

Reflective Memo

To: Dr. Osborn

Subject: Reflection

This project has been an eye opening one, it has better equipped me with concept's and an approach to be more attractive in the eyes of a potential employer. I have been on LinkedIn for a while now and have seen the downsides and short running of it. It is after all a pay for service, that allows you to see who is viewing your profile and when. I have begun to place myself in a position of how I would perceive a potential employee's resume, cover letter and online presence. I have drafted my resume and cover letter to cast a broad reference for potential employers and will continue to make it more effective with rhetoric and visually appealing aspects.

It has appealed to me to use the concept on an online presence is essential and effective, especially with the increase and advancements in technology. It is known that the most efficient way to find an employee is via the internet, it is also much broad. This causes an increase in competition between potential employees therefore, it is essential to stand out to catch your desirable employers' eye. I have work experience but, it is predominantly in a field that is similar but not associable with the jobs I will be applying for as a Civil Engineer. I have been working on ways to justify the relevance in my working experience as is aligns to the jobs I am applying.

Peer feedback has helped me in the redrafting of my resume and cover letter. This has helped me with the aesthetic and visual presence of my resume, this is important. Initially my resume was basic and displayed a vast amount of information that was hard to navigate, this would simply make someone lose interest if looking over countless resumes to fill a job. I imagine that one single person wouldn't be navigating through countless resumes for a large employer, it would transition from person to person. This would happen until they came across one that appealed to them.

From the information above and a look into the application and research for a job and Marathon petroleum. I can say that it is a very competitive and vast world for a job seeking college student. While working as a trade worker there have been a noticeable and documented decline in the workforce. This is because a college education is steadily becoming more available, this is not necessarily a bad thing. This allows an employer to have a much larger pool of candidates thus, making the candidates more competitive and more prone to develop continual learning habits.

For an online presence, after the idea of using an alternative and more open source format for my online presence. I have decided to integrate knowledge from my past and previous courses acquired at the University of Kentucky. I have set up a website through [Github](#) this is free hosting site that is predominantly used for program and web development. There are several open source projects that are open to the public and are continuing to grow and shape the way we look at things. I have created a personal professional website that displays my cover letter, resume and a LinkedIn address. All the documents and coding used for this site are stored on my computer and can be edited and pushed/updated with ease. This will allow me to continually update my documents, making them more appealing or adding experience I gain. This can also link employers to projects I am working on in my free time.

In closing, I can see the true benefit for using rhetoric in professional writing. This will take time to perfect and use efficiently but, with a well worded and easily navigated website with a true professional use of rhetoric and other methods. It is evident that I may stick out or catch the eye of my desirable future employer.

Links:

[My Professional Website](#)

[My Map/GIS work](#)

[My JavaScript work – Three.js](#)