



Application Workshops

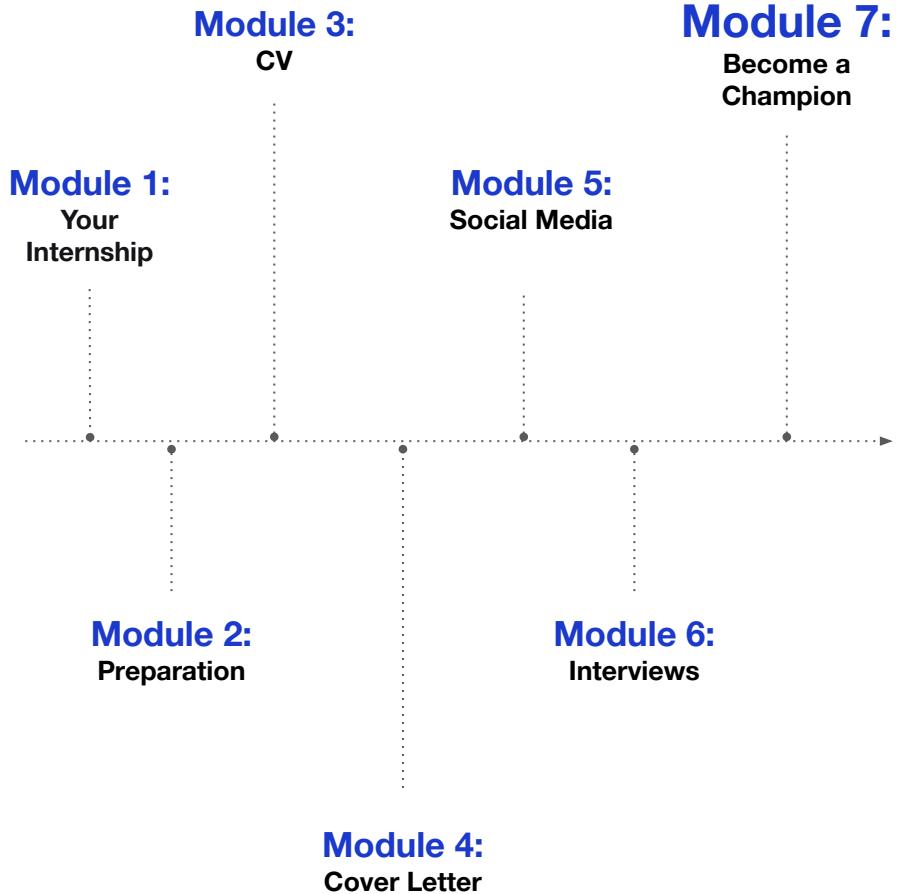
Turn your knowledge into action!



Application Workshops - Content

Timeline

Module 1 Module 2 Module 3 Module 4 Module 5 Module 6 Module 7





Who are we?



Sophia Postel

Product Owner Non-Tech Education & Team Lead Career Success



Annika Kolter
Career Success
Manager & Partner
Lead West



Sophia Böttcher
Career Success
Manager & Partner
Lead North



Paula Marzejon
Career Success
Manager & Partner
Lead East/Mid



Theresa Anzer
Career Success
Manager & Partner
Lead South



Ineke Fecht
Working Student



Rebecca Walpuski
Trainee

graduates@digitalcareerinstitute.org

How Do We Support You?

Our Mailing Address:
graduates@digitalcareerinstitute.org

01. Application Phase

While studying, our Career Services include ...

- ... Application Workshops, Reviews & Individual Coaching Sessions
- ... Connect you with our company network
- ... Event promotion and organisation

02. Graduation

When graduating from DCI, we ...

- ... Support you and your future employer with formalities
- ... Make sure you have a smooth career start

03. After Graduation

After graduating, we continue supporting you ...

- ... with our Career Services (up to 6 months after graduating)
 - ... with becoming part of our Alumni network and
- We want to stay in touch with you!**

INTRODUCING YOUR JOB COACH:



CLEMENTINA ALEGRETT:



Your new Job Coach!

She's a certified Career & Business Coach (IHK)
Holds a Master's degree in Intercultural Conflict
Management (ASH-Berlin)
Worked several years in the tech industry as a Product
Manager / Scrum Master
Is passionate about innovation, the tech-ecosystem,
entrepreneurship, start-ups & New Work



OUR JOINT MISSION:



I am eager to start navigating your professional future at your side. I will be supporting you in your application phase. I will provide 1:1 coaching sessions, CV & Cover Letter Feedback, Interview simulations, salary negotiations and business communication best practices, among others.

I am looking forward to getting to know you all.

Contact me at:

clementina.alegrett-freelancer@digitalcareerinstitute.org

Your Contacts



Clementina Alegrett
Job Coach @DCI

- CV, Cover Letter Feedback
- Mock-up Interviews
- Individual 1:1 Coachings
- clementina.alegrett-freelancer
@digitalcareerinstitute.org



Rebecca Walpuski
Career Success Manager @DCI

- Legal questions
- Contract matters
- Questions regarding company network

graduates@digitalcareerinstitute.org



How To Make A Remote Workshop Engaging

- 01.** Let's make this a video call :)
- 02.** Questions, comments and open discussions are welcome!
- 03.** Please, mute yourself when you are not speaking.



Your Guide to (Career) Success

What is important to You during the Application Phase?

- How would you like to work together in your group and with your Job Coach?
- What can we contribute?
- What can you contribute?

Your Guide to (Career) Success

What is important to Us:

Be Proactive

- Engage & share with your class
- Engage in discussions
- Implement feedback & follow up with your Job Coach, don't wait for the job coach to remind you
- Start applying asap
- Ask for support if you need it (!)

Employers often look for people with a hands-on mentality, who look for solutions themselves, but who also ask for support if needed.





Application Workshops - Your Internship

Timeline

Module 1:

Your Internship

Module 2

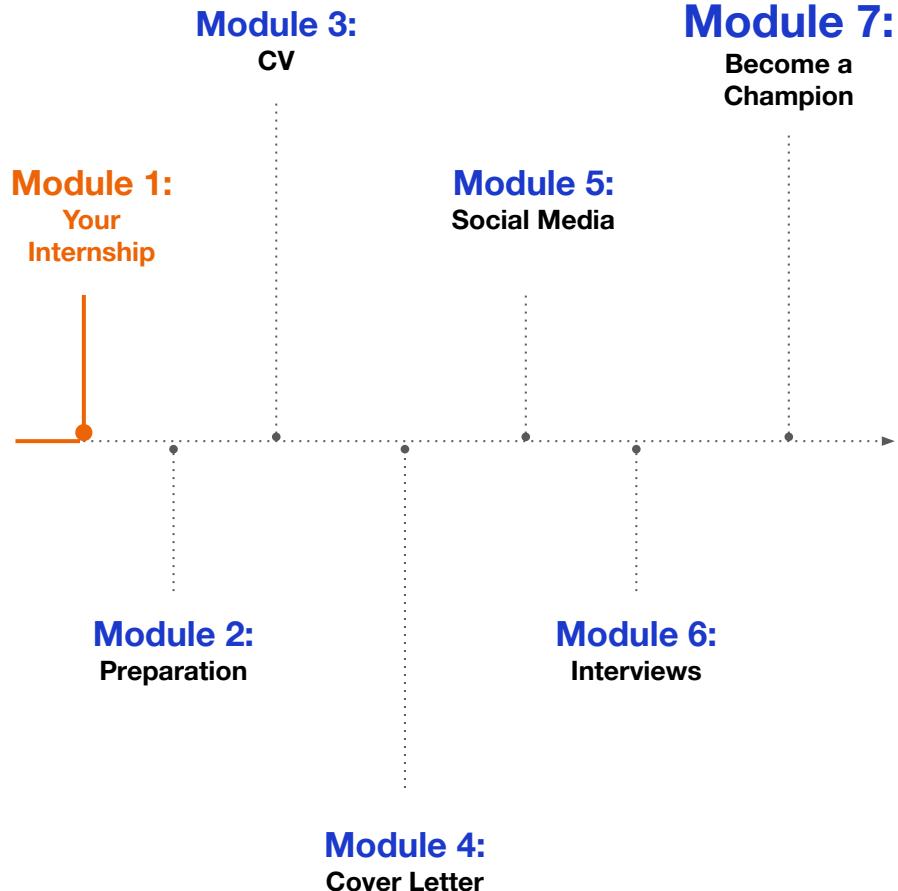
Module 3

Module 4

Module 5

Module 6

Module 7



Module 1: Your Internship

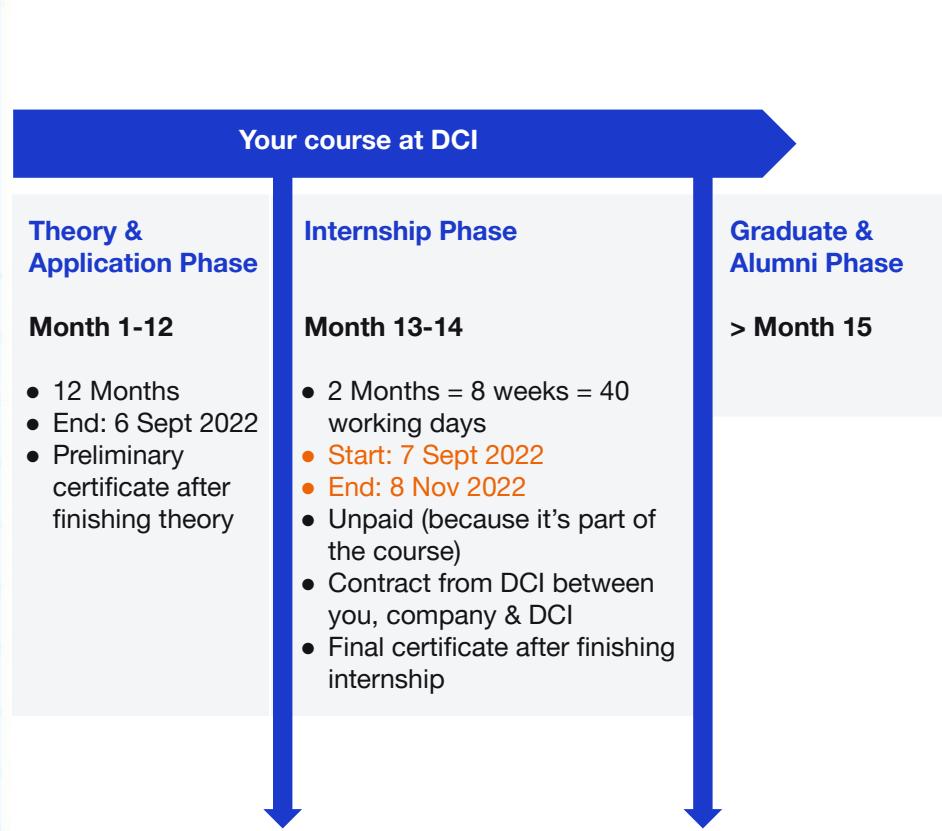
You Will Finish Your Course With a 2 Months Internship!

Timeline

Module 1:

Your Internship

Module 2 Module 3 Module 4 Module 5 Module 6 Module 7



End of Internship =
Official End of Course
2022

DCI Module 1: Your Internship

You Have Different Options For Your Internship Period



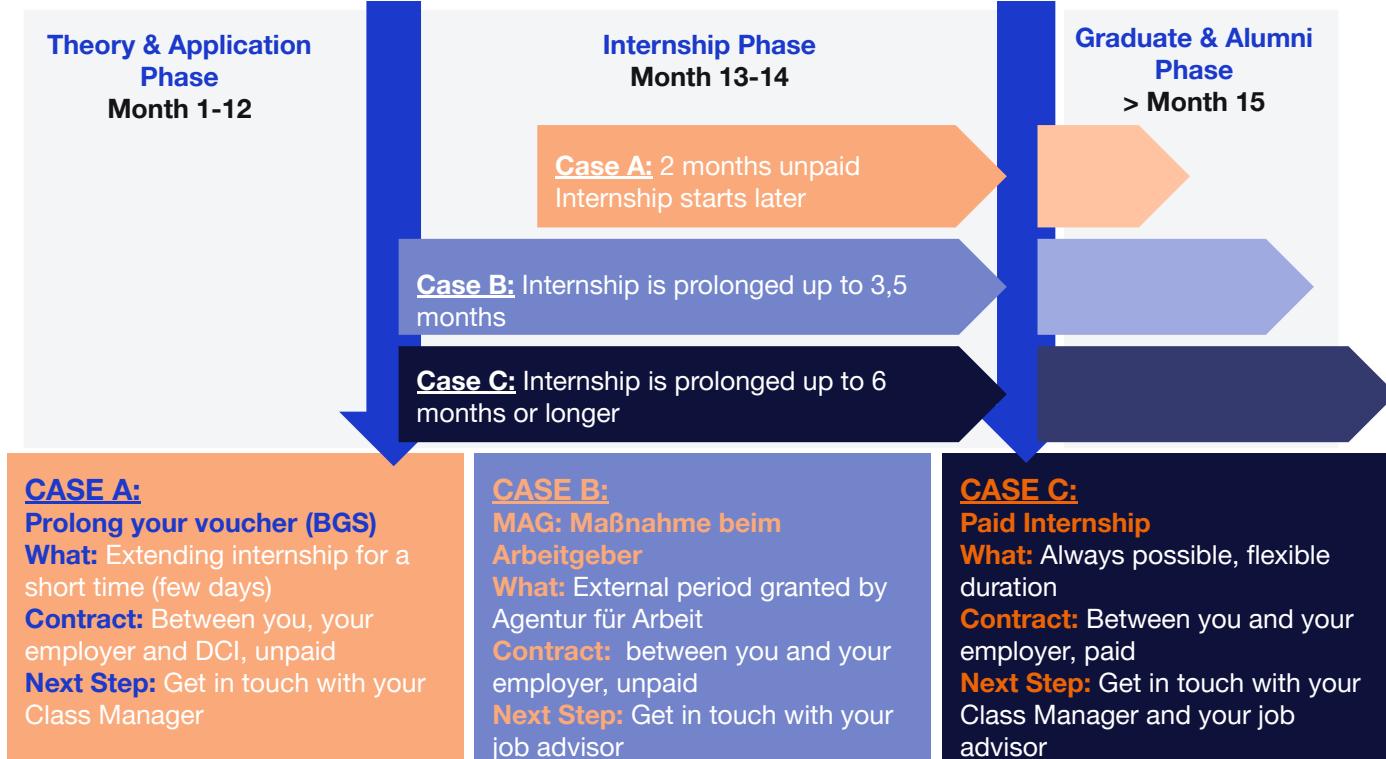
Timeline

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Your Internship

Module 2 Module 3 Module 4 Module 5 Module 6 Module 7



DCI Module 1: Your Internship



Timeline

Module 1:
Your Internship

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DCI Module 1: Your Internship



If you have found a job immediately, **you can skip the internship and start working**. Furthermore, starting to work in a permanent position is possible even before graduation.

Important note for Tutors: If you find a job, please cancel your tutoring contract in time to avoid double employment.

Eingliederungszuschuss (EGZ)?

The EGZ is an integration grant paid by the Agentur für Arbeit/Job Center that supports employers to hire newcomers.

Example:

You sign a contract for 1 year - your employer can apply for a refund of up to 50% of your salary for the first 6 months of your employment.

Timeline

Module 1:
Your Internship

Module 2 Module 3 Module 4 Module 5 Module 6 Module 7



DCI Module 1: Your Internship

3. Internship Program:
Alternative If You Don't Find An Internship



Timeline

Module 1:

Your Internship

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DCI Module 1: Your Internship



Timeline

Module 1:
Your Internship

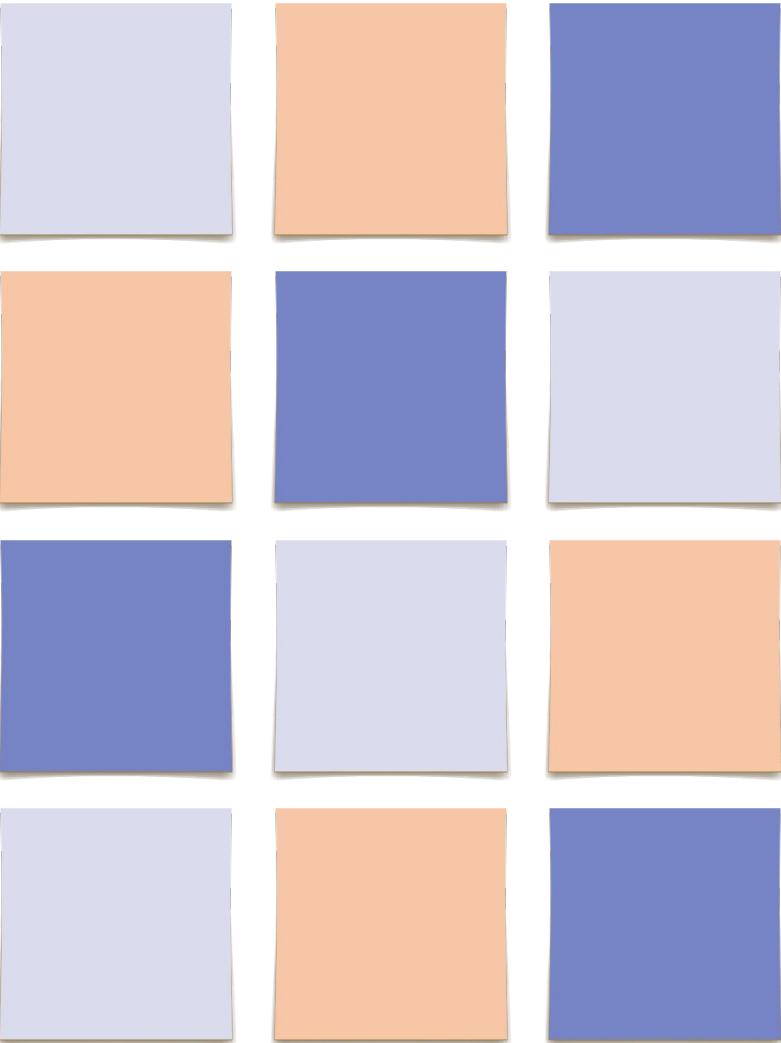
Module 2 Module 3 Module 4 Module 5 Module 6 Module 7





Introducing Yourself

1. What's your name?
2. What's your professional background?

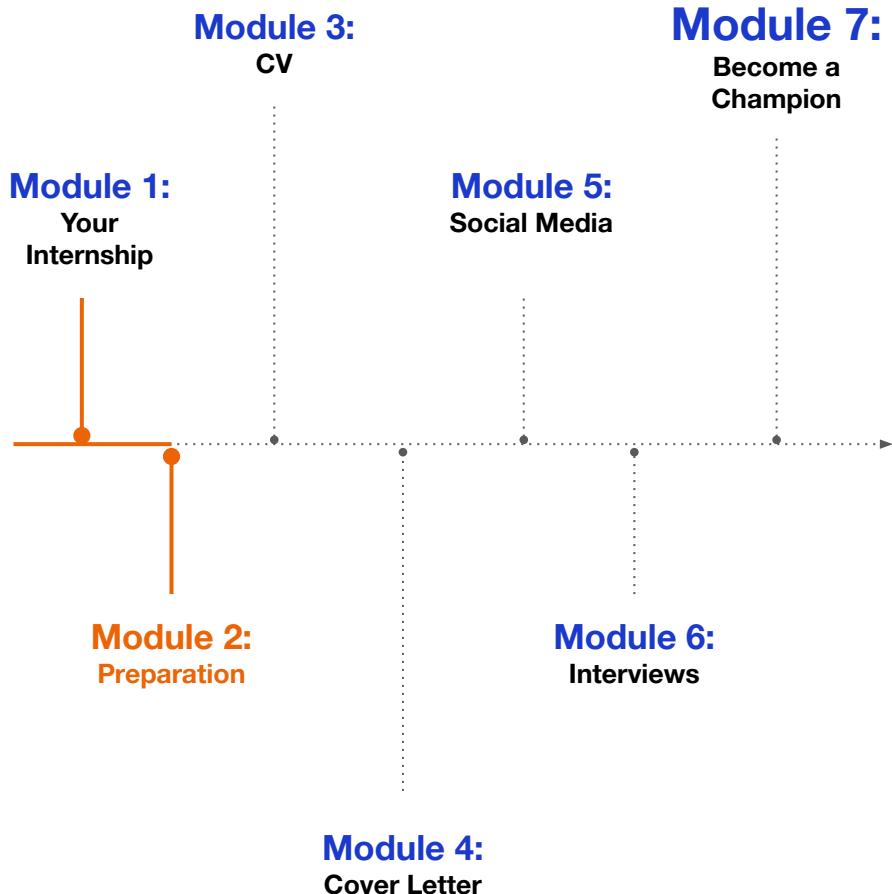




Application Workshops - Content

Timeline

Module 1 **Module 2:**
Preparation Module 3 Module 4 Module 5 Module 6 Module 7



Module 2: Preparation

Time Management

Timeline

Module 2:
Preparation

Module 3 Module 4 Module 5 Module 6 Module 7



- 01.** Move step by step
- 02.** Define “application times”
- 03.** Prioritise
- 04.** Plan realistic, do breaks



Module 2: Preparation

When looking for a job, having a plan is beneficial

Timeline

Module 1 **Module 2:**
 Preparation Module 3 Module 4 Module 5 Module 6 Module 7



Introspective
- Understand yourself!

- Your strengths?
- Your goal?
- How to sell this?



Extrospective
- Understand the market!

- Which industry?
- Type of company?
- Inform about different roles



Stay in the loop!

- Find mentors, connections, communities
- Let people know you are open



Module 2: Preparation

Exercise: My Strengths Are...

Timeline

Module 2:
Preparation

Module 3 Module 4 Module 5 Module 6 Module 7



Think about **2 strengths**, one you have **brought into DCI** already and one you have **developed throughout the year at DCI**.

Personal strengths I brought into DCI are...

(e.g., “problem-solving, fast learning”)

Strengths I have developed throughout the year at DCI are...

(e.g., “Intercultural communication”)

Module 2: Preparation

How To Find Job Offers:
Joining Communities

Timeline

Module 2:
Preparation

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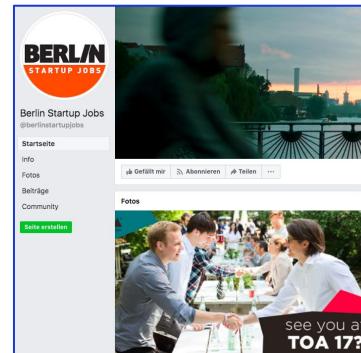
**English speaking
jobs in Berlin**



**Tech & Startup
Events in Berlin**



Berlin Startup Jobs



**Startup Berlin Chat
Group**



Module 2: Preparation

How To Find Job Offers:
Popular job platforms

Timeline

Module 1 **Module 2:**
Preparation Module 3 Module 4 Module 5 Module 6 Module 7



Job Platforms



Recruiting Platforms



MOBERRIES



Social Media Platforms



Module 2: Preparation

Workeer

Timeline

Module 2:
Preparation

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Platform for Newcomers!

workeer



1. Register via workeer.de
2. Set Up your Account
3. Connect with DCI
4. Receive Job Offers & Apply for great positions!

Any Questions? → Check out our Application Newsletter which comes after this workshop

Module 2: Preparation

How to research jobs

Timeline

Module 1 **Module 2:**
 Preparation Module 3 Module 4 Module 5 Module 6 Module 7



- 01.** Research different wordings and phrases
(Engineer, Developer, Fullstack, Frontend, Shopware Entwickler)



- 02.** Research your key skills
03. Consider positions that form interfaces to other departments
(Product Owner (m/w/d), Projectmanager (m/w/d), Product Designer (UI/UX) (f/m/d).)

- 04.** Working Student positions could be potential internship positions
(e.g., Working Student, Frontend Developer)

Good to know!

Companies do not always advertise their internship vacancies online. It can be valuable to proactively reach out to a company of your interest. You can send a speculative application or just make a call.



What to say?

“Hey, I am interested in supporting your company while learning something new - do you accept interns as well?”

DCI

Module 2: Preparation

How to research jobs

Exemplary Job Description: Full-Stack Developer (m/f/x)

(Source: Quandoo GmbH)

Job Description

- Contribute to the development of innovative software tools, applications, services, and platforms to enhance Quandoo's internal systems and product portfolio
- Help shape our technological development and frameworks to help achieve business goals Deliver innovative improvements and solutions and commit to delivering on time
- Continuous Identification and fixing of performance issues
- Maintaining a high awareness of industry issues and trends, particularly in regard to accessibility, usability, and emerging technologies
- Write test automation, conduct code reviews and take end-to-end ownership of deployments to production

Qualifications

Our Ideal Frontend Engineer will have :

- Basic experience with HTML5, CSS3, and JavaScript
- Basic experience with Angular and/or AngularJS an asset or the ability to learn fast
- Nice to have: experience with build tools (Webpack, Babel, and, Gulp)
- Proactive "can-do" and "hands on" attitude
- Knowledge or experience in Agile development methodologies
- Good communication skills, high proficiency in English

Have you contributed any of these bullet points in your previous job, education or during project work at DCI?

'Must have' skills can be balanced out with 'Nice to haves'

How can your work/education background help you here?

Good to know!

Job advertisements always describe the 'perfect candidate'. Motivation can overcome a lot of missing skills.

If you are really interested, fulfilling 2-3 bullet points is enough to apply.

Also, required experience of 2-3 years should not be an obstacle.

Timeline

Module 2:

Preparation

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DCI Module 2: Preparation



Timeline

Module 2:

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Coffee Break

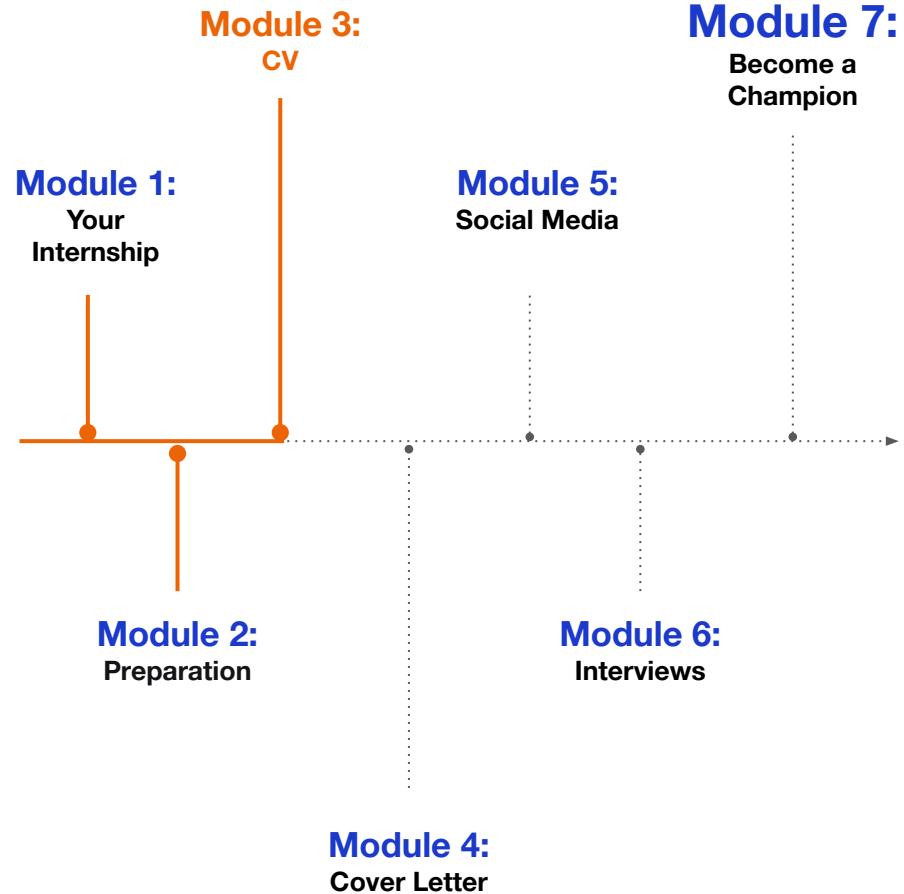


Application Workshops - Content

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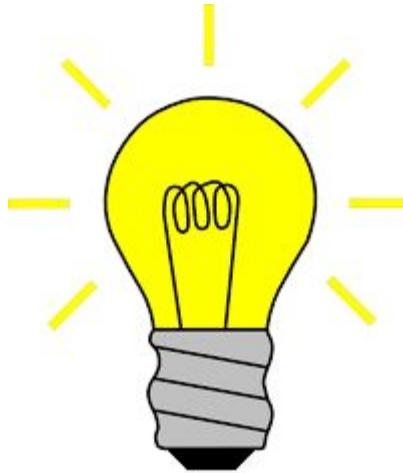
Module 3

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Audience Q&A Session





Have you ever created a CV?





**Have you ever applied to the
German job market?**

- ⓘ Start presenting to display the poll results on this slide.



**Have you ever applied for a
job in the tech industry?**

- ⓘ Start presenting to display the poll results on this slide.

Module 3: CV

CV Expectations: Past vs. Present

Timeline

Module 3

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Past

All stations in a life were listed and described in detail on multiple pages on a CV.

Present

The CV is usually no longer than 1-2 pages and essentially focuses on the most important contributions and achievements.

Past

It was common to include a professional application photo on every CV.

Present

A professional application photo can be advantageous, but it is not obligatory!

Past

Personal details like marital status, nationality and birthday were essential information on each CV.

Present

The most important details are your location as well as your contact details. Personal information are no longer obligatory.

Past

The CV started with a cover page which included a headline ("Curriculum Vitae"), personal details and a photo.

Present

The headline of your CV is your name and the role you are applying for. It further can continue with a brief summary about yourself.

Module 3: CV

An Exemplary Persona - Hassan Bukhari

Timeline

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I have studied Business Management in my home country Syria. In 2014, I graduated with a Bachelor degree.

In 2015, I moved to Germany. Without having any work experience, I found my first job as a Junior Account Manager at a company called LeadDesk in 2017.



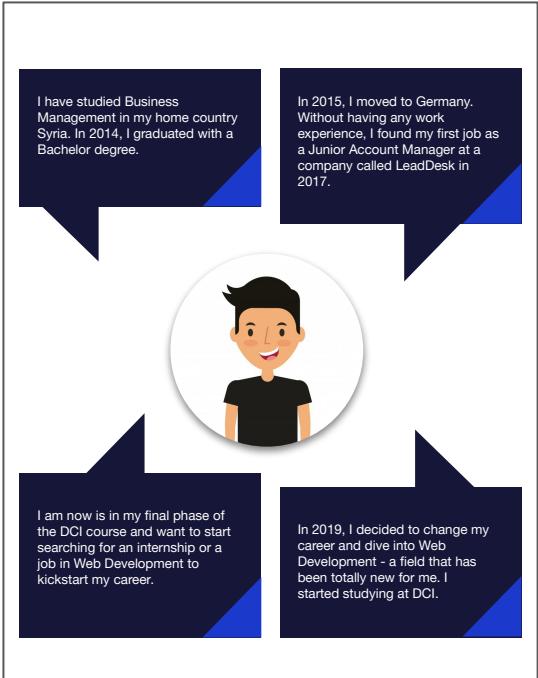
Hassan Bukhari

I am now in my final phase of the DCI course and want to start searching for an internship or a job in Web Development to kickstart my career.

In 2019, I decided to change my career and dive into Web Development - a field that has been totally new for me. I started studying at DCI.

Module 3: CV

Creating A CV - How To Start From A Blank Page





HASSAN BUKHARI

FULLSTACK WEB DEVELOPER

CAREER OBJECTIVE

Full stack Web Developer with 2+ years of experience in Sales Management who recently graduated a 1-year intensive training in Fullstack Web Development (MERN stack). Seeking a position to apply experience from Sales and Web Development to challenge myself and deliver solution-oriented approaches.

EDUCATION BACKGROUND

Fullstack Web Development
DCI Digital Career Institute gGmbH, Berlin 11/2019 - 12/2020

- Accomplishing a one-year full-time training including technologies from MERN stack
- Completing multiple small and one final large practical project to practise programming skills
- Taking German lessons as part of the course with a certificate in Level B2

Business Management (B.A.)
Al Booth University, Homs (Syria) 07/2011 - 03/2014

- Graduating with a GPA of 3.79
- Specializing in the fields of International Management and Financing
- Contributing to the Campus Newsletter as Editor-in-Chief

SKILLS

Technologies:	JavaScript Frameworks:
<ul style="list-style-type: none"> JavaScript HTML CSS3 Node.js 	<ul style="list-style-type: none"> React React Native jQuery

Databases:	Version Control:
<ul style="list-style-type: none"> MongoDB MySQL 	<ul style="list-style-type: none"> Git Perforce

Others:

- Agile Development
- Project Management

LANGUAGES

Arabic: Mother Tongue
English: Fluent (C)
German: Intermediate (B1)

CONTACT & REFERENCES

Address: Example Street 4, 10984 City
Phone: +49 (0) 123 4567891.
E-Mail: hassan.bukhari@email.com



RELEVANT PROJECTS

Node-Friends
www.node-friends.de

- Creating an online Platform to allow DCI students to meet and exchange about professional topics
- Technologies used: Node.js, JavaScript, HTML5, CSS3

To Do App
www.to-dos.de

- Creating an Application to list to do's and make a check when they are resolved
- Technologies used: React, HTML5, CSS3

WORK BACKGROUND

Junior Account Manager
LeadDesk GmbH, Berlin 05/2017 - 08/2019

- Monitoring market trends while building sustainable, effective business relationships with clients
- Developing tailor-made packages for clients while reaching 100% of revenue targets

Timeline

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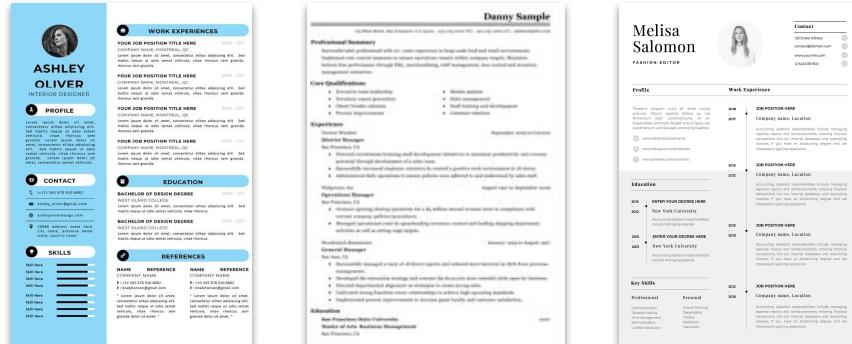
Module 5

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Module 3: CV The Template

- We recommend using a **template** instead of a “word” document
- It allows to **organize, structure and efficiently use** your space
- Dividing your page in **2 columns** can help to highlight important aspects and reduce the number of pages
- There are **multiple versions of templates**, most of them can be downloaded for free:



 novoresume



Timeline

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Module 3: CV

The Header



Timeline

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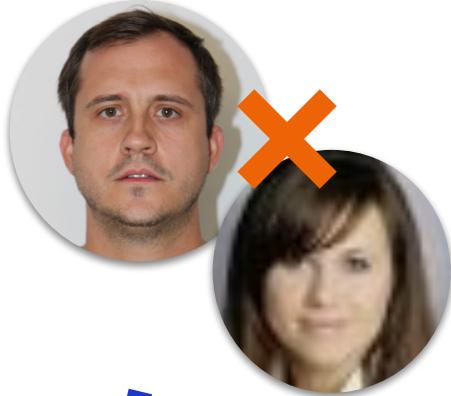
Module 7

Headline:

- The headline of your CV consists of “**Title**” and “**Subtitle**”
- “**Title**”: states your full name (prevent nicknames)
- “**Subtitle**”: states the name of the role/title you would like to apply for

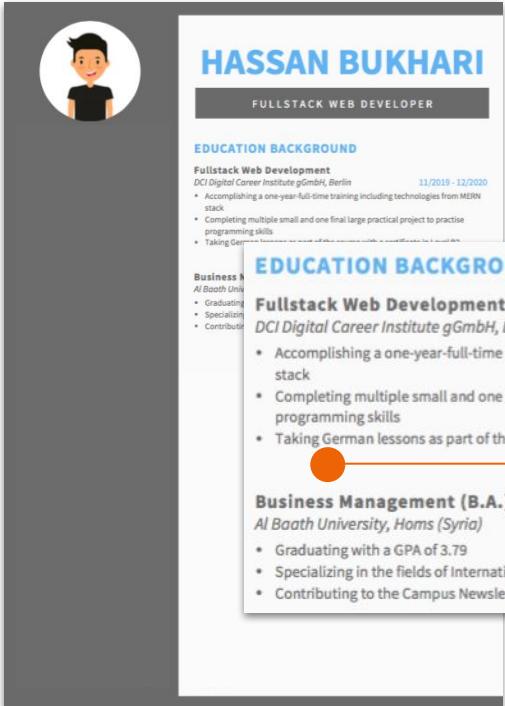
Photo:

- Having a photo can be **beneficial, but is not obligatory**
- A photo should be a **professional headshot** of you
- **Don't** chose photos with low resolution or unprofessional ones
- Make sure your photo is not too big - it should take maximum **15% of your page**



Module 3: CV

Your Education



- Your “Education” section should include information about your **current and previous education**
- Reverse chronological: **Latest first**
- What is **not relevant anymore** is your school education.
Start with the education after school.

Name/Title of the education
(more important than name of the organisation)

Period including month + year

Full name of the organisation + city

Description of specialization/contributions (2-3 bullet points, beginning with a verb in gerund)

Timeline

Module 3

Module 1

Module 2:

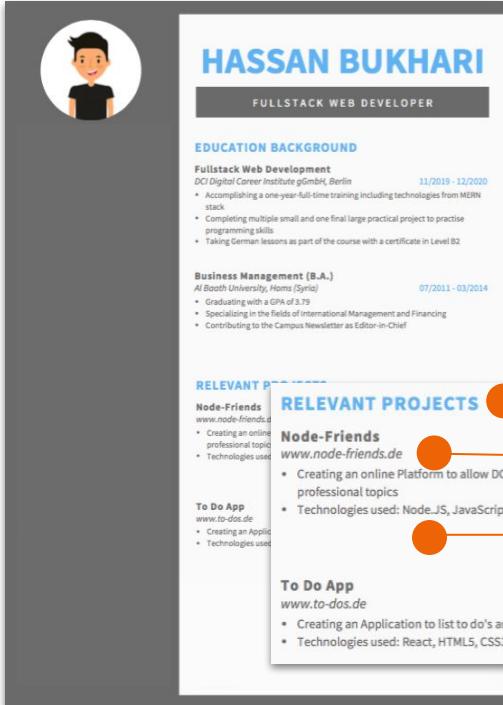
CV

Module 4

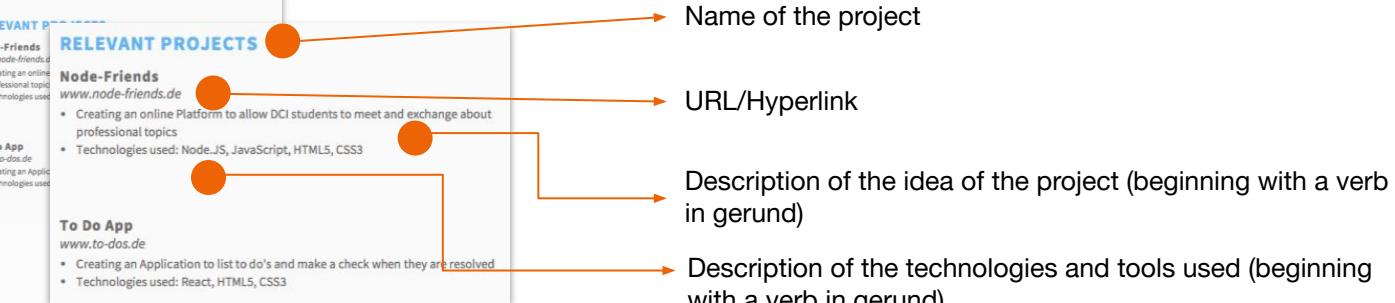
Module 5

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Module 3: CV Your Projects



- Showing some projects you have recently worked on is **not obligatory, but can help** your Web Development skills to stand out
- Chose **2-3 favorite Web Development projects** that you have uploaded on your Github/Website
- Describe the project **idea**, the **technologies** you used and if this was a group or individual project
- Link your project **URL**



Timeline

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Module 3: CV

Your Experience



- Your “Experience” section should include **previous work stations** such as jobs, freelance projects, internships and also volunteer work
- Reverse chronological: **Latest first**
- When explaining your tasks, also focus on the **results of your work**
- The longer an experience is in the past, the **less relevant** it is and the less detailed it should be described

Title of the role you had
(more important than name of the organisation)

Period including month + year

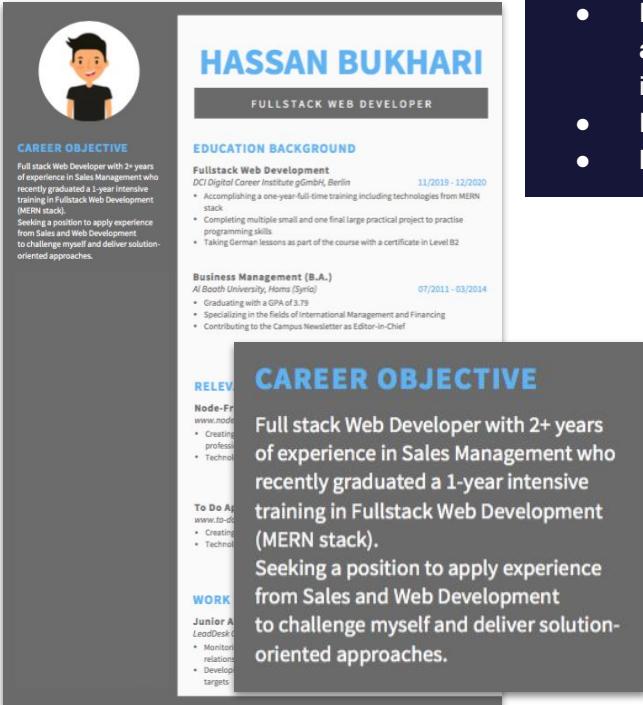
Full name of the organisation + city

Description of tasks, contributions and results
(2-3 bulletpoints, beginning with a verb in gerund)

Timeline

Module 3

Module 3: CV Your Summary / Career Objective



- Including a Summary/Career Objective can be **beneficial, but is not obligatory**
- It is a heading statement of your CV in which you describe your main **contributions, achievements** as well as the **professional goals**. It also states what makes you ideal for that job.
- It should be as **fact-based** as possible
- Don't** use platitudes that you can't prove

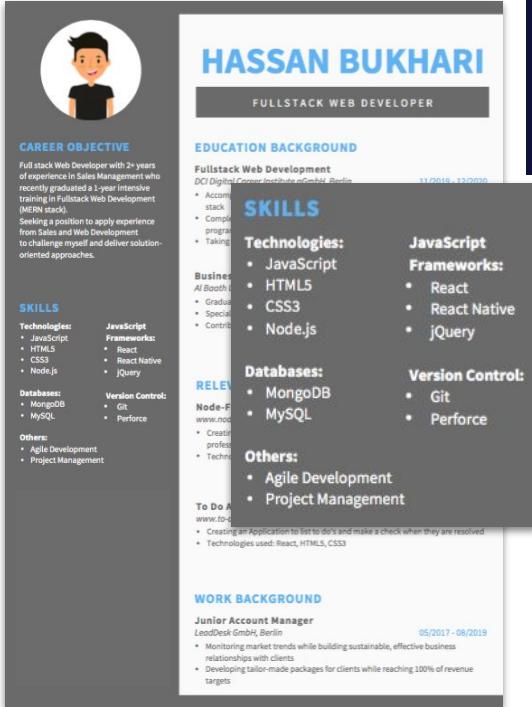
A few more examples →

»Solution oriented Front-end Web Developer with background in the hospitality industry. Experienced in customer care and extremely organized being able to keep overview and structure in stressful situations. Seeking to join Acme Corp GmbH as an intern in Web Development to help ensure in time implementation of customers requirements.«

- Dedicated Full stack Web Developer trained according to MERN stack
- Seeking a position to apply practical experience from several Web Development projects
- 5+ years of experience in Sales & Marketing

Module 3: CV

Your Technology Skills



- Your tech-skills are your **key skills** that enable you to work in Web Development
- Mention them **alone-standing**: Don't mix them up with soft-skills, skills from other areas or languages you speak
- Don't** only list your skills randomly, but cluster them logically

How to cluster your tech-skills?

Cluster A

Tools &
Frameworks

CSS3/HTML5/Bootstrap
JavaScript/Es6/JQUERY
ReactJS
Node.js/Express
MySQL/MongoDB
Task runner: Webpack/
Gulp.js

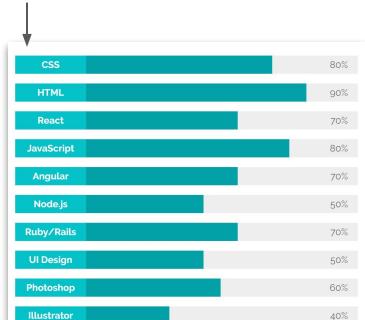
Cluster B

Technology stacks

HTML, CSS, JAVASCRIPT — *Template engines, sass, ES6*
IDE — *Sublime Text, VS Code*
DB — *LocalStorage, MongoDB, MySQL*
Frontend Frameworks — *Bootstrap4, MaterialCSS, React, MaterialUI etc. etc. (add some more)*
Backend Frameworks — *Express, Passport, JsonWebToken*
Tools — *Git Branch/PullRequest workflow, Webpack/Gulp, Trello & Project Management etc. etc. (add some more)*
OS — *Linux, Windows*

Cluster C

Progress Bars



Timeline

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Module 3: CV

Your language skills



Timeline

- Including language skills is a **MUST have** since it can open doors
- List language skills **chronologically**, starting with the highest level
- Separate** them from technical skills
- Being **bilingual** is a skill on your CV, mention it!
(e.i.: Bilingual Marketeer with 5+ years of experience working in an international environment...)
- There are different **frameworks** possible, but be consistent

Frameworks →



Common European Framework of Reference for Languages (CEFR)

- A set of European guidelines which are simple to understand and widely-recognized.
- Beginners are scored as **A1 or A2**
- Mid-ranged users are **B1 or B2**
- Advanced users are **C1 or C2**

Mother Tongue: mother tongue, native or bilingual proficiency

Advanced: fluent, proficient, advanced, upper-intermediate, professional working proficiency

Mid-range: intermediate, conversational, competent, professional, limited working proficiency

Beginner: elementary, beginner, basic, pre-intermediate, elementary proficiency

Module 3

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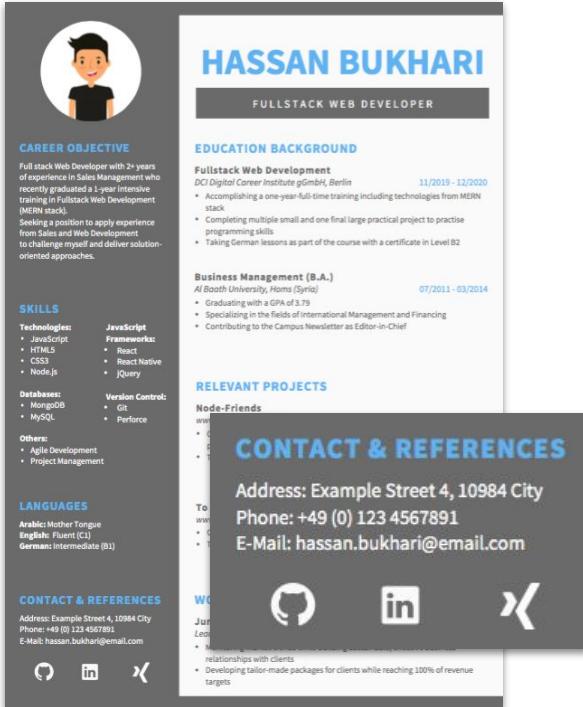
Module 4

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Module 3: CV

Your contact details:



- Contact details and references of your project work are an **elementary** part of your CV
- Provide your **address incl. zip-code**
- List min. **2 different contact options** (recommended: phone & e-mail)
- Include **LinkedIn** and **Xing** profiles (hyperlink)
- Github** or/and **website** are important to show Web Development projects you have worked on
- Remember: Only provide information you **feel comfortable with** (not necessary: marital status, nationality)

Timeline

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Module 3: CV

Timeline

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What distinguishes
'average' from
'excellent'?

Module 3: CV

Tip 1: Highlight what qualifies you for the role

Timeline

Module 3

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RELEVANT PROJECTS

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www.node-friends.de

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- Technologies used: Node.js, JavaScript, HTML5, CSS3

To Do App
www.to-dos.de

- Creating an Application to list to do's and make a check when they are resolved
- Technologies used: React, HTML5, CSS3



Underline your technical skills with a “Projects” section and provide references (e.g. Github, Website)

SKILLS

Technologies:

- JavaScript
- HTML5
- CSS3
- Node.js

JavaScript Frameworks:

- React
- React Native
- jQuery

Databases:

- MongoDB
- MySQL

Version Control:

- Git
- Perforce

Others:

- Agile Development
- Project Management



Present your technical skills alone standing

Important!

Point out aspects on your CV that qualify you for a job in the digital industry, specifically in Web Development. Nevertheless, do not leave out information about your past professional experience, education and activities.



Module 3: CV

Tip 2: Ensure that the layout provides structure

Timeline

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HASSAN BUKHARI
FULLSTACK WEB DEVELOPER

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- Business Management (B.A.)**
Al Booth University, Homs (Syria)
07/2011 - 03/2014
 - Graduating with a GPA of 3.79
 - Specializing in the fields of International Management and Financing
 - Contributing to the Campus Newsletter as Editor-in-Chief

SKILLS

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Others:	
<ul style="list-style-type: none"> Agile Development Project Management 	

LANGUAGES

Arabic: Mother Tongue
English: Fluent (C1)
German: Intermediate (B1)

CONTACT & REFERENCES

Address: Example Street 4, 10984 City
Phone: +49 (0) 123 4567891
E-Mail: hassan.bukhari@email.com

WORK BACKGROUND

Junior Account Manager
LeadDesk GmbH, Berlin
05/2017 - 08/2019

- Monitoring market trends while building sustainable, effective business relationships with clients
- Developing tailor-made packages for clients while reaching 100% of revenue targets

Did you know?

A recruiter has on average less than 2 minutes to screen a CV.
That's why it is important to keep it precise!

Note page margins

Use bright colours & high contrasts (is your CV still readable when printed?)

Be consistent in all structures (font-size, -style, -color, order)

Keep it short and significant

Use icons to draw attention to references



Module 3: CV

Tip 3: Provide information about hobbies

Timeline

Module 3

Module 1 Module 2: CV Module 4 Module 5 Module 6 Module 7



Adding Hobbies to your CV can:

- help to make it more individual and can evoke sympathy on the recruiters site
- help to demonstrate relevant skills for the role
- give you something to talk about during your interview

Important note!

- Only include your hobbies if you've ticked all the other boxes
- If including them, always make sure they come at the end of your CV



Examples:

Avid blogger and social media user:

owner of my own blog, writing about all topics related to sport, specifically football, selling advertising space on a CPC basis

Organizer of regional five-a-side football tournaments:

including managing all bookings, venues and participants and helping coach my own team, contributed to the sports section in the student newspaper and social sites

Module 3: CV

Exercise: How Would You Rate The Following CVs?

Easily readable and structured layout

Short and relevant information

Two columns provide clean structure

Space is fully used

Education mentioned first

References included (Website)

Professional Photo

Timeline

Module 3

Module 1

Module 2:

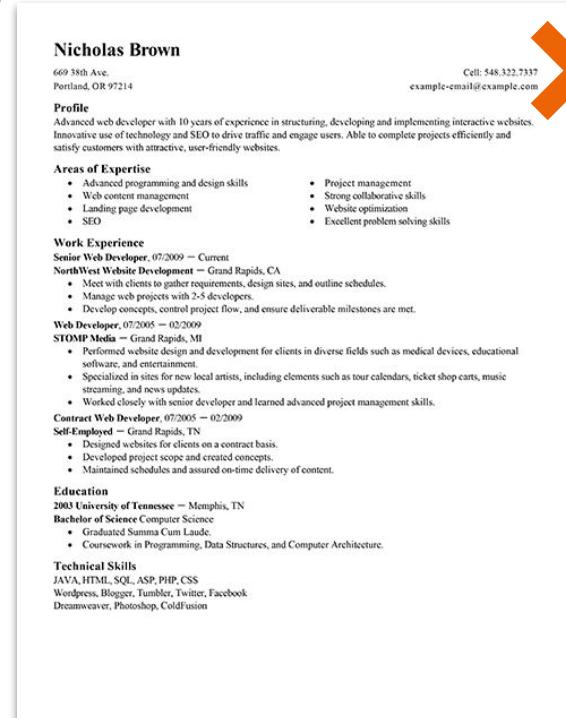
CV

Module 4

Module 5

Module 6

Module 7



Word document instead of template

No colors used

Loads of text, not relevant enough

Space not fully used

No references

No title/role

Education is not mentioned before experience

Tech-skills are not clustered



Module 3: CV



Timeline

Module 3

Module 1

Module 2:

CV

Module 4

Module 5

Module 6 Module 7





Time for Lunch!



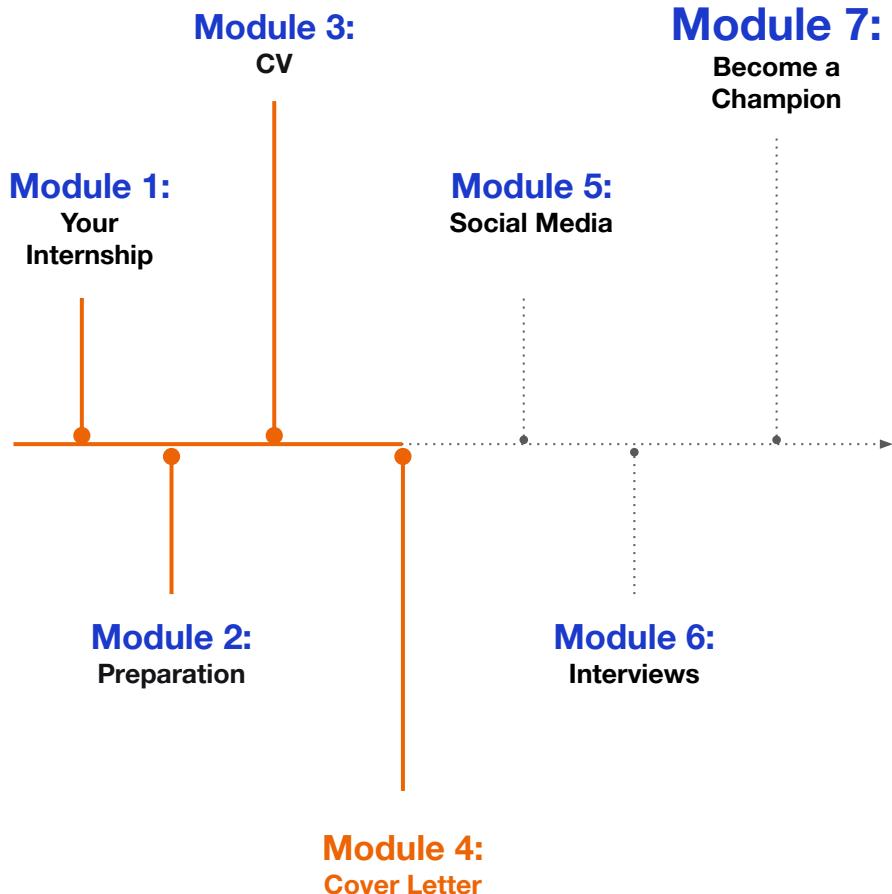


Application Workshops - Content

Timeline

Module 4

Module 1 Module 2: Module 3 Cover Letter Module 5 Module 6 Module 7



Module 4:

Cover Letter

What's A Cover Letter?

Timeline

Module 4

Module 1 Module 2: Module 3 **Cover Letter** Module 5 Module 6 Module 7



The cover letter is a brief description to help introduce yourself, express your motivation, why you are fitting the job description and finally lead to the first interview



What the Cover Letter is

- An individualized document per company that builds on your CV
- Elaboration on particular skills that you acquired throughout your career and which are required for the job
- Statement of your motivation and why the company should hire you

What the Cover Letter is NOT

- It does not repeat the information written on your CV
- A standardized motivation letter you are sending to every company
- Describing your life story in an extensive way



Module 4: Cover Letter

In Germany This Can Make or Break the Application

Timeline

Module 4

Module 1 Module 2: Module 3 Cover Letter Module 5 Module 6 Module 7

Some Facts

- The **International Cover Letter** is typically glanced over and skimmed, at best
- The **German Cover Letter** is nearly as important as your CV. It makes your application complete
- According to researchers, almost half of German Recruiters **rejected job applications that did not have cover letters**

HASSAN BUKHARI
FULLSTACK WEB DEVELOPER

Irina Stogova
Quandoo GmbH
KulturBrauerei, Schönhauser Allee 36
10435 Berlin

Example Street 4, 10984 City
+49 (0) 123 4567891
hassan.bukhari@email.com

Berlin, 15 October 2020

Subject: Application Junior Full-Stack Developer (m/f/x) at Quandoo

Dear Mrs. Stogova,

It is my ambition to work for a company that is committed to developing and optimizing the usual restaurant visit for gastronomes and customer by using software as a basis. Quandoo for me is the ultimate driver and reinventor of the digital service industry. I am extremely motivated to become part of this movement and would like to apply for the position "Junior Full-Stack Developer (m/f/x)" that I got aware of through your LinkedIn post.

During my work as a Junior Account Manager for LeadDesk GmbH I could already gain experience in delivering innovative solutions to clients. In one situation for example the client first rejected our offer. When I talked to our IT department though I managed to convince him with a customized solution that we later also successfully sold to other clients.

With my passion for technology and my desire to learn new things I decided to take my first step into the Fullstack Web Development, for example testing and debugging of websites as an indispensable part of programming. During my time at DCI was able to work on multiple practical projects. I have learned how to design a user friendly, secure website using agile development methodologies. During one of my projects "Node-Friends" I was required not only to program with HTML and JavaScript, but also to learn React Native independently in a short time. Thereby I could particularly show my can do attitude as well as the ability to quickly learn new programming languages.

It enables me to have the ability of solving challenges and delivering customer oriented solutions and hereby shaping Quandoo's enhancement of it's internal systems and product portfolio. Working at Quandoo will give me the opportunity to grow my experience in building digital products and learn from the immense expertise that Quandoo has to offer likewise.

I will be graduating from DCI in December 2020 but my availability is flexible according to your earliest convenience. I am looking forward to introducing myself to you in person.

Kind regards,
Hassan Bukhari

CAREER OBJECTIVE
Full stack Web Developer with 2 years of experience in Sales Management who recently completed a 1-year intensive training Fullstack Web Development (MERN stack). Seeking a position to develop my skills and to challenge myself and deliver solution-oriented approaches.

EDUCATION BACKGROUND
Fullstack Web Development
DCI Digital Career Institute gGmbH, Berlin 11/2011 - 12/2020

- Accomplishing a one-year full-time training including technologies from MERN stack
- Completing multiple small and one final large practical project to practice developing skills
- Taking German lessons as part of the course with a certificate in Level B2

Business Management (B.A.)
Al Booth University, Homs (Syria) 07/2011 - 03/2014

- Graduating with a GPA of 3.79
- Speculating in the fields of International Management and Financing
- Contributing to the Campus Newsletter as Editor-in-Chief

RELEVANT PROJECTS
Node-Friends
www.node-friends.de

- Creating an online Platform to allow DCI students to meet and exchange about professional topics
- Technologies used: Node.js, JavaScript, HTML5, CSS3

To Do App
www.to-dos.de

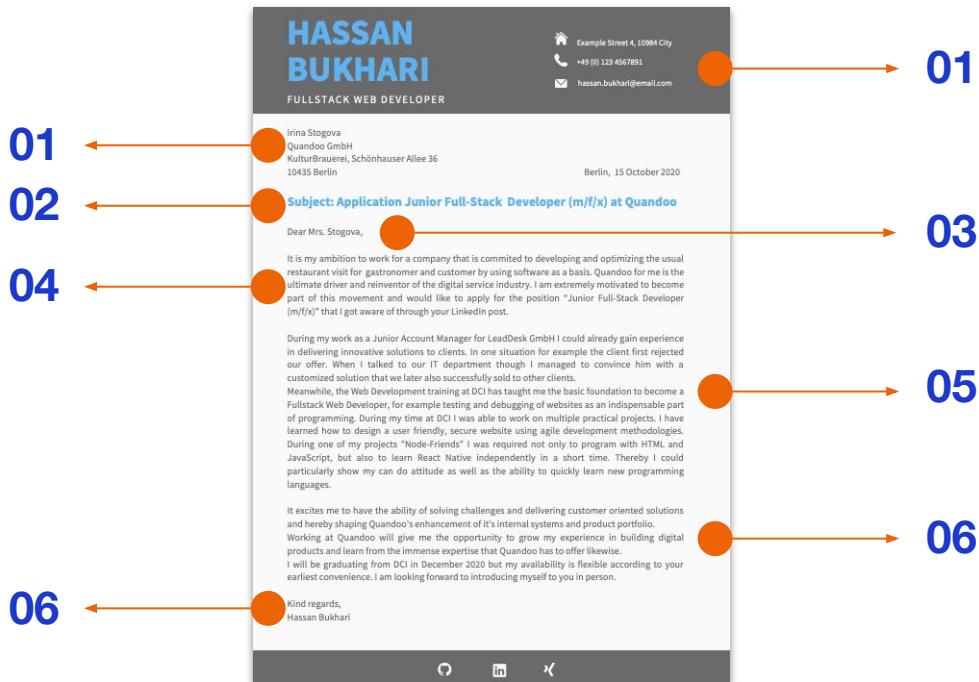
- Creating an Application to list to do's and make a check when they are resolved
- Technologies used: React, HTML5, CSS3

CONTACT & REFERENCES
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Phone: +49 (0) 123 4567891
E-Mail: hassan.bukhari@email.com

WORK BACKGROUND
Junior Account Manager
LeadDesk GmbH, Berlin 05/2017 - 08/2019

- Monitoring market trends while building sustainable, effective business relationships with clients
- Developing tailor-made packages for clients while reaching 100% of revenue targets

Module 4: Cover Letter Format



01 **Contact Information:** A Cover Letter includes yours and those of the target company.

02 **Subject:** Before you start writing, describe the title of the position you're applying for.

03 **Salutation:** The salutation addresses your cover letter to the right person.

04 **Intro Paragraph:** The first paragraph should grasp the reader's attention by introducing yourself and providing the reason for the letter as well as your motivation.

05 **Body Paragraph:** Here you showcase your abilities and how you fit the company. Provide information on how can they benefit from you.

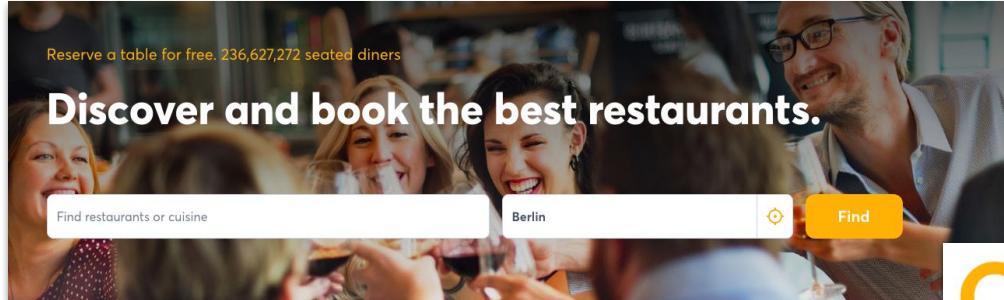
06 **Call-To-Action & Sign-Off:** The last paragraph closes the letter. It states how you will be contributing to the companies goals and provides information about your availability. Also, provide the next step.

Timeline

Module 4

DCI

Module 4: Cover Letter Applying at Quandoo



A screenshot of a mobile application or website interface for Quandoo. It features a large icon of a fork and knife on a pink napkin. Below it, the text "Discover the best restaurants near you". Underneath, a paragraph states "Over 17,000 restaurants in 12 countries. Find and reserve the very best of them in your neighbourhood, your city and beyond." A "Discover Restaurants" button is at the bottom. To the right, there are three cards for restaurants: "La Buvette" (Prenzlauer Berg, French, €€€, 5.7/6), "Ilsebill" (Prenzlauer Berg, International, €€€€, 5.6/6), and "Bruderherz" (Charlottenburg, Italian, €€€, 5.6/6).

Quandoo

Junior Full-Stack Developer (m/f/x)

Berlin, Germany
Full-time
Department: Tech

We offer diners the opportunity to discover and make reservations at restaurants via our website or mobile app. We also provide restaurants with innovative management tools that enable them to build relationships with new & existing guests, streamline their day-to-day service and maximise their overall potential.

As an employer, we strive to create a positive and inclusive working environment. We value openness, integrity and encourage our employees to enjoy a healthy work-home balance.

Timeline

Module 4

Module 1 Module 2: Module 3 Cover Letter Module 5 Module 6 Module 7



Module 4: Cover Letter

Hassan Bukhari

HASSAN BUKHARI

FULLSTACK WEB DEVELOPER

CAREER OBJECTIVE

Full stack Web Developer with 2+ years of experience in Sales Management who recently graduated a 1-year intensive training in Fullstack Web Development (MERN stack). Seeking a position to apply experience from Sales and Web Development to challenge myself and deliver solution-oriented approaches.

EDUCATION BACKGROUND

Fullstack Web Development
DCI Digital Career Institute gGmbH, Berlin
1-year intensive full time training in Fullstack Web Development including technologies from MERN stack
Project oriented training through several small projects
Course included

Business Management (B.A.)
Al Baath University, Homs (Syria)
Graduated with a GPA of 3.79
Specialization: International Management and Finance
Editor-in-Chief of the Campus Newsletter

RELEVANT PROJECTS

Node-Friends
www.node-friends.de
Idea: Creating an online Platform to allow DCI students to meet and exchange about professional topics
Technologies: Node.js, JavaScript, HTML5, CSS3

WORK BACKGROUND

To Do App
www.to-dos.de
Idea: Creating an Application to list to do's and mark them resolved
Technologies: React, HTML5, CSS3

WORK BACKGROUND

Junior Account Manager
LeadDesk GmbH, Berlin
05/2017 - 08/2019
Monitoring market trends while building sustainable, effective business relationships with clients
Developing tailor-made packages for clients while reaching 100% of revenue targets

CONTACT & REFERENCES

Address: Example Street 4, 10984 City
Phone: +49 (0) 123 4567891
E-Mail: hassan.bukhari@email.com

Social media icons: GitHub, LinkedIn, X (Twitter)



Quandoo

Junior Full-Stack Developer (m/f/x)

Berlin, Germany
Full-time
Department: Tech

Timeline

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Job Description

- • Contribute to the development of innovative software tools, applications, services, and platforms to enhance Quandoo's internal systems and product portfolio
- • Help shape our technological development and frameworks to help achieve business goals Deliver innovative improvements and solutions and commit to delivering on time
- • Continuous Identification and fixing of performance issues
- • Maintaining a high awareness of industry issues and trends, particularly in regard to accessibility, usability, and emerging technologies
- • Write test automation, conduct code reviews and take end-to-end ownership of deployments to production

Qualifications

Our Ideal Frontend Engineer will have :

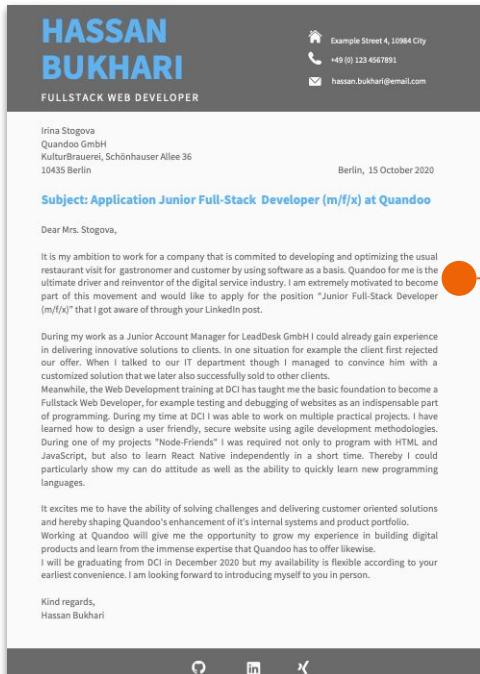
- ✓ • Basic experience with **HTML5, CSS3, and JavaScript**
- ✗ • Basic experience with Angular and/or AngularJS an asset or the ability to learn fast ✓
- ✗ • Nice to have: experience with build tools (Webpack, Babel, and, Gulp)
- ✓ • Proactive "can-do" and "hands on" attitude
- ✓ • Knowledge or experience in Agile development methodologies
- ✓ • Good communication skills, high proficiency in English

Timeline

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We offer diners the opportunity to discover and make reservations at restaurants via our website or mobile app. We also provide restaurants with innovative management tools that enable them to build relationships with new & existing guests, streamline their day-to-day service and maximise their overall potential.

As an employer, we strive to create a positive and inclusive working environment. We value openness, integrity and encourage our employees to enjoy a healthy work-home balance.

04 Intro Paragraph:

- Provide the **reason** for the letter
- How did you become **aware** of the job offer?
- What **excites** you about the job, the company or Web Development in general?

»It is my ambition to work for a company that is committed to developing and optimizing the usual restaurant visit for gastronomer and customer by using software as a basis. Quandoo for me is the ultimate driver and reinventor of the digital service industry. I am extremely motivated to become part of this movement and would like to apply for the position "Junior Full-Stack Developer (m/f/x)" that I got aware of through your LinkedIn post.«

Timeline

Module 4

Module 4: Cover Letter Content

05 Body Paragraph:

- How does your skills match the positions requirements?
- How can the company benefit from you?

Hard skills:

- Which skills have you gained in Web Development and how can you prove them?
- Are there any skills you have gained in your previous career that will help you in your new Job?

Soft skills:

- Which soft skills have you developed during your time at DCI but also in your previous career?
- How can you prove them?

»During my work as a Junior Account Manager for LeadDesk GmbH I could already gain experience in delivering innovative solutions to clients. In one situation for example the client first rejected our offer. When I talked to our IT department though I managed to convince him with a customized solution that we later also successfully sold to other clients.

Meanwhile, the Web Development training at DCI has taught me the basic foundation to become a Fullstack Web Developer, for example testing and debugging of websites as an indispensable part of programming. During my time at DCI I was able to work on multiple practical projects. I have learned how to design a user friendly, secure website using agile development methodologies. During one of my projects "Node-Friends" I was required not only to program with HTML and JavaScript, but also to learn React Native independently in a short time. Thereby I could particularly show my can do attitude as well as the ability to quickly learn new programming languages.«

Timeline

Module 4



Job Description

- Contribute to the development of innovative software tools, applications, services, and platforms to enhance Quandoo's internal systems and product portfolio
- Help shape our technological development and frameworks to help achieve business goals Deliver innovative improvements and solutions and commit to delivering on time
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Qualifications

Our Ideal Frontend Engineer will have :

- Basic experience with **HTML5, CSS3, and JavaScript**
- Basic experience with Angular and/or AngularJS an asset or the ability to learn fast ✓
- Nice to have: experience with build tools (Webpack, Babel, and, Gulp)
- ✓ Proactive "can-do" and "hands on" attitude
- Knowledge or experience in Agile development methodologies
- Good communication skills, high proficiency in English

DCI

Module 4: Cover Letter

Content



06 Call-To-Action & Sign-Off:

- Summarize what you will be able to contribute to the company
- When will you be available to start working?
- Call-To-Action: Propose a next step the reader can take in order to process your application
- If requested in the job offer, promote your salary expectation.

Job Description

- Contribute to the development of innovative software tools, applications, services, and platforms to enhance Quandoo's internal systems and product portfolio
- Help shape our technological development and frameworks to help achieve business goals Deliver innovative improvements and solutions and commit to delivering on time
- Continuous Identification and fixing of performance issues
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- Nice to have: experience with build tools (Webpack, Babel, and, Gulp)
- Proactive "can-do" and "hands on" attitude
- Knowledge or experience in Agile development methodologies
- Good communication skills, high proficiency in English

»It excites me to have the ability of solving challenges and delivering customer oriented solutions and hereby shaping Quandoo's enhancement of it's internal systems and product portfolio. Working at Quandoo will give me the opportunity to grow my experience in building digital products and learn from the immense expertise that Quandoo has to offer likewise. I will be graduating from DCI in December 2020 but my availability is flexible according to your earliest convenience. I am looking forward to introducing myself to you in person«

Timeline

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Module 4:

Cover Letter

Do's and Don'ts

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Don'ts

- Repeat your CV in text form
- Rather add context to your CV and create a story, state your motivation
- Find excuses for the skills you lack
- Only focus on the skills you have, you don't need to mention those you don't
- Be submissive and speak in conjunctive (»I hope to get invited«)
- Be confident, speak from the perspective of someone who's convinced

Do's

- Prove your skills by providing examples
- Whenever you assume you have certain abilities, explain why you assume this
- Be authentic, only mention skills you are truly confident about
- Don't lie about skills you don't truly know just because they are required
- Triple-check grammar and typos
- Never send out an application without proofreading, this can become a deal-breaker

Module 4:

Cover Letter

After The Application - What Comes Next?

Timeline

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Usually, the company should contact you 1-2 weeks after applying.

Nevertheless, some recruiters have full inboxes.

You can follow-up on them via E-Mail or LinkedIn 1-2 weeks after.

What to consider?

Be empathetic and polite, but come straight to the point.

Module 4: Cover Letter

Timeline

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What distinguishes
'average' from
'excellent'?

Module 4:

Cover Letter

Tip 1: Make Your Career Change Stand Out

Timeline

Module 4

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Having a background in another field can be extremely beneficial and help to stand out:



Changing careers requires **dedication, motivation, flexibility** and the ability to adapt quickly.

Skills, specifically soft-skills you gained in your previous job or education **will matter** in your future job

WORK BACKGROUND

Junior Account Manager

LeadDesk GmbH, Berlin

05/2017 - 08/2019

- Monitoring market trends while building sustainable, effective business relationships with clients
- Developing tailor-made packages for clients while reaching revenue targets



During my work as a Junior Account Manager for LeadDesk GmbH I could already gain experience in delivering innovative solutions to clients while keeping myself updated throughout, something I consider as extremely valuable for the work as a Developer as well.

Module 4:

Cover Letter

Tip 2: Add References and Recommendation Letters

Timeline

Module 4

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- **Adding References** like certificates and Recommendation Letters from previous jobs can be beneficial
- If it's not required in the job description, it is not obligatory
- **Keep in mind relevance:**
 - It should not be too far in the past
 - It should be a positive representation of relevant skills, contributions or work ethics

Module 4: Cover Letter

Tip 3: Merge Your Files into one PDF

Timeline

Module 4

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Merge PDF files

Combine PDFs in the order you want with the easiest PDF merger available.

Select PDF files



Example: Free PDF merge online platform

- Your cover letter should be a **solid component** of each application
- **Merge** your files
 - Don't send multiple PDF files separate
 - Merge your CV, Cover Letter and References to one file!

Module 4:

Cover Letter

Tip 4: Choose a unique file name

Timeline

Module 4

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1. Application_Elena_Sánchez.pdf
2. Elena_Sánchez_Online_Web_Developer.pdf

Having a unique file name will **help** hiring managers to **recognize** your application documents.

To **leave a good impression** here, you should take care of a few things:

- Describe the **document type** in 1-2 words, mentioning the position you apply for is possible
- Include your **full name**
- Waive spaces, instead you can **use “-” or “_”**
- **Clean** your file name from numbers
- Keep it as **short** as possible



Module 4: Cover Letter



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We support you!

One of our Career Services is to help you improve your CV & Cover Letter.

Please send your CV to
clementina.alegrett-freelancer@digitalcareerinstitute.org
until next Monday, May 30th for feedback.

DCI also offers CV sharing with partner companies to enhance students chances on the job market.