**Identifying Industry Relevant Skills & Writing Accomplishment Statements**

1. Indicate the industry relevant job/position title you are seeking employment in.
2. Identify **five relevant skills** that you already have and which you will be including in your strategic resume (skills must be relevant to the job/position requirements).
3. For **each skill** identified, write **one accomplishment statement** that demonstrates how you have previously used this skill successfully. Accomplishment statements must follow the **STAR** method/model.

**Job/Position Title – Full-stack Developer**

|  |  |
| --- | --- |
| **SKILL** | **ACCOMPLISHMENT STATEMENT** |
| 1. Front-End Development | Designed and implemented responsive, user-friendly interfaces using React, streamlining content creation and editing processes, leading to a 30% reduction in update time for the CMS system |
| 1. Back-End Development | Developed and optimized back-end components in Node.js, ensuring real-time data handling and boosting the CMS platform’s efficiency, contributing to a 25% increase in user engagement​ |
| 1. Database Management | Designed and maintained databases using MongoDB for scalable, high-performance applications, ensuring smooth data retrieval and improving overall application responsiveness​ |
| 1. API Integration | Integrated third-party APIs (eSewa digital wallet) into healthcare platforms, improving payment processing efficiency and increasing user satisfaction by 40% |
| 1. Deployment and DevOps | Managed the deployment of a CMS system, ensuring 99.9% uptime and handling troubleshooting within minutes of issue detection, improving system reliability and user confidence​ |

**Assets & Value Proposition**

**My Assets (education, training)**

When applying for positions, it is essential to match your assets to the requirements of the job. In the table below, identify 2 of your assets that will be included in your resume and indicate why they are relevant/applicable to the job/position title provided in the previous section.

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of the Asset** | **Where I obtained this asset (institution, city, province/country)** | **When did I obtain it or will obtain it.** | **Why it is relevant and desired by employers for the selected job/position title.** |
| PG Degree, Web Development | Conestoga College, Waterloo, Ontario, Canada | Graduating 2024 | This asset will gear me with the formal knowledge of the latest web development techniques that are practices in the industry, specifically targeting the IT industry here in North America. |
| Frontend Software Intern | Waft Technology Pvt. Ltd., Lalitpur, Bagmati, Nepal | 2022 | This experience provided me with hands on experience with developing responsive UI/UX elements using React and integrating them with the backend adhering to the industry standards. |

Using the example found in week 3 of eConestoga to guide you, identify the key elements for **your** value proposition by completing the table. Consider the position you previously indicated, and tailor you value proposition to that role. Add the same job/position title in this section, to guide your response.

**Job/Position Title – Full-Stack Developer**

**My Value Proposition**

|  |
| --- |
| **Context**   * **Graduating Full-Stack Developer** |
| **Buying Motivators** (how might an employer in my industry benefit long term from employing me)   * Proven ability to design, develop, and deploy scalable web applications using modern technologies, ensuring optimized performance and enhanced user engagement. |
| **Supporting Qualifications** (what skills, credentials and experience do I have to offer in my industry that makes me a competitive candidate)   * Postgraduate degree in Web Development, hands-on experience as a Front-End Software Intern, proficiency in full-stack technologies (React, Node.js, MongoDB), expertise in integrating APIs, and managing state in dynamic applications. |
| **Added Value** (what else can I offer that is not required but would be an asset as a candidate in my industry)   * Experience with Agile project management, a strong problem-solving mindset, and the ability to deliver projects under tight deadlines while ensuring high code quality and system reliability. |
| **Why should an employer hire you?**  Based on the information you have already provided on the table, write a summary of why you should be hired in your industry. This is the beginning process of writing your **qualifications summary** in the resume. Aim for 3-4 sentences.   * With a comprehensive understanding of full-stack development and the ability to manage both front-end and back-end tasks, I am well-equipped to contribute to your development team. My educational background, combined with real-world internship experience, has allowed me to deliver high-quality web applications. I’m eager to leverage my skills in building scalable and efficient systems that drive user engagement and optimize performance, helping your organization achieve its technical goals and maintain competitive advantage. |

**My Career Brand and Social Media Platform**

We know that developing your career brand is a comprehensive process that takes time.

For this activity, you will review LinkedIn to better identify the features and create sections of your profile that could be used on your LinkedIn profile to communicate your value to potential employers.

**Resources to assist with this section**

[Edit Your Headline | LinkedIn Help](https://www.linkedin.com/help/linkedin/answer/a542926/)

[14 LinkedIn Profile Summary Examples (and 14 Best Practices)](https://www.linkedin.com/business/talent/blog/product-tips/linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own)

[Edit the About section on your profile | LinkedIn Help](https://www.linkedin.com/help/linkedin/answer/a553140/edit-the-about-section-in-your-profile?lang=en)

|  |  |
| --- | --- |
| **Social Media Platform:** **LinkedIn** | **Responses for each section** |
| 1. The “**INTRODUCTION**” section is located at the top of your LinkedIn profile and is one of the first things seen by persons viewing your profile. Provide the wording that you will be adding in this section to communicate your brand in the **HEADLINE field.** | Full-Stack Developer | Proficient in MERN Stack | Building Scalable and High-Performance Web Applications | Passionate about Enhancing User Experience and Optimizing Efficiency |
| 1. The **“ABOUT”** section of your LinkedIn profile (sometimes called the summary section) will be seen early in your profile by viewers. In this section, you can communicate key aspects of your brand by using industry keywords, summarizing key achievements and results with statistics (optional) and using a professional authentic voice. Provide the wording that you will be using for this section of your LinkedIn profile. | I’m a Full-Stack Developer specializing in the MERN stack, with expertise in building scalable web applications and optimizing performance. I have hands-on experience in front-end and back-end development, API integration, and deployment management. My projects have improved user satisfaction and efficiency by streamlining processes and ensuring system reliability. Currently pursuing a Postgraduate Degree in Web Development at Conestoga College, I am dedicated to delivering high-quality, innovative solutions that drive business success. Let’s connect!  As a Full-Stack Developer specializing in the MERN stack, I create scalable, high-performance web applications with a focus on user experience and efficient back-end solutions. I’ve improved payment processing systems, integrated APIs, and managed deployments with 99.9% uptime, driving both user engagement and operational success. Currently pursuing a Postgraduate Degree in Web Development, I am staying up to date with industry trends and thrive in Agile environments to deliver impactful, timely solutions. Let's connect if you're looking for a dedicated developer to enhance your team! |

**My Labour Market Research**

Complete the table below to indicate two job titles of interest, the best locations to find employment for positions that you have chosen. **For the first-choice job title, ensure it is related to your current program of study.** The second job title must be different from the first, but still related to your current program of study. **Please use two different locations.**

**APA citations are required for all research in this section.**

**LMI means – Labour Market Information**

|  |  |
| --- | --- |
| First Choice: Job Title and location  (eg. IT Business Analyst, Waterloo) | Second Choice: Job Title and location  (eg. Data Scientist, Vancouver) |
| **Job Title:** Web Developer  **Location:** Waterloo, Ontario | **Job Title:** Front-End Developer  **Location:** Vancouver, British Columbia |
| Reasons for choosing this job title and location based on **labour market information/facts.** | Reasons for choosing this job title and location based on **labour market information/facts.** |
| **1. LMI for Waterloo, Ontario**  - It is part of the tech hub known as the "Tech Triangle" in Canada, which has seen substantial growth in the technology sector, leading to a demand for skilled web developers. Companies are increasingly investing in digital infrastructure, making web development a critical area of focus​.(*2024 In-Demand Technology Roles and Hiring Trends*, n.d.; *2025 Tech and IT Salaries and Hiring Trends*, n.d.)  **2. LMI for Web Developer**  - The role of web developers is increasingly critical as businesses prioritize online presence and user experience. The competition for skilled web developers is significant, with many organizations offering attractive salaries and benefits to secure top talent​. (*2024 In-Demand Technology Roles and Hiring Trends*, n.d.) The median salary for web developers in Waterloo is approximately CAD 73,000 per year, with salaries typically ranging from CAD 65,000 to CAD 100,000, depending on experience and specific skill sets​. (Canada, n.d.-b) | **1. LMI for Vancouver, British Columbia**  - It is the home to a vibrant technology sector, especially in the Lower Mainland-Southwest region of British Columbia. Despite a slight decrease in demand post-COVID-19, the city remains a hub for tech firms, offering a good number of opportunities in web development due to the concentration of IT companies. However, job prospects in the region are expected to be limited from 2023 to 2025, with fewer positions opening due to retirements​.(Canada, n.d.-a)  **2. LMI for Front-end Developer**  - Software Developers are experiencing a similar demand, driven by the growth of technological roles across various industries. The competition for skilled software developers remains high, as businesses seek to innovate and implement new technologies. (*2024 In-Demand Technology Roles and Hiring Trends*, n.d.) |
| Websites that currently have job postings for this job title.   1. [**Web Application Developer, Fivewalls**](https://ca.indeed.com/viewjob?jk=19a13ae758ccc477&tk=1i9ffkduqia7689t&from=serp&vjs=3) 2. [**Web Developer, Home Hardware Stores Limited**](https://www.simplyhired.ca/job/417Oh_JCS2YHqCNyPyThjH6Gogow6ANgt7ZeXQathEufLGsEXc7qUQ) | Websites that currently have job postings for this job title.   1. [**Front-End Developer, Massive Media**](https://www.simplyhired.ca/job/vxb26zWlxD56gn9J0l_qaJgNq82qRVLWBxWx0QAK5g2kRkOP5lKi3g) 2. [**Front-End Developer, Durable**](https://www.simplyhired.ca/job/gpNYA7rpzCBwaaW_QDUhx7Qx2WiMWmW1KIqNYsRbOsRVoEZDkdWNpQ) |

**APA References**

*2024 In-Demand Technology Roles and Hiring Trends*. (n.d.). Robert Half. Retrieved October 5, 2024, from https://www.roberthalf.com/us/en/insights/research/data-reveals-which-technology-roles-are-in-highest-demand

*2025 Tech and IT Salaries and Hiring Trends*. (n.d.). Robert Half. Retrieved October 5, 2024, from https://www.roberthalf.com/us/en/insights/salary-guide/technology

Canada, E. and S. D. (n.d.-a). *Front-end Web Developer near Vancouver (BC) | Job prospects—Job Bank*. Retrieved October 5, 2024, from http://www.jobbank.gc.ca/explore\_career/job\_market\_report/outlook\_occupation\_report.xhtml

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