

Tech Resumes - Dos and Don'ts

Jan 2023

Imagine Foundation Webinars



Introduction - Yasaman Mansouri

- B.Sc. Computer Science
- MS. Human Computer Interaction and Design
- Working in Berlin since 2018
- Experience in recruitment industry
- Imagine coach since 2022



What we will see today

→ **Tech resumes - dos and don'ts**

- Resume template and design
- Important sections
- Sentencing and tone
- How to get past the writers block
- ATS friendly resumes

→ **LinkedIn profile tips**

- How to make your profile stand out
- How to stay on recruiters radar

→ **Q&A**



What people see and what they read

Appearance

Grid and structure

Colours and icons

Length

Content

Sections

Grammar and spelling

Valuable information

Meet Chopin - a good and a bad template

Chopin

Protecting territories through extensive barking

Berlin, Germany



SUMMARY

8-year-old poodle-bichon-lab mix, highly capable of protecting my family and house from flies, weird noises and dangerous delivery guys. I specialise in barking, and take pride in my loud voice which is well-known by the entire complex we live in.

EXPERIENCE

Senior guard dog

Berlin territory

- 2019 - Ongoing - Berlin, Germany
- Communicated danger to my humans immediately after hearing any noise
- Kept my humans engaged by refusing to eat sometimes
- Learned how to socialize with other dogs (still working on my communications with big black scary ones)
- Earned the nickname "Fluff" in less than a year

Guard dog

Tehran Family House

- 2014 - 2019 - Tehran, Iran
- Protected a house of 4, 24/7 for 5 years
- Supported the mental health of family in tough times by distracting them via chewing their shoes and hiding their socks
- Learned my first commands as a guard dog: "Shake hands"

STRENGTHS

Fast runner

I can run in any weather condition and I don't need a reason for it. Wherever you can I follow.

Defeating flies

I chase and eat dangerous flies. But sometimes they are too fast, and I have no choice but to hide in the dark the whole day, so they can't find me.

Chewing

No matter how many toys mommy buys, I make sure to chew them fast enough, so we can move to the next one efficiently. I don't know why she has to collect destroyed toys, but I'm committed to help her regardless.

LANGUAGES

Persian	Native	English	Advanced
German	Beginner		

MOST PROUD OF

Being an immigrant dog

Coming to Berlin was a big challenge. I did not know any of the smells, we used this long shaky car called the "train" to get home, and everyone kept yelling "Nein!" for some reason. But I was strong and managed to learn my way around.

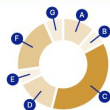
Allowed on the bed

After years of being a good boy and practicing my puppy-eyes, I am now finally allowed to sleep with my humans on the same bed.

The best Fetch player

I can fetch anything you can imagine. All you have to do is throw. Well, unless you don't have treats.

A DAY IN MY LIFE



- Morning walk
- Staring at mommy for food
- Listening to boring human meetings
- Hiding from the tedious flies
- Staring at daddy for play time
- Working on my chewing project
- Last walk - Quality time with daddy

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Appearance

- Avoid overwhelming designs
- Use colours and icons to distinguish different levels of information and guide the reader
- Don't mix different grids
- Care for colour contrast and readability
- Keep it under 2 pages

Content - Sections

The most important information should be read first, so mind the order of sections!

Must have sections:

- Header (title, name and contact)
- Experience
- Skills
- Education
- Languages

Nice to have:

- Summary
- Projects
- Extracurricular Activities
- Volunteering Experience
- Hobbies & Interests

Summary Section



Two approaches to writing a summary

- Assuming that this is all the reader will read: A brief **overview of your career**, achievements, capabilities and goals for the next position
- Assuming that the reader needs to know more about you: A **personal story or characteristic** which contributes to who you are and what you do, and is not clear from the rest of your resume

Job Experience Section



How to overcome the writers block

Follow the steps below:

1. Write down the 3 most important or impressive tasks you completed
2. Write down the personal achievements for each task
3. Write down the business/technical result of each task
4. Use the quantifying metrics to talk about the result, how could you describe your work in numbers?
5. Apply the job experience sentencing formula

A formula to write about job experience

Description (company OR project)

- Action verb + project/task + result

(Example: Implemented a mobile application which acquired 300K new users)

- Achievement (result) + Action verb + Task

(Example: Acquired 300K new users by implementing a mobile application)

* Use action verbs that convey an active contribution

How to quantify your impact

The ways any task can be measured in a quantifiable way:

- Business metrics such as **revenue** and **sales**
- Product metrics such as number of **users**, **downloads** or **requests**
- Technical metrics such as **speed**, **performance**, code **quality**, **bugs**
- Operational metrics such as number of **team members** you worked with, number of **applications** or **systems** you implemented
- **Time** metrics to describe a faster than usual implementation

“I automated the user registration of 3 applications in less than 3 months, resulting in a 20% increase in weekly sign ups”



discover your potential

How to quantify your impact

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- Communicated danger to my humans in less than 0.1sec after hearing any noise
 - Protected a house of 4, 24/7 for 5 years
 - Supported the mental health of family in tough times by distracting them via chewing their shoes and hiding at least 12 pairs of socks
 - Learned my first commands as a guard dog: "Shake hands" in less than a week
-



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Application Tracking Systems



Application Tracking Systems

- Application/Applicant Tracking Systems pull specific data from resumes and match them with the job descriptions, acting as the first level of candidate selection and categorisation
- Avoid heavily formatted objects such as images, tables, icons and columns
- Mind the section titles
- Stick to word and PDF format, avoid JPEG and PNG
- Use keywords from the job description

Application Tracking Systems

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- Morning walk

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You need more than one resume

- Adjust your resume to the position
- Feel free to remove unnecessary experiences or projects which does not contribute to the target role
- Adjust keywords and the tone of your voice

LinkedIn Profile



LinkedIn - differences to your resume

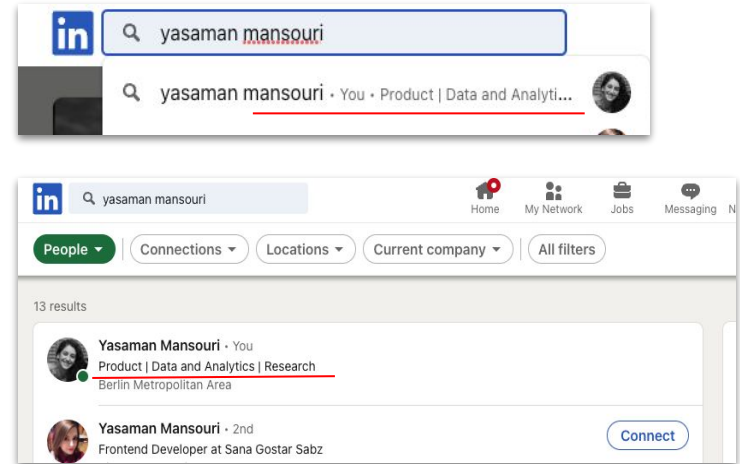
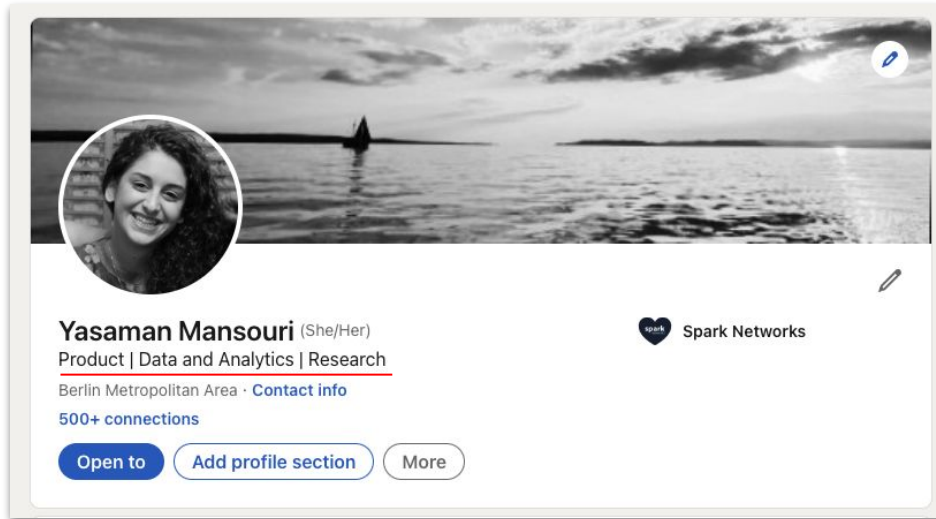
LinkedIn is meant for a broader audience, as opposed to resume which is meant for one specific position.

- Avoid restricting your narrative too much, write to impress the majority
- Length: Use your profile to unpack your passion for your line of work, and tell a story, you have more freedom here
- Add videos, links and supplementary material to your profile
- Tone of voice: LinkedIn can be less formal

LinkedIn - Make your profile stand out

- Use a casual and appropriate picture, which shows an approachable person with a proper zoom level
- Add a background photo to the header:
 - ◆ Subtle, less distracting
 - ◆ Mind the copyright
 - ◆ Do not copy another profiles picture
- Use a call to action in your Bio
- Add descriptions to your job experiences
- Ask a colleague to write you a recommendation
- Add languages and projects to your profile

LinkedIn - a formula for your headline



LinkedIn - a formula for your headline



Your name and picture

Role | Keyword | Keyword | Keyword | @Company

* Avoid soft skills in the headline of your profile such as “team player”, unless that’s one of your main selling points.

LinkedIn - Stay on recruiters radar

Click “open to work” to recruiters only. A recruiter has a different platform on LinkedIn where they have an advanced search system to look for candidates - this is done via in-mails. Usually their first search is via Open to work candidates. **Once you turn on Open to Work, any recruiter that ever messaged you via in-mail will get a notification. So if you turn it off and on again every 3 or 4 weeks, it re-sends out the notification and helps you to stay on the radar.**



Please answer the following:

- [Feedback](#)

Questions?

Most voted questions on the GMeet Q&A



How are feeling right now?

