



**BLG374E**

# **Technical Communications for Engineers CVs & Coverletters**

## Lecture Contents:

Fundamentals.

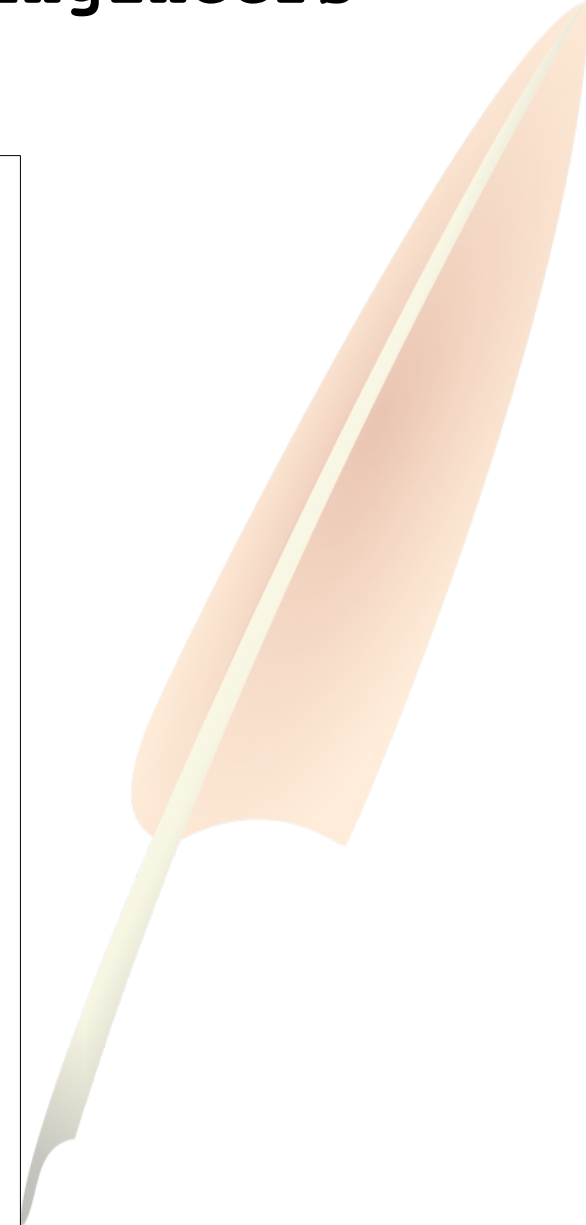
- Aim.
- Layout.

CV.

- Tips.
- Managing impressions.

Coverletter.

- Tips.
- Managing impressions.



# Junior Mobile Application Developer

(ref:AISSJMOB)

## Genel Nitelikler

### About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Committed to delivering innovation, Accenture collaborates with its clients to help them become high performance businesses and create tangible value. With deep industry and business process expertise, broad global resources and proven experience in consulting and outsourcing. Accenture can mobilize the right people, skills, alliances and technologies to help clients improve their performance. In our vibrant, sociable, learning culture, you can expect the support of experienced and talented colleagues, extensive training and a full range of rewards & benefits.

### Responsibilities:

- Design and build applications for Android platform.
- Follow and improve the software development lifecycle and software development practices of the company, prepare the software related technical documentation when needed
- Write quality code, and ability to adhere to the coding guidelines.

## İş Tanımı

### Qualifications :

- BSc or MSc degree in Computer Engineering, Computer Science or related discipline.
- Knowledge on native Android Application development.
- Strong knowledge in Java.
- Ability with SOAP, REST, JSON, XML.
- Knowledge in the use of SCM tools (SVN, Git, Maven).
- Good knowledge of data structures, algorithms and software design principles.
- Knowledge of Android platform, core frameworks, APIs, development tools, build process, popular 3rd party libraries.
- Awareness of the Android UI/UX guidelines.
- Self motivated, able to self-improve, learn new and complex technologies.
- Understanding of Java language structure, object oriented design, application of design patterns.
- Interest in all sorts of mobile technologies.

# CV writing is not a one-time thing

- Multiple drafts always.
- Targeted CVs good idea.
- Consider a portfolio.
- Pays to be prepared.

→ Start now!



# What to send to a prospective employer

The screenshot shows a web form titled "Application for Academic Positions" for Sabanci Universities. The form is divided into several sections:

- 1. APPLICANT INFORMATION:** Fields for Name, Surname, E-mail Address, and Date of Birth.
- 2. FACULTY SELECTION:** Fields for Proposed Date of Start, Advert Reference Code (if any), Application Type (dropdown), Faculty/Unit (dropdown), and Program/Discipline (list box).
- 3. CURRENT POSITION:** Fields for Current/Last Institution, Current/Last Position, Current/Last Position From Date, and Current/Last Position To Date.
- 4. RESEARCH & INTERESTS:** Fields for Research Statement, Teaching Statement, Research Keywords, and Teaching Interests.
- 5. DEGREES:** Fields for University, Program, Degree (dropdown), and Grad. Year.
- 6. REFERENCES:** Fields for Full Name, Institution, Department, and E-mail Address.
- 7. FILES:** Fields for CV, Cover Letter, Paper I (Job Market Paper if any), Paper II, Paper III, and Other Document (if any), each with a "Choose File" button.

At the bottom of the form, there is a note: "Please use the 'Browse' button to upload your files. The file having pdf, doc, docx and ppt format is welcome however, please note that the uploaded file should not exceed 2 MB. Please note that only one file can be uploaded to each field."

- Unless stated otherwise:
  - Cover-letter.
  - CV or Resume.
- Sometimes requested:
  - Transcript.
  - Portfolio.
  - Writing/programming task.
  - Form filled.

# What to put in a CV (fundamentals)

- Name & contact details.
- Education history.
- Employment history.
- Other experience.
- **Evidence of (relevant) ability.**
  - E.g. awards, projects, interests.

# What to put in a cover-letter (the fundamentals).

- At the start:
  - The job being applied for.
  - How you heard about it.
  - Something eye-catching:
    - But concrete:
      - Relevant qualification highlight.
      - Connection with specific job/company property.

# What to put in a cover-letter (the fundamentals).

- In the middle:
  - Why you want *this* job (be specific).
  - What makes *you* right for the job (be specific).
  - Connect with concrete examples.
    - E.g. "*The job requires someone who can manage a complete Microsoft web stack; I co-managed a Microsoft Stack 1999-2002 for Kartal-Tek and rolled out a server to Ayşe Ev Malzeme in 2003. I am capable of managing a Microsoft web stack.*"

# What to put in a cover-letter (the fundamentals).

- At the end:
  - End decisively.
  - Do mention your CV if attached.
  - <https://www.google.com.tr/search?q=how+to+end+a+cover-letter>



# What is a cover-letter

- Formal letter:
  - Use formal letter format.
- Purpose:
  - State an interest in the position.
  - Point out important supporting points.
  - Point to CV/resume.
- Usually no more than 1 page.

# Considerations when writing a CV & cover-letter

- Step 1:
  - Get your CV read.
- Step 2:
  - Get an interview.

# Step 1: Get your CV read.

- Get reader's attention.
- Differentiate yourself.
  - In the **right** way!
- Make it scannable!

Your CV



# Suggestions for getting reader's attention

- Interesting use of colour or design.
- Clear layout.
- Prominent keywords or job-relevant info.

Warning: Non-standard format  
can result in humiliation.

## Step 2: Get an interview.

- Consider your impression:
  - Does it fit the job description?
  - Does it fit the company?
  - Is it professional?
  - Is it competent?

# Possible structures for a CV

- Chronological.
  - Shows life history well.  
(message could be lost).
- Functional.
  - Tailored more to target roles.  
(requires more work).
- Chronological with highlights.
  - Best of both worlds?

# A chronologically structured CV

- Work history:
  - 2010 - 2013: CEO, Monolithic Mainframes Inc.
  - 2001 - 2009: Cleaner, Disparate Devices Ltd.
- Education:
  - 1996 - 2001: BEng Computer Engineering (Class A Honours), GPA: 4.0.
- Awards.
- Etc.

# A functionally structured CV

- Java Programming Experience:
  - 2003 - 2005: Contributor: JEdit (open source software project).
  - 1996 - 2001: BEng Computer Engineering (Class A Honours), GPA: 4.0: JDBC/Swing/JSF.
- Customer relations experience:
  - 2009 - 2008: Foreign minister, Peru.
  - 2006 - 2008: McDonalds Cashier, Fatih.
- Etc.



# Should I put an objective statement in my CV?

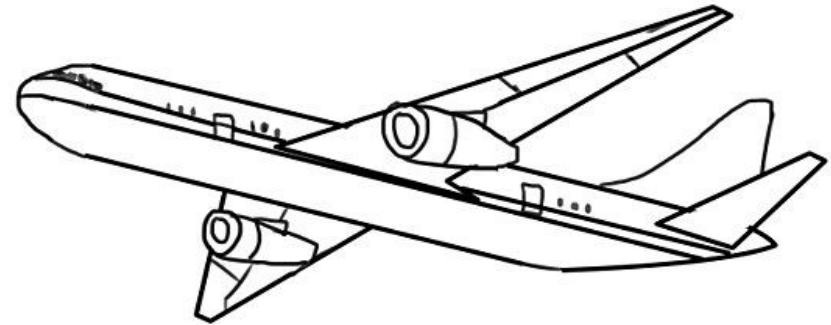
- If you do, it should be tailored & specific.
- Too vague:
  - Ambitious individual committed to growing as an individual and contributing to the company.
  - Employer response: "*that's nice*".
- Targeted:
  - Quick-learning computer engineer looking for programming/design position in fast-moving Microsoft stack web shop.
  - Employer response: "*that'll fit*".

# What if I don't have much to put in my CV?

- Pad it out!
  - Relevant extra-curricular activities.
  - Relevant professional memberships.
  - Etc.
- Spread it out!
  - You have design freedom.

# CVs for overseas jobs vs Turkey

- **Not** usually included on CV in the US:
  - Photo.
  - Gender.
  - Nationality.
  - Birth date.
  - Marital status.
- For European countries,  
check first.



# Tone of a cover-letter

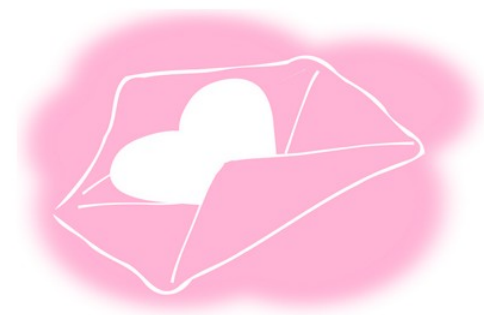
- Professional & knowledgeable.
- And... enthusiasm never hurt a job applicant.
- Desirable impressions:

"She knows what she's doing".

"She'll fit right in".

"She'll be effective very quickly".

"She's going to save our lives!"



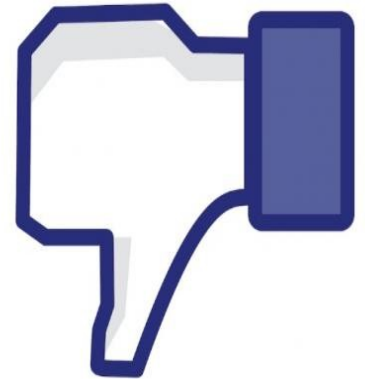
# Things to avoid in cover-letter tone

(Beer & McMurrey)

- Too reserved.
  - Including too modest!
- Egotistical.
  - But do emphasise your strengths...
- Fawning.
  - But do express enthusiasm...
- Desperate.
  - Focus on what you can do.

# The messages sent by an error in a CV or coverletter

- Spelling mistakes:
  - "I'm inccompettentt."
- Inconsistent punctuation:
  - "I am not, professional".
- Unpolished grammar:
  - "I don't really care the job".
- Messy design:
  - "I don't **do** things well."



# Most common CV mistakes according to jobs.aol.com

- Typos.
- Not targeted.
- No skills.
- Words copied from job posting.
- Inappropriate material (e.g. email address) .
- Required information not given (dates of employment) .
- Decorative paper!
- Photo included. ← Would not happen in Turkey

# Final rules on writing CVs and cover-letters

- Every rule is breakable.
- If you're planning to break a rule get lots of feedback.














# Other things that you can do to help secure a job

- Maintain an up-to-date professional online presence.
  - Share your projects.
  - Participate in technical communities.
  - Think about possible negative impacts of your online presence.
  - Make a website:
    - CV style.
    - Projects.
    - Interests.
    - *Keep it clean!*
  - Consider [LinkedIn.com](https://www.linkedin.com)

# Other things that you can do to help secure a job

- Constantly watch for jobs.
  - Even when not in the market.
  - Use monster.com, kariyer.net, etc.
  - Magazines and mailing lists in interest areas.

- [\[Imageworld\] Amazon computer vision team expanding in Seattle](#) Ren, Xiaofeng
- [\[Imageworld\] Amazon computer vision team coming to Europe](#) Ren, Xiaofeng
- [\[Imageworld\] "Digital Video and Television", by Prof Ioannis Pitas, 2013](#) Pitas Secretary
- [\[Imageworld\] 4 Research/Senior Research Fellowship Posts in Spatial Audio & Vision, U.Surrey, UK](#) a.hi

	<a href="#">[robotics-worldwide] [jobs] PhD in Robot Vision for Robotics at Aalborg University, Copenhagen, Denmark for May 1st</a> by Lazaros Nalpantidis-...		0		<a href="#">Feb 14</a> b
	<a href="#">[robotics-worldwide] [jobs] Two research positions, Personal Robotics Laboratory, Imperial College London</a> by Demiris, Yiannis		0		<a href="#">Feb 14</a> b
	<a href="#">[robotics-worldwide] [jobs] Multiple job openings in wearable robotics at Harvard Biodesign Lab</a> by Conor Walsh		0		<a href="#">Feb 14</a> b
	<a href="#">[robotics-worldwide] [meetings] IEEE BIORO2014 Submission deadline extension 28th</a>				

# Other things that you can do to help secure a job

- Do your research:
  - Research the company.
  - Research the role.
  - Keep reading:
    - <https://www.google.com.tr/search?q=cv+writing>
    - <https://www.google.com.tr/search?q=cover-letter+samples>
    - <https://www.google.com.tr/search?q=job+interviews>
    - <http://govcareers.about.com/od/JobSearch/tp/10-Mistakes-That-Will-Get-Your-Job-Application-Thrown-Away.htm>
    - <http://jobs.aol.com/articles/2013/09/13/hiring-managers-reveal-12-worst-resume-mistakes/>
    - Etc.

# Other things that you can do to help secure a job

- Follow up on your application.
  - Make a phone-call.
  - Write a letter/email.
  - If you promised to call, then call.

# Reading

Beer & McMurrey: **Chapter 10**  
"Writing to get an Engineering  
Job".