



**Build Your Brand 02**

# **Review and Update your LinkedIn Profile, CV, and Cover Letter**

Visit our website



## Take note!

**Important** - By **30 March 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/outcome5](https://www.hyperiondev.com/outcome5). 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/finaloutcome5](https://www.hyperiondev.com/finaloutcome5) by **23 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.

## Introduction

In this Build Your Brand 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 templates. Although traditionally, the application package only used to include the cover letter and CV, currently - and specifically for a career in technology - this also includes your LinkedIn Profile, a link to your technical portfolio (which you'll create later in the bootcamp if you don't have one already), and/or a link to any other online portfolio of work.

## 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 percent 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 resume. 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)

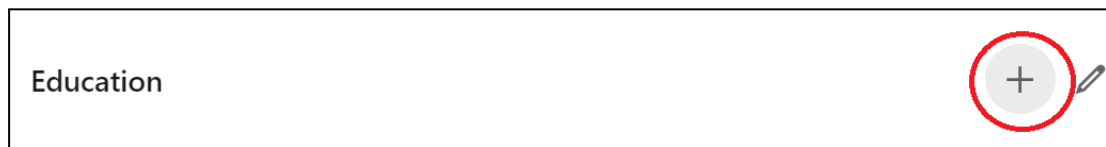
LinkedIn is a great way to start connecting with hiring companies, recruiters, and fellow developers, as demonstrated in the first Build Your Brand task. It has helped many people land their dream job! In the digital era, if you are not on LinkedIn, you do not exist, as 97% of hiring companies and recruiters use LinkedIn to source

potential candidates. A strong LinkedIn profile could mean the difference between you being invited for an interview or overlooked.

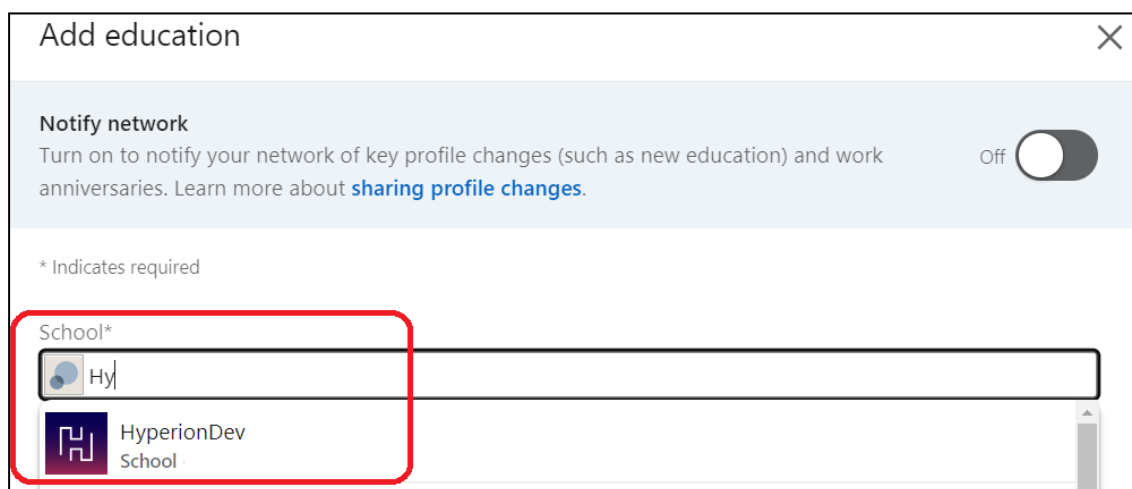
## TIPS FOR CREATING A GREAT LINKEDIN PROFILE

Here are ten 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.



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. Include HyperionDev as an educational institution. Then, when you earn your HyperionDev certificate, you may have a university co-certify the certificate with Hyperion. At this point you could also add them as an educational institution on LinkedIn as well as on your CV.
11. 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: [\*\*Creating a great profile: Video tutorial\*\*](#).

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

## 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 - GoodReads [Link](#)***

## THE COVER LETTER

A cover letter is an **incredibly beneficial** resource. It allows you to demonstrate your passion and interest to potential employers or recruiters. It shows you've done additional research regarding the position and gives the hiring company an idea of who you are and what you have to offer.

Employers may use cover letters that are not thoughtful and individualised as a means of screening out candidates who might not be as interested in or possibly not meet the minimum requirements for a position. Careful customisation of the cover letter could make or break an application. Check out this **video** entitled “Writing a Cover Letter for UK Tech Jobs” by **Technologist Confidant**. It recommends finding out from the company their guidelines in terms of whether they expect a cover letter. There are only a few exceptions for not including a cover letter in a job application; for example, an online application form or an applicant tracking system may not allow a cover letter to be uploaded. When this is the case, you don't have to worry about it.

Keep in mind that one way to repurpose the cover letter is to use it in the body of the email if you're providing a CV by email. Alternatively, you can include it in the additional information section of an online application if there is such a section available.

Here are a few points to note when constructing the cover letter:


- The standard cover letter should not be more than one page and should start with a header or heading that says: Cover Letter of Name and Surname.
- Very clearly list essential contact details.
- Address the hiring partner, team, or point of contact as per the job specification.


- Avoid flowery language or being long-winded - be specific and get to the point, providing only information that's relevant to the hiring manager.
- The first paragraph is the most important – think of this as the “*Power Introduction*” – include the most pertinent information on who you are, your skills or experience, and what value you will add to the position or company.
- The second paragraph needs to show that you have spent adequate time researching the company.
- Then you need to connect your skills to the job requirements and highlight your skills and experience – remember to show, not tell – so use relevant examples of previous responsibilities or projects.
- Next, you want to mention any relevant achievements and accolades you might have.
- Finally, in the last paragraph, you could (if necessary) mention any information related to a disability, work visa, or your availability. Remember to be honest – recruiting is expensive, and building a good relationship with the company you want to join starts here.


Before attempting the Practical Task at the end of this document, please look in your Dropbox folder for this task for an example of both a bad and a good cover letter, and read through both carefully.

## 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.


**Keep it short**  Only have the important, impressive and relevant information on your CV. 2 pages is more than enough. You can talk about the rest in the interview.


**Include a cover letter**  Cover letters are a great way to go the extra mile and show why you would be great for the position.

**Be specific**  Be as specific as you can. E.g. Rather than just saying, "Led a project that improved sales, be specific: "Led a project that improved sales by 42% in 6 months"

**How to write the perfect CV**

**Show off your professionalism**  Choose a professional, easy-to-read font, use a professional tone and make sure you have **thoroughly** proofread your CV before sending it through.

**Get a second opinion**  Once you are happy with your CV, make sure to get someone else to read it. Ask them to check if there is anything you could say more succinctly or professionally.

 HyperionDev

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It is critical that bootcamp job seekers do two things on their CV if they are lacking professional experience in tech-focused roles.

1. They must treat the bootcamp as their 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. Job seekers must list the bootcamp at the top of their CV as their most recent experience – describing the technical components of the program in depth – and providing links to any relevant projects, portfolio pieces, and GitHub repositories they may have completed during the program.
2. It is also important for job seekers to 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 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 resume. 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 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.”*

- 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: 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: 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.

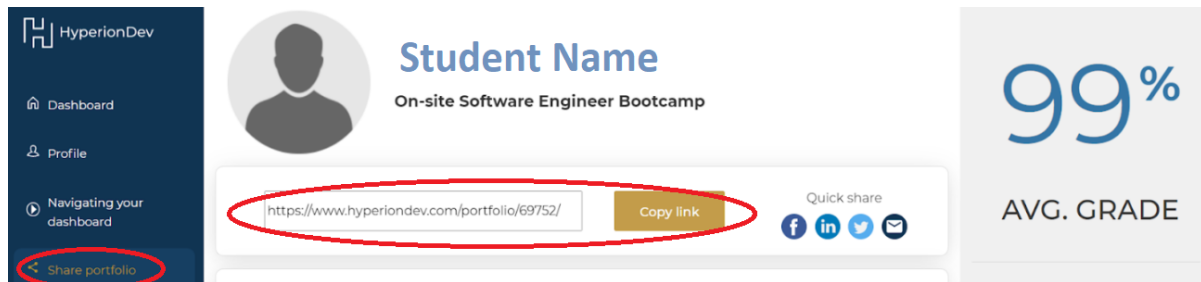
#### **Data Science** skills:

- Software development within Python and SQL
- Object-oriented programming
- Data transformation and manipulation
- Data visualisation
- Machine learning
- Natural Language Processing (NLP)
- Source version control

#### **Software Engineering** skills:

- Software development in Python and SQL
- Object-oriented programming
- Systems analysis
- Systems design
- Source version control
- 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 (if you don't have one yet you will make one in a later task and can return to your CV and add it at that point), 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 up front, 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 [free templates](#) or the [LinkedIn resume builder](#) to create your CV.

See, below, an example of a CV template compiled to apply for a tech role using the Pragmatic Engineer's template:

City, Country  
name@email.com

Name  
Surname  
Junior data  
engineer

linkedin.com/in/username  
github.com/username

## Summary

Lorem ipsum dolor sit amet. Cum natus quos a fuga molestiae hic veritatis tenetur id sint maiores ut reiciendis velit At accusantium minima. Hic alias deleniti ab iste culpa et voluptate obcaecati. Et enim vero sit ipsa natus et corrupti magni. Eos velit enim aut incidunt dolor et accusantium debitis vel atque dolorum sed mollitia unde et obcaecati fugit ea magnam provident..

## Professional Experience

### Job title (part-time / full- time)

Department or team

### Company Month Year – Present

City, Country

- Conducted...
- Managed...
- Created...
- Researched...
- Co-managed...
- Initiated...

### Job title (part-time / full- time)

Department or team

### Company Month Year – Month Year

City, Country

- Conducted...
- Managed...
- Created...
- Researched...
- Co-managed...
- Initiated...

## Education and Certifications

- **Title of course or degree or bootcamp**, Institution, Country **2022–2023**
- **Secondary education**, Institution, Country **2020–2022**

## Tech Stack

- **Programming Languages:** Python, JavaScript, HTML, CSS, {other languages}
- **Technologies:** MySQL, Git, {other technologies}
- **Other:** Data structures and algorithms, {other relevant skills}

## Achievements and Projects

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- **Project:** Short description showcasing the skills used in the project
- **Project:** Short description showcasing the skills used in the project

## Self- study or interests

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- Self-study or interests related to the role

## Other skills

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- **Tools:** Google, Microsoft, Salesforce, Zoom and Skype
- **Languages:** English- fluent, Spanish-conversational

## References

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**Name Surname**

**Company; Job title**

Email: name@email.com

Tel: (XXX) XXX XXXX

**Name Surname**

**Company; Job title**

Email: name@email.com

Tel: (XXX) XXX XXXX

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.

What does a good CV look like versus a bad CV? We've provided an example of each. Before attempting the Practical Task at the end of this document, please look in your Dropbox folder for this task to find these examples, and read through both carefully.

## TRACK AND ORGANISE YOUR JOB APPLICATIONS:

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 and organising your applications or pitches will make your life much easier. Many people use something like Excel or Google Sheets to capture the job listings or work opportunities for things they are interested in applying or pitching for (or

have applied to/pitched for). We provide you with a tracker template to get you started (link at the end of this section).

**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 e.g. 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 e.g. a first-round or third-round interview, etc.)

**For self-employed people**

- 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 e.g. 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

You may download or copy this useful [Job/Interview/Pitch Opportunity Tracker](#) template as a base to work from. Remember to remove the example data before populating it with your own data.



### Take note!

#### A reminder of the important dates.

By **30 March 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/outcome5](http://www.hyperiondev.com/outcome5). 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 **23 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/finaloutcome5](http://www.hyperiondev.com/finaloutcome5). 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/outcome5](http://www.hyperiondev/outcome5) before attending the interview.

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

## Practical Task 1

Follow these steps:

- Join LinkedIn (if you haven't already) by visiting this site:  
<https://www.linkedin.com/reg/join>
- 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.
- Create a Google doc with a uniquely identifiable filename that includes your name and email address and a task identifier for this task (**BYB2**). 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 - BYB2**.
- Locate and follow the [HyperionDev](#) company page. Take a screenshot to show you have done this and paste it into your Google doc.
- 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.
- Once you are happy with your LinkedIn setup, put the link to your profile on your CV.
- You don't need to do anything else with your Google doc at this point; you'll add to it in the third practical task.

## Practical Task 2

Follow these steps:

- Open the **Job Descriptions** folder in your Dropbox. Here you will find job adverts with full role descriptions for three roles relevant to Cloud Engineering, Cyber Security, Data Science, Software Engineering, and Web Development students, respectively. Locate and read carefully through the job advert relevant to the bootcamp you are taking.
- Create a version of your CV and cover letter that is relevant to the job advert you looked at. Note that, in our guidelines given in this task, we suggest that the second paragraph of your cover letter needs to show that you have spent adequate time researching the company. Our example job descriptions do not have any info about the company posting them which makes this difficult. You can research any tech company you've found job ads or tenders for contract work from online, and use it as the basis for this paragraph, in this exercise, just to get practice writing this sort of thing.
- Add a PDF of your CV and cover letter to your Dropbox.

## Practical Task 3

The instructions below differ slightly for job seekers and self-employed students. Read them carefully and follow those that fit the category you are in.

### JOB SEEKERS

- Once again, consider the sort of roles you might like to apply for and the sort of companies you might want to work for. Take into consideration the role, the skills required, location, ways of working (remote, hybrid, or on-site), the type and size of the organisation, and the industry.
- Find 5 junior tech roles currently being advertised - **different from the roles you identified in the first Build Your Brand task** - ensuring you consider **a range** of employers - large (1000+ employees) and small (500-100 employees) companies as well as tech scale-ups (up to 100 employees), paid internships and apprenticeships, or companies that source, hire, and train.

Remember that we specifically request that you search for and apply to a broad range of organisations. We find this to be **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 create relationships with your identified companies *if you have indicated that you are ready to apply for jobs*. We already have relationships with many larger tech companies, so 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 have identified, again identify the recruiting or hiring managers (possibly the Talent or HR people at each company) and their contact details if possible (**email addresses for at least 2**) and **LinkedIn profile URLs (for all, mandatory)**.
- If you are ready to start applying for jobs, **create and submit applications** to these 5 opportunities, **as well as** the 2 you identified in the first Build Your Brand task. Also, **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.
- Remember to track your applications in the [tracker spreadsheet](#) we provided a template for earlier in this task.

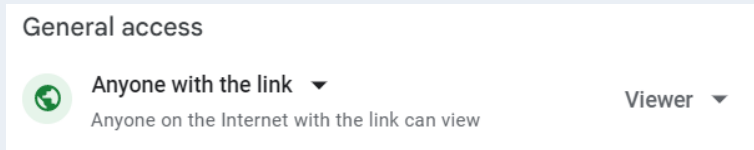
### SELF-EMPLOYED STUDENTS

- Once again, consider companies and business contacts to whom you would pitch your services or products. Note the contact and other details of 5 such companies or individuals.
- If you are ready to start reaching out to potential clients, **create and submit pitches** to these 5 opportunities, **as well as** the 2 you identified in the first Build Your Brand task.
- Remember to track your pitches in the [tracker spreadsheet](#) we provided a template for earlier in this task.

### ALL STUDENTS

- Fill the following into [this form](#):
  - your LinkedIn Profile link;
  - the details of the contact people you have identified, whether for job opportunities (job seekers) or business opportunities (self-employed students). Take screenshots of the form showing all the data you have filled in, and paste them into the Google doc you created earlier so that the mentor reviewing your work can see that you have completed this part of the task.

- Put a public link to your Job/Interview/Pitch Opportunities tracker into the **BYB2** Google doc you made earlier. Make your Job/Interview/Pitch Opportunities tracker public by using this sharing setting on Google Sheets:



If privacy is a concern, you may make it private again after this task has been marked.

- Save your Google doc as a PDF (using the menu options File -> Download -> PDF) and upload the PDF file to your Dropbox.
- **Remember, if you secure an interview, it is absolutely vital that you notify us** via [hyperiondev.com/outcome5](https://hyperiondev.com/outcome5).



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