



<Welcome>

Get used to your new title!

How Job Descriptions are Actually Created?



High Volume vs Target Searches



High Volume Searches



Submitting a resume with bunny slippers on ...



Job Boards

Employers typically pay a fee to the job board in order to list their jobs on the site--essentially the site warehouses resumes and sells employers access to them

Job Search Engines

It aggregates postings from countless other job sites.

The ATS Black Hole

- 500+ applicants/posting
- 300 applicants tossed by ATS
- 160 applicants removed by recruiter search
- 40 applicants reviewed
- 3-6 selected for phone screen
- 2-4 selected for interview

Job Boards



General

LinkedIn
Glassdoor
Indeed
CareerBuilder
Monster
Craigslist

Startups

AngelList
StartupHere

Freelance

Freelancer
Upwork
staff.com
Craigslist

Remote

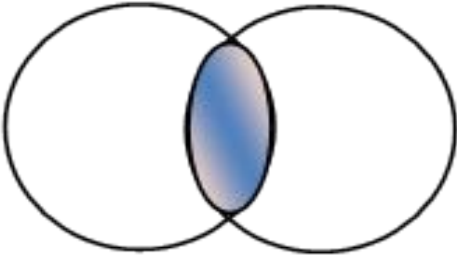
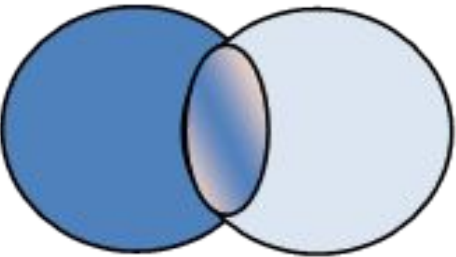
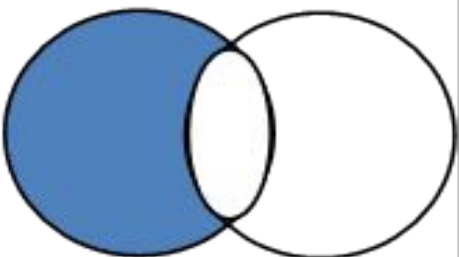
We Work
Remotely
Working Nomads

Tech

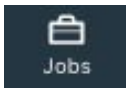
Dice
StackOverFlow
(data focused)
iCrunchdata
Mashable Job Board
CrunchBoard

Boolean Search Strings



cats AND dogs	cats OR dogs	cats NOT dogs
		
retrieves items that contain both terms	retrieves items that contain either term	retrieves items that contain only one term

LinkedIn Job Search Tab



- Jobs tab, in the nav bar:
- Search bar: Build your boolean string - not too broad, not too restrictive
- Save: Toggle on “Job Alert”
- Choose: Timing and notifications
- Examples in software:
 - Javascript AND (web OR application OR software OR full* OR front* OR back*) AND (develop* OR programm* OR eng*)
- Examples in Cybersecurity:
 - (soc OR noc OR security OR cyber*) AND (analyst OR eng*)
 - (pen* AND test*) OR (ethical AND hack*)
 - DevSecOps OR DevOps OR (Cloud AND Sec*)

The screenshot shows the 'Create search alert' dialog box in LinkedIn. It contains the following fields and options:

- Search criteria:** (soc OR noc OR security OR cyber*) AND (analyst OR eng*) in Seattle, Washington, United States, 25 miles
- Receive alert:** A dropdown menu currently set to 'Daily'.
- Get notified via:** A dropdown menu currently set to 'Email & notifications'.
- Buttons:** 'Cancel' and 'Save' buttons at the bottom right.

LinkedIn Job Search



- Create 2-3 Saved Searches
- **Only 1** search should filter experience level
 - Entry-Level, Associate, Intern
- Apply to all applicable jobs in the 2-7 & 8-15 day range for each search
- Every day: run each search and filter by Posted Today
- Right now: Install the LinkedIn mobile app
 - Turn on notifications for alerts on your searches



Best Practices - High Volume



- Utilize Easy Apply Buttons
- Mobile Apps (Indeed & LI)
- No Cover Letter Needed
- RSS Feeds and Alerts
- For ATS: Formatting, Key words, Phrases
- No need to create an account for 1 company
- Interview Availability

Track Your Efforts



	A	B	C	D	E	F
1	Company Name linked to company website	Interactions Track all points of contact	Job Title linked to job posting	Applied date and time	Founding Year	Size of Co
2	Code Fellows (example)	- 9/12: Attended public event - 9/13: Connected with presenters	Lead Instructor	10/10/2020 4:15p	2013	1-50 - s

Target Job Search



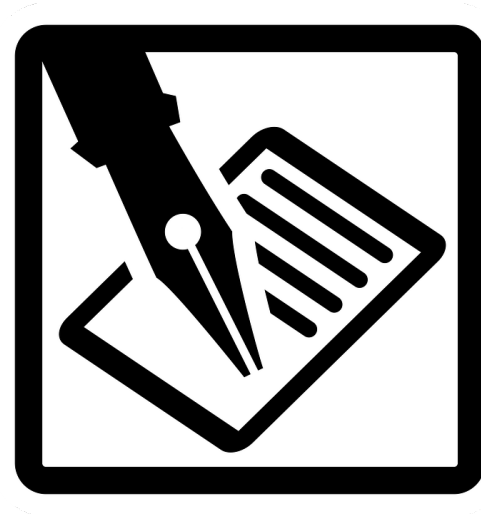
- 10-15 companies of interest:
 - Vision & Mission
 - Product
 - Clients
 - Marketing
 - LinkedIn
 - Job listing not needed



Cover Letter



- Follow directions
- Customize for the position
- Languages, frameworks, tools
- No more than 3 paragraphs
- Proofread and ask someone else to proofread
- **Illustrate** knowledge of the company & position
 - Tip from our CEO - Value Proposition



Cover Letter - Value Proposition



- Research and think through what you can **build/make/suggest** for the company
 - Offer a detailed feature suggestion
 - Find and describe a bug in their product or website
 - Check for bug bounty programs they may offer, like HackerOne
 - Make a PR to their public Github repo
 - Find a syntax error on the website
 - Write a code that illustrates a suggested change or fix
- This will illustrate a keen interest in the company

Best Practices - Targeted Search



- Make multiple points of contact within the company
- Don't worry about if they have job postings live
- Write and review cover letters
- Subscribe to newsletters, blogs, and news alerts
- Create an account if their job portal requires it
- Build and maintain a network of connections
- Find out how to make the hiring manager's job easier!



NETWORKING



What do you know about networking?



Most jobs are filled before they are
posted



85% of jobs come from networking

What Networking is NOT!



- Not selling
- Not collecting business cards
- Not being disingenuous
- Not dismissing someone
- Not taking without giving
- Not a Prom Dance wall
- Not dinner or a bar



How Do I Network at Events?



- Start before you need it
 - Start with existing base
 - Take on the role of Host or Greeter
 - Have different pitches ready
 - Always approach with “how can I help?”
-
- Art of small talk
 - Ask Questions
 - Find common ground
 - Reveal something
 - Look for the passion or problem
-
- Get a business card / LI connect (and keep notes)
 - Follow-up. Then follow-up on your follow-up.



How Do I Network via “Coffee” Meetings?

- What are your biggest concerns?
- Build your own plan to get mentored
- Reach out to those who can offer what you want
- Where can you find people to ask?
 - Your existing network
 - People from your previous career
 - Your existing network's network
 - Your instructor, campus staff
 - Speakers we bring to campus
 - Our amazing alumni network
 - People you meet at events
 - People at companies you like
 - People at companies you want to work at
 - Share your work on LinkedIn, see who engages
- Use Zoom, 30 minutes, you drive the agenda
 - Don't miss it, don't be late, end on time
- What do you think you should ask?
- Follow up with gratitude, amplification, resources





What difference does it make?

Where Do I Start?

Event Pages -

Eventbrite,
GeekWire,
New Tech NW,
Startup Digest,
Startup Seattle

Meetup.com

Company hosted events

Career development

LinkedIn Groups

Join associations

Join a group

Volunteer

Informational coffees

...Do things you love

Here is the ROI

Opportunities (not enough opportunities means you are not building your network)

- Build your network
- Partnerships - Friendships - Community
- Leads - Intros
- Promotion - Boost Reputation
- Speaking - Writing Gigs
- Joint ventures
- You build your own mentorship program!

Offer Process & Negotiation

Research and know the market

- Do you know CF grad average?
- What do you think is market rate?

RESEARCH

Offer Process & Negotiation

Where do I research and know the market?

- Robert Half Salary Guide
- Indeed Salary
- PayScale
- Glassdoor

A hand is shown placing a red puzzle piece into a larger puzzle. The puzzle piece has the word "RESEARCH" written on it in white capital letters. The background is a light gray puzzle with several other pieces visible.

RESEARCH

Offer Process & Negotiation

Be confident! You have the skills

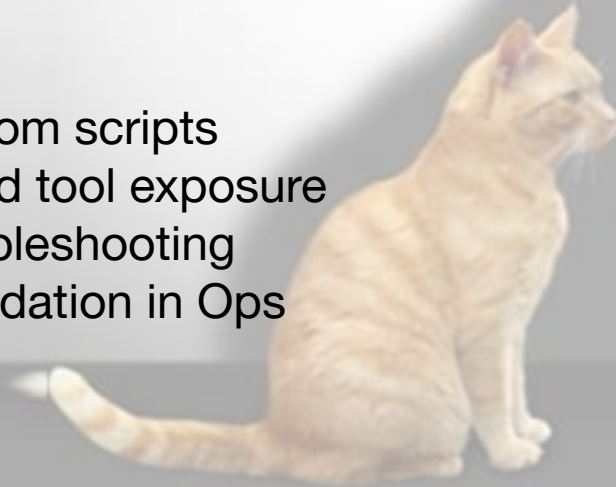
- Documentation
- Teamwork
- Leadership
- Projects

- Ops skills:

- Custom scripts
- Broad tool exposure
- Troubleshooting
- Foundation in Ops

- Software skills:

- Clean code
- Automated tests
- Continuous deployment
- Gitflow & Code review

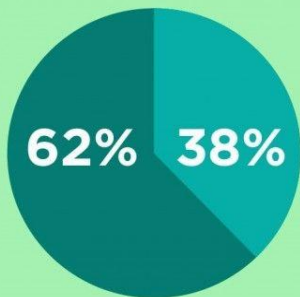


HEY
RECENT
GRADS!

SURVEY FINDS IT'S #WORTHASKING FOR A HIGHER SALARY.



How common is
salary negotiation
for new grads?



■ New grads are NOT negotiating
■ New grads are negotiating



34%
of women
negotiate



44%
of men
negotiate

90%

of employers have
never retracted
an offer because
an entry-level
candidate tried to
negotiate.

74%

of employers have
room to

INCREASE

their first offer by
5-10% during
negotiations.

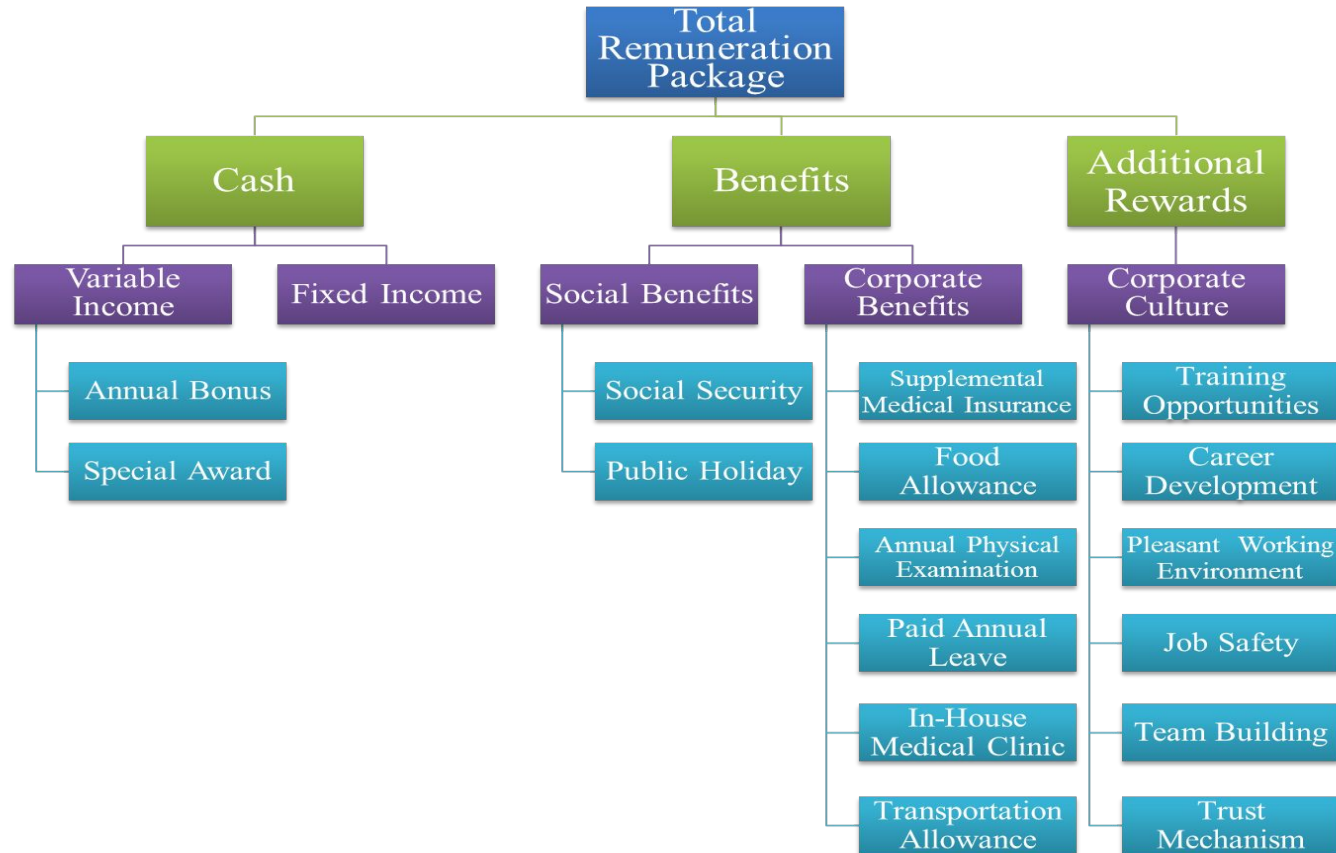
80%
of students and grads who
NEGOTIATE
are at least partially successful.

Success Rates for Non-Salary Benefits



nerdwallet | Looksharp™

Offer Process & Negotiation



Offer and Negotiation Process

A stylized illustration of a hand holding a money bag with a dollar sign. The hand is orange and is holding a white money bag with a large grey dollar sign on it. The background is a light green gradient. There are grey rectangular shapes with three white circles on the left and right sides of the image.

Compensation and benefits

- Restricted Stock Units (RSUs)
- 401k Matching
- Relocation Assistance
- Mobile Phone Bill Stipend

If you are considering joining a startup, be sure to factor future growth and trajectory before accepting an equity-heavy offer.

Prepare to Negotiate

A stylized illustration of a hand holding a money bag. The hand is light orange with a grey sleeve featuring three white buttons. The money bag is white with a large grey dollar sign (\$) on it. The background is a light teal color.

They expect it!

- Be excited for the opportunity
- Draw attention to why you applied
- Self-worth and skillful confidence
- Research data points = Respect
- Large company salary research
- Negotiate!

Prepare to Negotiate

A stylized illustration in the background shows a light green background. In the center, a large, light gray money bag with a dark gray dollar sign (\$) is being held by a tan-colored hand. Another tan-colored hand is reaching up from the bottom left towards the money bag. On the left side, there is a dark gray rectangular shape with three white circles, resembling a window or a control panel. At the bottom right, there is a dark gray rectangular shape, possibly representing a desk or a piece of furniture.

Which is better? \$75k salary +

- \$10k signing bonus
- OR +\$5k base?

Which is better?

- Unlimited vacation
- OR work-from-home 1/week?

Resource List



- Networking tips for the [Introvert](#)
- Video - Online [Networking](#) like a Pro
- Eight Salary [Negotiation](#) Tips
- Salary [Negotiation](#)

Conclusion



Share **One Takeaway** from the workshop