

LOOK AT ME: RESUMES THAT GET NOTICED

THE OUTCOMES EXPERIENCE WDI -

UNIT 1

INTRODUCTION TO OUTCOMES - TODAY

UNIT 2

INTRODUCTION TO INDUSTRY AND MARKET

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

GENERAL ASSEMBLY

GRADUATION



Update your about-me repo to have:

1.) What you did before GA, What kind of support you'd like from Outcomes, Your Day 1 Goals

2.) Two Truths and a Lie

3.) Link to your LinkedIn Profile

4.) What kind of company you'd like to work for (i.e. Agency, Startup, etc)

5.) What kind of role you're leaning towards (i.e. Frontend, Backend, etc)

RECAP: OUTCOMES SUPPORT

- Think of GA Outcomes as your personal trainer



RECAP: OUTCOMES SUPPORT

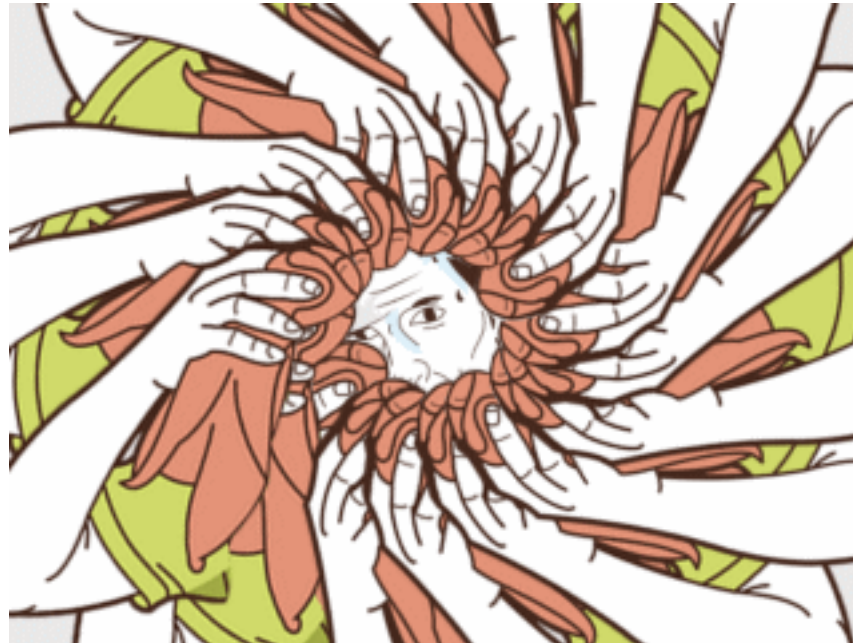
- Think of GA Outcomes as your personal trainer
- As your coach, I provide guidance, advice, action items, encouragement, and #toughlove



RECAP: OUTCOMES SUPPORT

- Think of GA Outcomes as your personal trainer
- As your coach, I provide guidance, advice, action items, encouragement, and #toughlove
- 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)

PARTICIPATIO
N IN ALL
OUTCOMES
PROGRAMMIN
G
& 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 +
RESPONSIVEN
ESS

CONTINUED
STUDY AND
APPLICATION
OF SKILLS

PRESENCE IN
PREFERRED
MARKET

**LET'S SAY YOU'RE
A HIRING
MANAGER**

6

<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

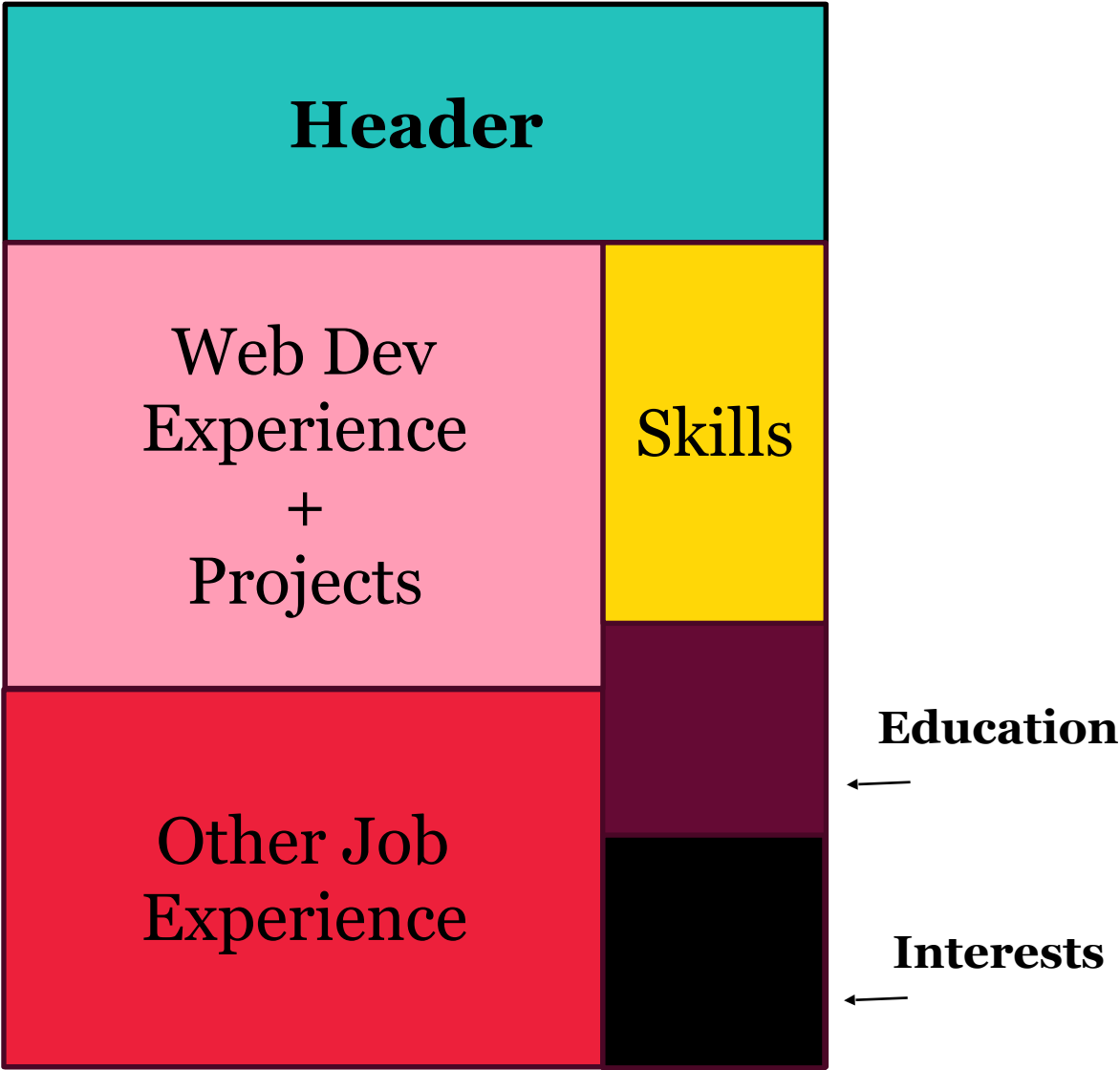
RESUME FILE REQUIREMENTS

- **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

- Can you build a resume yourself, in Word? Yes.
- Should you? No:
 - [Canva.com](https://www.canva.com)
 - enhancv.com

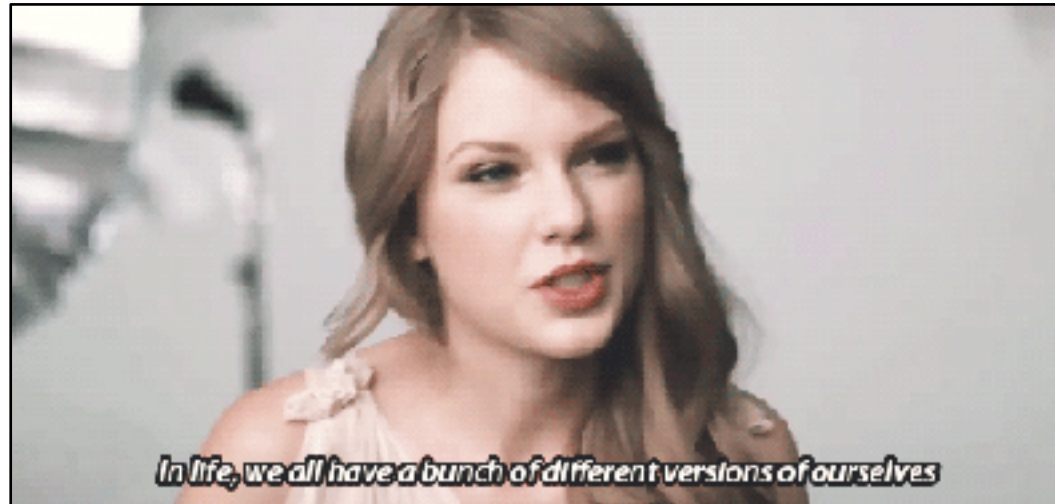


INDUSTRY RECOMMENDATIONS

- **Skill Proficiency** - Use years (or not), never percentages
- **Be Specific** - Don't just list projects, tell us what you did for them
- **Lean on your strong points** - You don't even have to list past education if you don't want to
- **Define Hardskills, Imply Softskills** - Languages you're proficient in should be listed. What you specifically can do with them, in a team environment, should be explained but less directly

YOUR RESUME

TAILOR YOUR RESUME



LOOK AT ME

20

COVER LETTERS



COVER LETTER ANATOMY

1. **Dear Company,** - Either the name of the company or the person the email is going to
2. **I saw your post for _____, and thought I might be a good fit, because _____** - Keep this concise, and reference past experience as much as possible
3. **I've attached my resume, and you can visit my portfolio here:** - then link to your website
4. **Anything externally relevant** - For instance, any non-web experience you have that may make you more qualified.
5. **Thanks for your time,** - this is polite
6. **Full name and phone number** - so they don't have to hunt for any of your info.

Example:

Hey Leslie,

I saw your posting for a Front End Developer position on the Denver Egotist, so I wanted to reach out and say hi - I'm working as a UX Lead for an agency right now, and have 8 years of experience in development. I've also done a fair amount of work in the healthcare space (former clients include AstraZenica and Shire Pharmaceutical), so I would know where to start. You can check out my portfolio here:

<http://nickanderson.rocks/>

And I've attached my resume. Let me know if you want to talk!

Thanks for your time,

Nick Anderson
123.456.7890

BAD EXAMPLE :(

----- Forwarded message -----

From: [REDACTED]
Date: Mon, Oct 7, 2013 at 11:28 PM
Subject: Your next sales associate
To: [REDACTED]

Hey [REDACTED]

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 [REDACTED] 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.

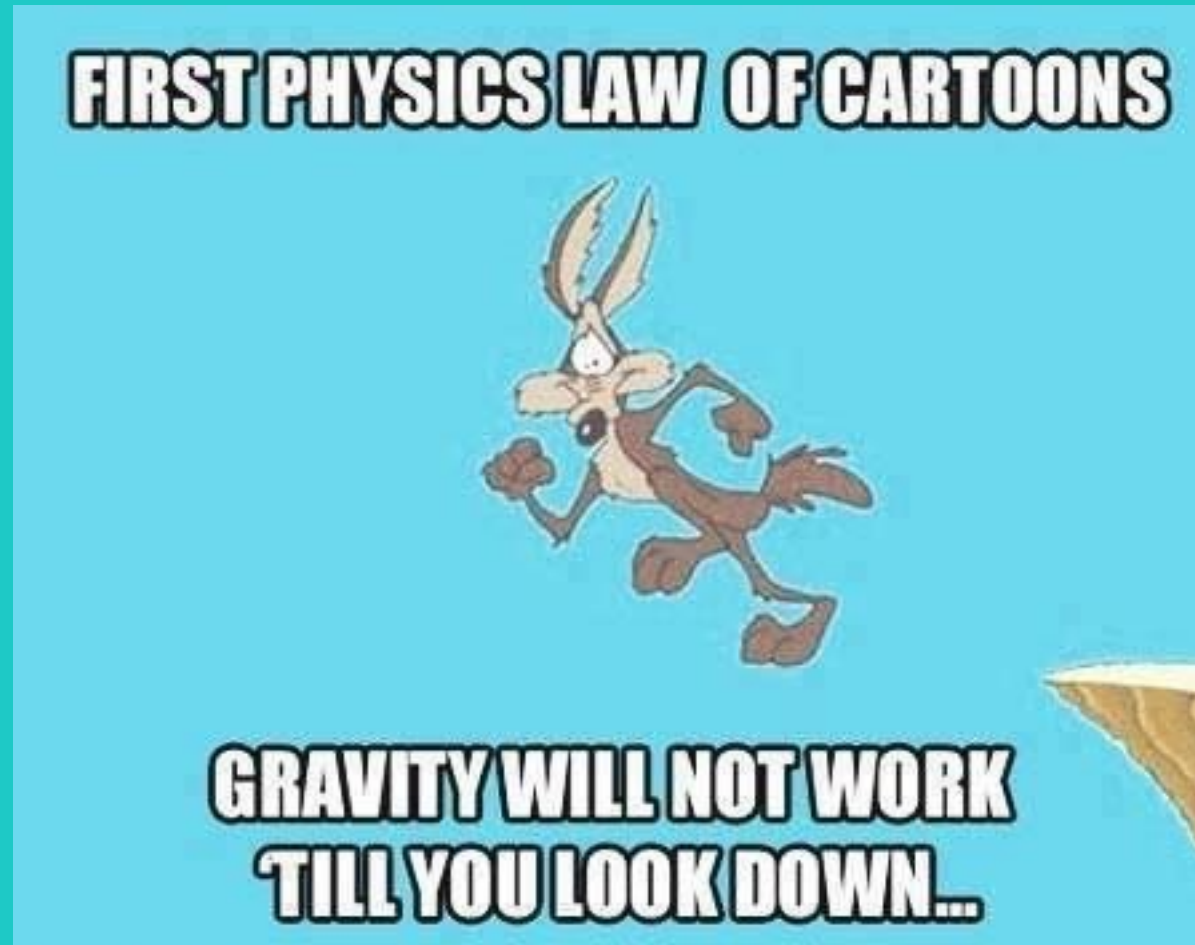
Get back to me if you're looking for someone who you'll actually enjoy working with.

[REDACTED]

ACTIVITY: RESUME MOCKUP

DON'T LOOK DOWN

25



Q&A

ASSIGNMENTS

27

This week...

- **Add your resume to your aboutme repo by next Wednesday**
- **Book a 1:1 with Becca**

Continue to . . .

- Research job roles/style
- Complete LinkedIn / other Social Networks'
- Keep thinking about your personal brand

THE END!