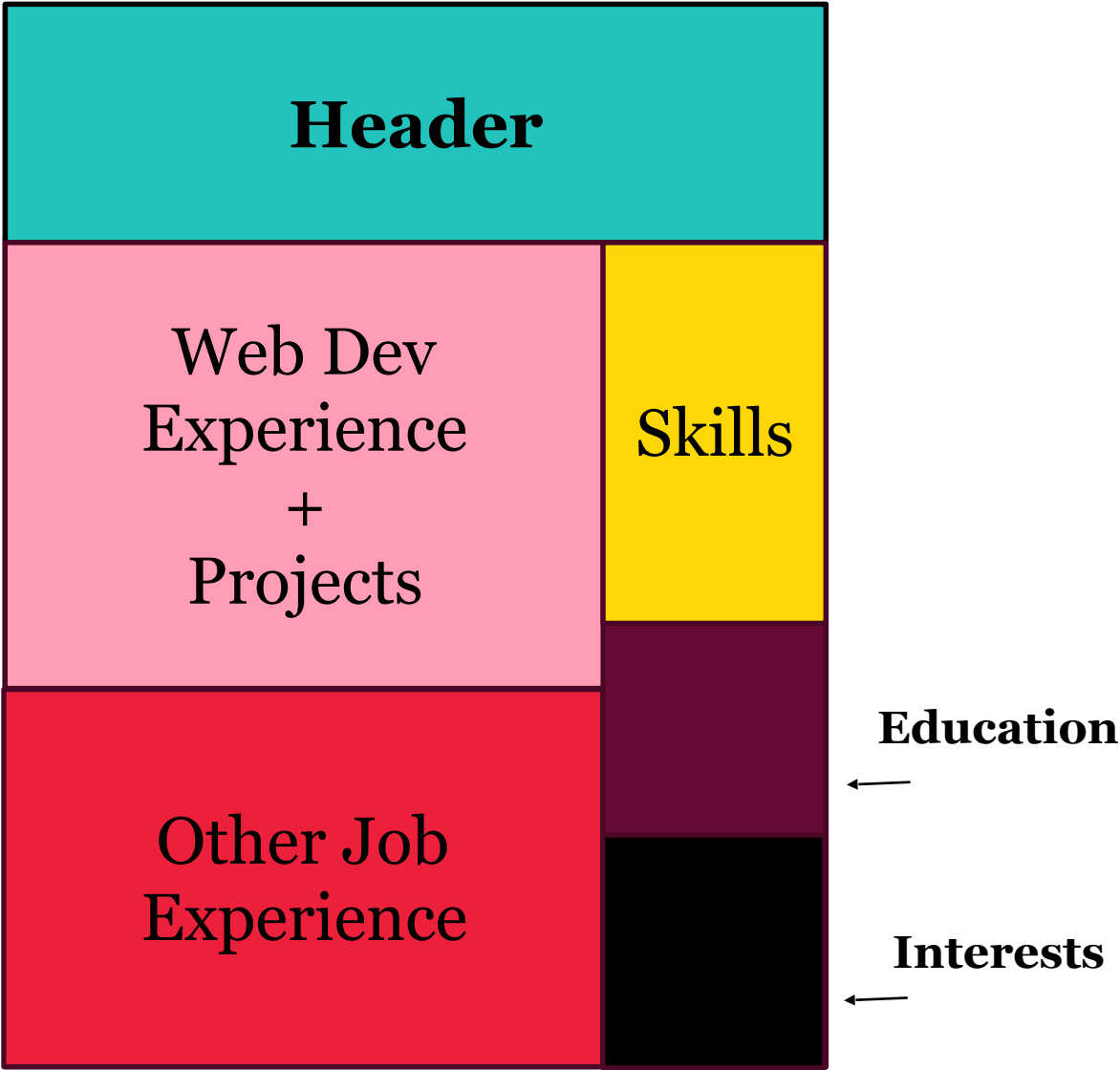
TAILOR, TAILOR, TAILOR

ACTIVITY:
RESUME MOCKUP

DRAW A MOCKUP OF YOUR SECTIONS

• **Put yourself in your user's shoes. What do they want to learn about you?**

• What proportion of your resume should be devoted to webdev?

• Pick a section and start writing!

COVER LETTERS

COVER LETTERS

KEY OBJECTIVES

- Why are you excited about **THIS** job?

- Why are **YOU** the best candidate for this job?

- Special circumstances

COVER LETTERS

- Keep it short and sweet (half a page).

- Don't start with your name/introducing yourself. They have that info already.

- Do include the hiring manager's name ([research to find it!](#))

- Don't regurgitate your resume. This is your **pitch.** Make an argument, not a list.

- Don't apologize for the skills you don't have.

- Use numbers, measurables, key performance indicators.

- Think custom, not canned. Tailor, tailor, tailor. Your reader should feel special.

- But don't go too far… like this guy…

COVER LETTERS

---------- Forwarded message ----------
From: ██████████████████████████████
Date: Mon, Oct 7, 2013 at 11:28 PM
Subject: Your next sales associate
To: ███████████████

Hey ████████████

You're probably reading a lot of applications. And you're probably not enjoying yourself. I'm writing this cover letter, and I'm not enjoying myself, either. So, let me cut to the chase.

I won't pretend that your company's mission is my passion, but I do think sales are interesting, and you seem to have a strong background per your LinkedIn page. If you hire me, I'll show up for the hours you expect me to, and do what's asked, and you'll like me. Let's face it: That puts me ahead of 99% the applicants already.

I graduated from ████████████ and was well liked there. And you know the importance of that for sales. I'm willing to bet that you won't like the personality of most of the people who appear to be "qualified" for this entry-level position, based on the fact that if they've had time to meet the qualifications for this job by the time they graduated college, they likely have no social skills. As someone who was voted "Life of the Party" both in high school and my fraternity, you won't have to worry about hiring some stiff loser who will poorly represent the youthful image of your company, or any other worries you might have about your new hire being a cultural fit.

You'll notice that I haven't talked about what skills I have yet. Do I honestly need to? I went to an elite institution, and we all know I'd figure out how to use whatever programs you'd like me toil away with. Working at your company doesn't take a rocket scientist, and I think we both know that, but the type of person you hire will matter, especially for your size team.

Get back to me if you're looking for someone who you'll actually enjoy working with.

████████████████████

ACTIVITY: COVER LETTER OUTLINE

Q&A

This week…

• **Current resume - Send to Sara by EOD today 8/22**

• **Identify resources and tools to bring with you to our working session (articles for LinkedIn tweaks, resume templates, cover letter inspiration, current editable resume, etc)**

Deliverables due by next Outcomes

● Any missing homework!

● Email Sara with event info and who is attending

Next Programming, Friday 7/29at 10:30am:

• Working session!

Next Lunch + Learn, Tuesday 7/26 at 12pm:

• Technical Recruiters from HomeAdvisor

Next GA Event, Wednesday 7/27 at 6pm:

• How to Get The Most Out of Your LinkedIn Profile

MORE RESOURCES:

• The Muse Resume + Cover Letters

• 4 Steps to Tailor Your Resume to the Job

• 9 Key things hiring managers want on developer resumes

• Cover Letter Basics, The Muse

• How to Write a Cover Letter: 31 Tips You Need to Know, The Muse

• Check out the syllabus!

EXIT TICKET

Exit ticket: https://ga-research.typeform.com/to/HY2abn