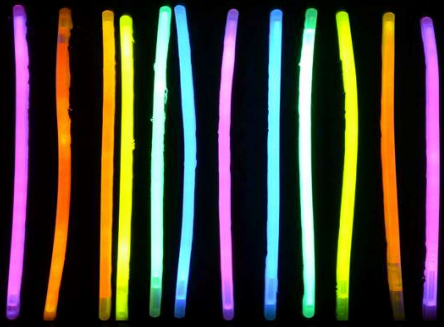


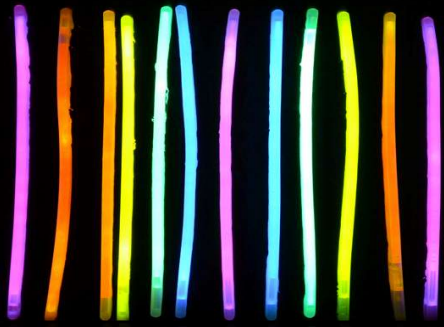

Finding Career Opportunities

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and Letting Them Find You

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Presented by Stout Systems

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Introduction

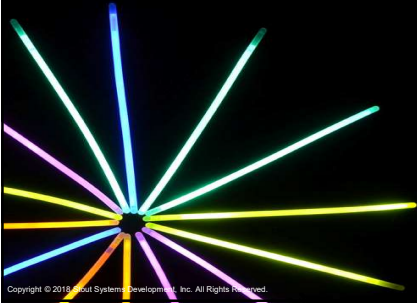
- Today's presenters are
 - Peg Bogema, President
 - Bob Hoffman, Vice President of Public Outreach & Business Services
- With a combined century of expertise helping computer professionals land direct-hire jobs and contracts
 - Okay, we exaggerate, but it's a long time.



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Introduction

- Our advice is not cross-industry
 - Will the accountants please leave the room.



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Introduction

- Today's topics
 - Getting your resume in tip top condition.
 - How to “search” passively, i.e. let jobs find you.
 - Techniques to help you actively search for jobs.
 - Interview preparation



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Your Resume



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Your Resume

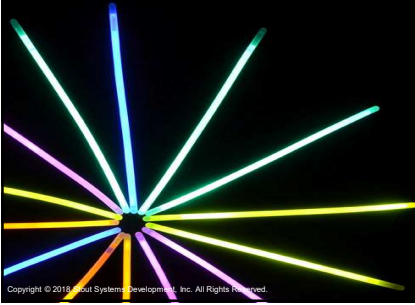
- Your best (and sometimes only) chance to make an impression.
- Look at your resume from the perspective of someone who doesn't know you.
- What story is your resume telling about you?
- There isn't one “right” approach, but there are many wrong ones.



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Your Resume

- The days of the one-page resume are gone.



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Your Resume

- No matter what format, these elements should be there:
 - Name, address, phone(s), e-mail address
 - Social media and other URLs
 - Seeking, objective or experience summary statement
 - Skills matrix

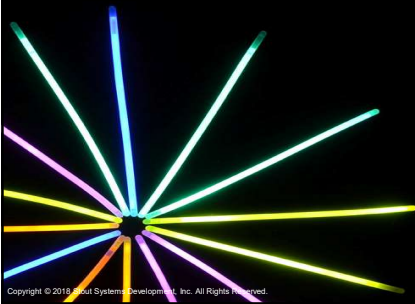


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Your Resume

- Skills matrix

| SKILLS SUMMARY | |
|--------------------------------------|------------|
| KEY SKILLS | EXPERIENCE |
| C & Basic programming | 20+ years |
| Databases | 20+ years |
| Architect & Design | 20+ years |
| Full Life Cycle Development | 20+ years |
| Microsoft Technologies | 10+ years |
| Windows Forms and Visual Studio | 10+ years |
| Object Oriented Programming | 10+ years |
| VB.NET & C# | 7 years |
| ASP.NET & website development | 7 years |
| CE, PocketPC, .NET compact framework | 7 years |
| XML | 7 years |
| HTML | 7 years |

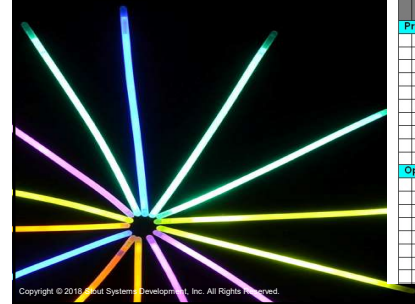


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Your Resume

- Skills matrix

| TECHNICAL SKILLS MATRIX | | | |
|--|--------------------|------------|-------------|
| Proficiency Column: C - Conceptual Knowledge, B- Beginner/Trained, I - Intermediate, E - Expert | | | |
| Skill/Tool | # years experience | Last Used | Proficiency |
| Programming Languages & Tools | | | |
| Sun Java | 5 | October.05 | E |
| Microsoft C#, VB.NET 2003 & 2001 | 4 | October.05 | E |
| VB, VC++ | 9 | October.05 | E |
| C, C++ | 21 | October.05 | E |
| COBOL | 1 | August.94 | I |
| Eclipse | 2 | October.05 | I |
| Borland J-Builder | 5 | June.04 | I |
| Microsoft FoxPro/Visual FoxPro | 15 | Sept.04 | E |
| Microsoft Visual SourceSafe | 7 | October.05 | E |
| Concurrent Versions System (CVS) | 10 | October.05 | I |
| Operating Systems | | | |
| Microsoft Windows XP, 2000, ME, 98, 95 | 10 | October.05 | E |
| Microsoft Windows 2003 Server | 2 | October.05 | I |
| Microsoft Windows 2000, NT Server | 7 | October.05 | E |
| SUSE Linux Professional 9.2 | 1 | October.05 | E |
| Fedora Linux (Core 2, 3, & 4) | 2 | October.05 | E |
| SUSE Linux 9 & 10 | 1 | October.05 | E |
| Sun Solaris Unix 10, 9, & 8 | 10 | August.05 | I |
| Hewlett Packard HP-UX | 3 | March.01 | I |



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Your Resume

• Skills matrix

| COMPUTER SKILLS | |
|-----------------|--|
| Languages: | C#, VB.NET, ASP, VB, JAVA, C++, C, PERL, SOL, PL/SOL |
| App Servers: | IIS 4.0/5.0/6.0, Tomcat 4.x/5.x |
| Tools: | Visual Studio .NET 2003/2005, Eclipse 3.0/3.1, TOAD, Rational Rose, Microsoft Visio, Microsoft Project Server, Microsoft Project 2000/2003, Visual SourceSafe 6.0, Microsoft Silverlight |
| OS: | Windows 95/98/NT/2003, Red Hat Linux 4.0, UNIX, VMS |
| .NET: | .NET Framework 1.1/2.0/3.5, ASP.NET, ADO.NET, CLR Debugger, .NET Remoting, ASP.NET AJAX, Web Services, Windows Communication Foundation, Windows Presentation Foundation, Windows Workflow Foundation, LINQ, MVC framework |
| Java: | JSP, Servlets, J2EE, Struts, ANT |
| Databases: | SQL Server 6.5/7.0/2000/2005, Oracle 8i/9i/10g, Access 2000/2003, Oracle RDB |
| XML: | XML, XSLT, XML Schema, XSL-FO, SOAP, JAXP, UDDI, SAML |

Your Resume

• Skills matrix

| Skills: | |
|--|---|
| Industries: | |
| Automotive: | Strong focus on Hybrid Electric Vehicles at Company 1 |
| Manufacturing: | Solid experience from Company 2 working in the US, Mexico, and Scotland |
| Networking: | Hardware and software experience at both Company 3 and Company 2 |
| Embedded Software Development: | |
| Microcontrollers: | Motorola (Freescale) S12 and S12X families, Atmel (Mega8/16), PIC |
| Peripherals: | CAN, USART/SCI, PC, SPI, A/D, PWM, EEPROM, and timers |
| Protocols: | CAN (CANMAN and J1939), MODBUS, TCP/IP |
| Bus Analysis: | CANalyzer (CAPL scripts), CANape |
| Compilers: | Cosmic, IAR, GCC |
| Debuggers: | Synergy, NOHAW, AVR Studio, Metroview |
| Hardware Tools: | Oscilloscope, Multimeters, P-CAD and OrCAD schematic capture |
| Model Driven Development: | |
| MATLAB, Simulink, Stateflow, Real-Time Workshop, Real-Time Workshop Embedded Coder | |
| PC Software Development: | |
| Languages: | C, C++, Perl, Java (Sun Certified), C# |
| Web: | Perl (CGI via mod_perl), ASP.NET (Web forms via IIS), Java (Servlets via Tomcat) |
| Web Services: | ASP.NET (Created a service to optimize facility layouts based on a genetic algorithm) |
| Database: | MySQL, SQL Server, Access, PostgreSQL |
| OS: | Windows (Server/XP/2000), Linux (RedHat on Intel, YellowDog on PowerPC) |
| General Software Development Tools: | |
| Config, Mgmt: | CVS and Subversion (administrative and user experience) |
| Issue Tracking: | Bugzilla (administrative and user experience), SourceForge Enterprise Edition |
| Automation: | Make, Perl, BASH and various Unix utilities |

Your Resume

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 - Social media and other URLs
 - Seeking, objective or experience summary statement
 - Skills matrix
 - Chronological employment, neither too long nor too short

• Employment (too long)

| | |
|--|---------------------|
| Client: Chrysler, Auburn Hills, MI | (Aug '07 – Dec '07) |
| Position: Java/J2EE/Web Developer | |
| <p>GPSIS (Global Procurement and Supply Information System) Development group, responsible for developing, integrating and supporting Supplier Information Management (SIM) system for Procurement and Supply units of DaimlerChrysler. The activation of the application is a direct access of suppliers to update and maintain their own data, and Hierarchy, Profile and Demographic Data view and Change, also transfer the Ownership of contacts. The result will be the centralized contact database of all the data stored from all suppliers in a consistent and updated manner. Each supplier was able to send Bulk of email requests to all their own contacts who have not updated their data for defined time. Each supplier was also able to search contact with different criteria.</p> | |
| Responsibilities: <ul style="list-style-type: none"> • Developed the application using Java, J2ee, Jsp, Servlet, XML, JDBC, SQL, JavaScript, Ajax and JavaMail technologies. • Developed Presentation layer using Hnd. Jsp, Java Beans and Client side validations were done through Java script. Servlet is used as a request handler and controller in MVC Frame work. • Developed Data access objects (DAOs) to handle the business logic with database connectivity • Created complex queries using SQL, to access the DB2 data base. • Developed module using JavaMail to handle mailing sections of the application • Used CVS for source sharing and versioning within the team, used Dimensions for version control within group. • Responsible for code integration, code review and deployment of the application. • Responsible for Testing fixing the issues and supporting the application. • Used Log4J for exception handling and logging purpose • Development & Integration of Web Applications by using Tomcat Application development Environment. Deployed all the Servlets to run under Tomcat Server. • Developed Content Loader Module in which the privacy documents in XML Format were parsed and converted in to the required HTML format. | |
| Environment: Java 1.4, JSP1.2, Servlet2.3, JDBC, JavaMail, DB2, Tomcat 5.5, Eclipse 3.2, HTML, XML, Ajax, Log4J, LDAP, JavaScript, Windows XP, CVS, Dimensions, Apache Tomcat Application server. | |

Your Resume

- Employment (too short)

COMPANY, Detroit, MI 1998 – 2004
Delivers process management solutions and technology components to help automotive industry improve quality, shorten product launch times and reduce overall manufacturing costs.
Director, Hardware Platforms

- Led all engineering functions to facilitate commercial release of Company hardware platforms.
- Cut costs significantly by reducing product warranty service and support – accomplished by selecting appropriate components and defining effective methodologies.
- Spearheaded multiple simultaneous projects and supervised team of 5-10 staff members in role of Line Manager.

Senior Software Engineer / Architect

- Designed and implemented software for machine vision system to measure paint thickness in real-time during auto production.
- Specified, designed and implemented motor control solution for sensor position control for use in machine vision system at the Client Plant.
- Determined necessary computer and support hardware for computer control equipment rack for the Client Plant system.

Your Resume

- Employment (uh...way too short)

1995 to 6/2006: President/CTO, Company, Detroit, MI
 I provided company management and direction. Direct software research and development (led to 105,000 lines of C++, 60,000 lines of TCL/TK), leading development efforts company wide (8-10 people). Oversee business development, marketing work and technical work.

Your Resume

- Employment

Company, Detroit, MI November 2002-Present
 Technical Team Lead

Project Company Web Application v4.0-4.4.4.8

Environment: ASP.NET 1.1, 2.0, 3.5, .NET Framework 1.1, 2.0, 3.5, C#, AJAX, ASP 3.0, XML, Schema, XSLT, XPath, SOAP, SAML, 1.1, 2.0, SQL Server 2000, 2005, MS SQL Server 2008, COM, DCOM, Java 1.5, J2EE, JSP, Eclipse 3.0, 3.1, Hibernate, Oracle 9i, Tomcat 4.0, 5.0, POP, VBS, Visual SourceSafe .NET, Visual Studio .NET 2003, 2005, WebMethods XML Spy 5.2

- This is the one paragraph description of the Web application.
- Design, develop and deliver complex, high performance software solutions in ASP.NET and Java in the role on **Team Lead/Architect**. Designed the data model, systems and application architecture based on SOA principles. UML with Rational Rose is used for design modeling.
- As a team lead responsible for overseeing all implementations, upgrades and customizations to the product.
- Conducted interfacing with internal and external clients on problem analysis, troubleshooting and provide strategic solutions.
- Gather client requirements, estimate hours, manage schedules, and prioritize client deliverables.
- Developed and deployed a SAML SSO solution as an Identity Provider and Service Provider using C#, ASP.NET and Component Space SAML component. The solution is developed as a common service to be used by various products within Company without any major changes to the existing systems.
- Designed and developed data migration tool which is used to migrate existing SQL Server database to Oracle database using ASP.NET, C#, XML, XSLT, XSD, XML Schema. This tool helps in upgrading existing database to Oracle database. It requires the mapping documents to map the source and the destination fields. Developed a mapping wizard to create mapping documents.
- Designed and developed file upload tool which is used to upload project files to various servers on the web farm. This tool is developed using ASP.NET, .NET Membership provider, C#, AJAX, Data Access Application Block.
- Performed customizations and application at various global locations like Dubai (Client 1), US (Client 2).
- Train, support and provide technical guidance and functional knowledge to the development team. Closely work with off-site and on-site teams globally.
- Establish effective and efficient processes to improve products and services and achieve flawless execution.

Project Company Web Application v3.4

Environment: ASP 3.0, COM, DCOM, XML, XSL, MSXML, MDBC, ASP.NET 1.1, C#, ADO.NET, Java Script, SQL Server 2000, MS SQL Server 2005, .NET Framework 1.1, .NET Cryptography, .NET Enterprise Services, .NET Windows Service, .NET Web Service, Visual SourceSafe 6.0

- As a **Senior Software Engineer Team Lead** designed and developed Company Web Application core product.
- Also involved in enhancements and implementation of Web Application for some of Company's largest clients including Client 1, Client 2, Client 3, Client 4, and Client 5.
- Developed COM components in VC++ to implement business rules and data access objects where data is read into XML.

Your Resume

- Employment

Contract Agency 1 Jan '06 – Aug '06
 Assigned to: Client 1, Grand Rapids, MI
 Role: Programmer Analyst

Description:
 Worked on Client1.com website development as a part of team using C# and ASP.net.

- Involved in designing and developing front-end screens using ASP.Net
- Responsible for writing JavaScript files for client side processing and validation, Style Sheet (CSS) files to control the look and feel in a centralized manner.
- Involved in writing classes for data access layer, which acts as a bridge between the business layer and data layer.
- Intensively used data editing and displaying controls like Repeater, DataGrid and DataList with paging and sorting capabilities.
- Used serialization and de-serialization for storing complex objects in ViewState.
- Used Web services for data exchange from host (AS400).
- Designed and developed user controls and custom controls.
- Performed user data validations using regular expression, required field, compare and custom validators.
- Designed and developed Stored Procedures to be used with ADO.Net.
- Extensively used DataReader and Datasets.
- Performed Unit testing.

Environment: ASP.NET, C#.NET, JavaScript, XML, IIS 5.0, Windows 2000 Advanced Server, SQL Server 2000

Your Resume

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 - Skills matrix
 - Chronological employment, neither too long or too short
 - Education/certifications

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Your Resume

- Common mistakes
 - Resume too short or too long.
 - Tailor resume for different job types? Yes.
 - File name doesn't include your name:
My2018resume.doc?
 - Cute e-mail address.
 - Resume doesn't show contracting agency as employer and then assigned to and the client's name.
 - Resume doesn't account for employment gaps.

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Your Resume

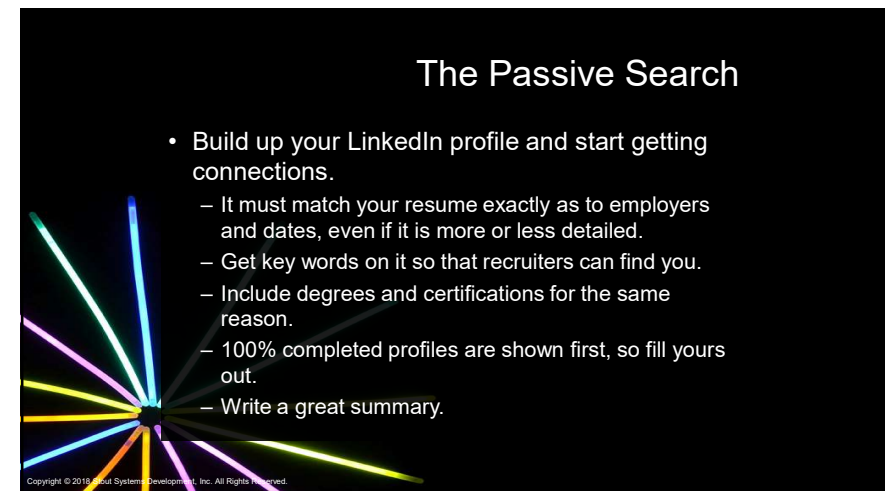
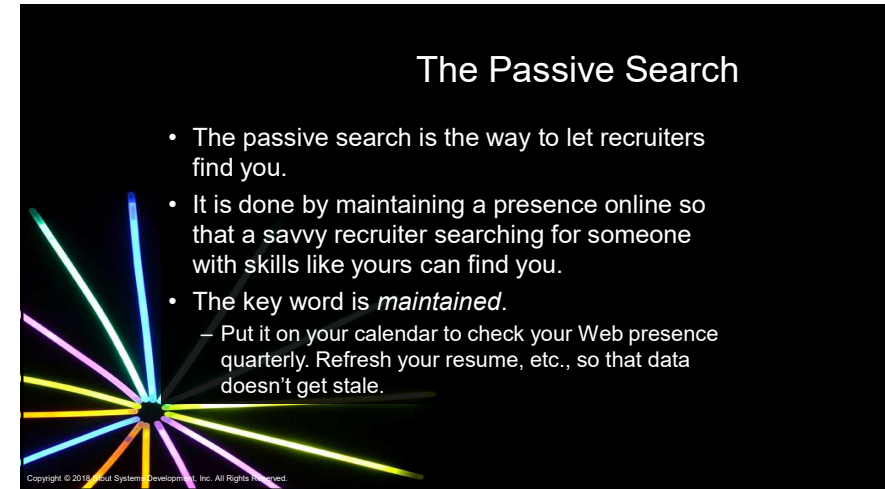
- Automatic turn-offs
 - You didn't use your spell checker.
 - You didn't punctuate properly or made grammar errors
 - Formatting errors like strange page breaks (which a PDF version will prevent)
 - Too colorful or font-i-ful
 - Typos that spell checkers miss, like you "lead" a team.
 - Resume too dense (no white space, small font)

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Your Resume

- Should you write a cover letter?
 - Boilerplate cover letters are a turn-off.
 - Use the cover letter to point out how you are a good fit for the role.
 - If your skills aren't obviously relevant to the job posting, use the cover letter to explain why you should be considered.
 - If you would have to relocate, the cover letter is a good place to comment on how you would handle it.

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The Passive Search

- Build up your LinkedIn profile and start getting connections
 - You don't have to have a professional headshot, but an attractive photo is invaluable.



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The Passive Search

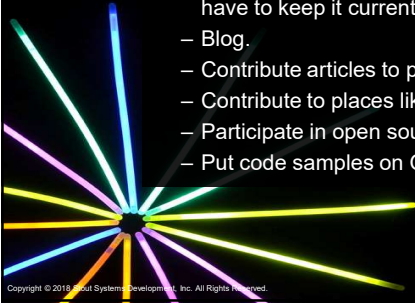
- Build up your LinkedIn profile and start getting connections
 - Get some connections so you don't look like a recluse.
 - You may share connections in common with the person who will be interviewing you.



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The Passive Search

- Keep a Web presence
 - You can maintain a Web site of your own, but you have to keep it current.
 - Blog.
 - Contribute articles to publications.
 - Contribute to places like StackOverflow.
 - Participate in open source development.
 - Put code samples on GitHub.



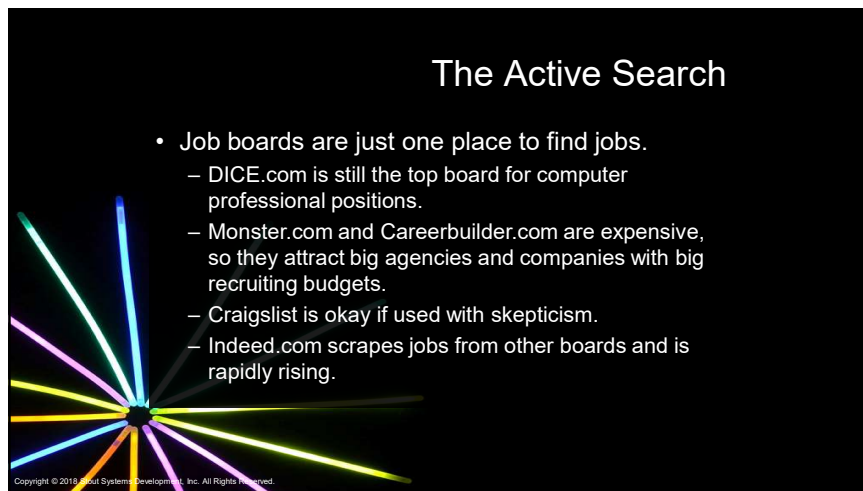
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The Passive Search

- In summary, if you want recruiters to find you, they have to be able to find you.
- So build up whatever type of Web presence makes sense for you.
- Minimally uploading your resume and being active on LinkedIn.

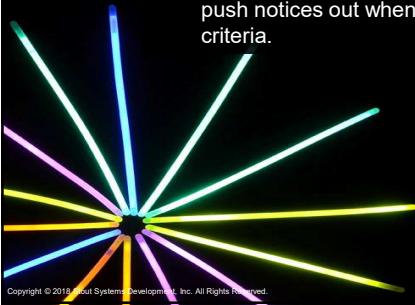


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The Active Search

- Set up agents.
 - Many job boards let candidates create agents that push notices out when a new posting matches the criteria.



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The Active Search

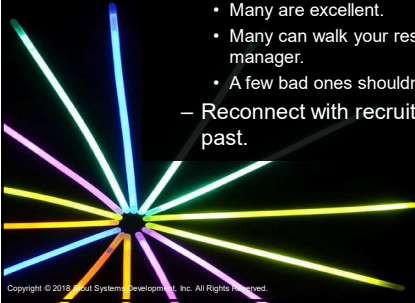
- Network.
 - Attend user group meetings. Announce that you are looking.
 - Career fairs put you in direct contact with HR or Hiring Managers.
 - Try out virtual fairs like the Michigan Virtual Career fair and the DICE.com career fair.
 - Let former work colleagues know that you are looking.



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The Active Search

- Use agency recruiters.
 - Don't be skeptical about recruiters in general.
 - Many are excellent.
 - Many can walk your resume right to the desk of the hiring manager.
 - A few bad ones shouldn't spoil it for all the others.
 - Reconnect with recruiters you have worked with in the past.



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The Active Search

- Visit the career pages of prospective employers and submit your resume directly.
 - Acquire lists of companies by size (e.g. fortune 500), domain (e.g. healthcare data), etc.
 - Libraries are an amazing resource for acquiring such lists.
 - Subscribe to emails from Crains, Ann Arbor Spark, Chamber of Commerce, Automation Alley, etc. to learn about growing companies, hiring, etc.



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The Active Search

- Use modern searching techniques to find jobs that aren't broadly posted.
 - Many companies use one of the four top Applicant Tracking Systems (ATS)-- Aplitrak, Bullhorn, SmartRecruiters and Taleo.
 - Use a special search string to see all jobs in the ATS.
 - Search site:apltrak.com intitle:"java developer" AND "[location]"
 - Use Michigan as the location (if you are looking locally)—not a city.

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The Active Search

- Use modern searching techniques to find jobs that aren't broadly posted.
 - Each search string is a bit different.
 - site:bullhornreach.com/job intitle:"java developer" AND "[location]"
 - site:smartrecruiters.com intitle:"java developer" AND "[location]"
 - site:taleo.net (inurl:careersection OR inurl:requisition) "java developer" AND "[location]"

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The Active Search

- Use modern searching techniques to find jobs that aren't broadly posted.
 - For more details, see Brian's article at <http://tinyurl.com/hiddenpostings>

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The Active Search

- Dedicate time every day to looking for opportunities.
- Track everything.
 - Keep a record of every place you send your resume and for what job.
 - Save all your email correspondences.
 - Make phone conversation notes and save them.

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The Active Search

- If you have a passive search underway, it's easier to start an active search when the time comes.
- Use the techniques that are tailored to help you find the kind of job you want.
- Don't skimp on networking.
 - Many jobs are never posted.



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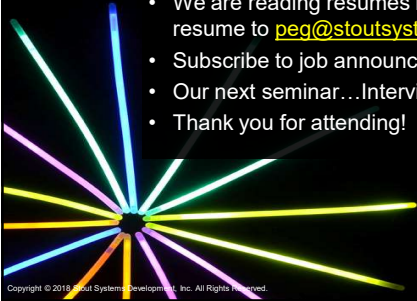


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Wrap-Up

Wrap-Up

- We can answer questions now if they are general or afterwards if they are specific to your situation.
- We are reading resumes immediately after or email resume to peg@stoutsystems.com for a ruthless review
- Subscribe to job announcements, newsletter, etc.
- Our next seminar...Interview Prep
- Thank you for attending!



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