

The logo for PitchME, featuring the word "PITCH" in a dark blue sans-serif font, followed by "ME" in a red pixelated font enclosed in square brackets. The entire logo is set against a white background within a larger white rectangular area.

PITCH[ME]

The book cover has a bold, geometric design. It features a large blue rectangle in the center containing the title in white. To the left of this rectangle is a solid red vertical bar. To the right is a white vertical bar with black diagonal slashes. The top of the cover is divided into three sections: a white square with the PitchME logo, a solid blue square, and a yellow square with black diagonal stripes. The bottom section consists of a yellow square with black wavy lines, a large red square, and a row of white vertical bars of varying heights on a black background.

HOW TO OPTIMISE YOUR DIGITAL FOOTPRINT - A GUIDE FOR IT PROFESSIONALS BY PITCHME

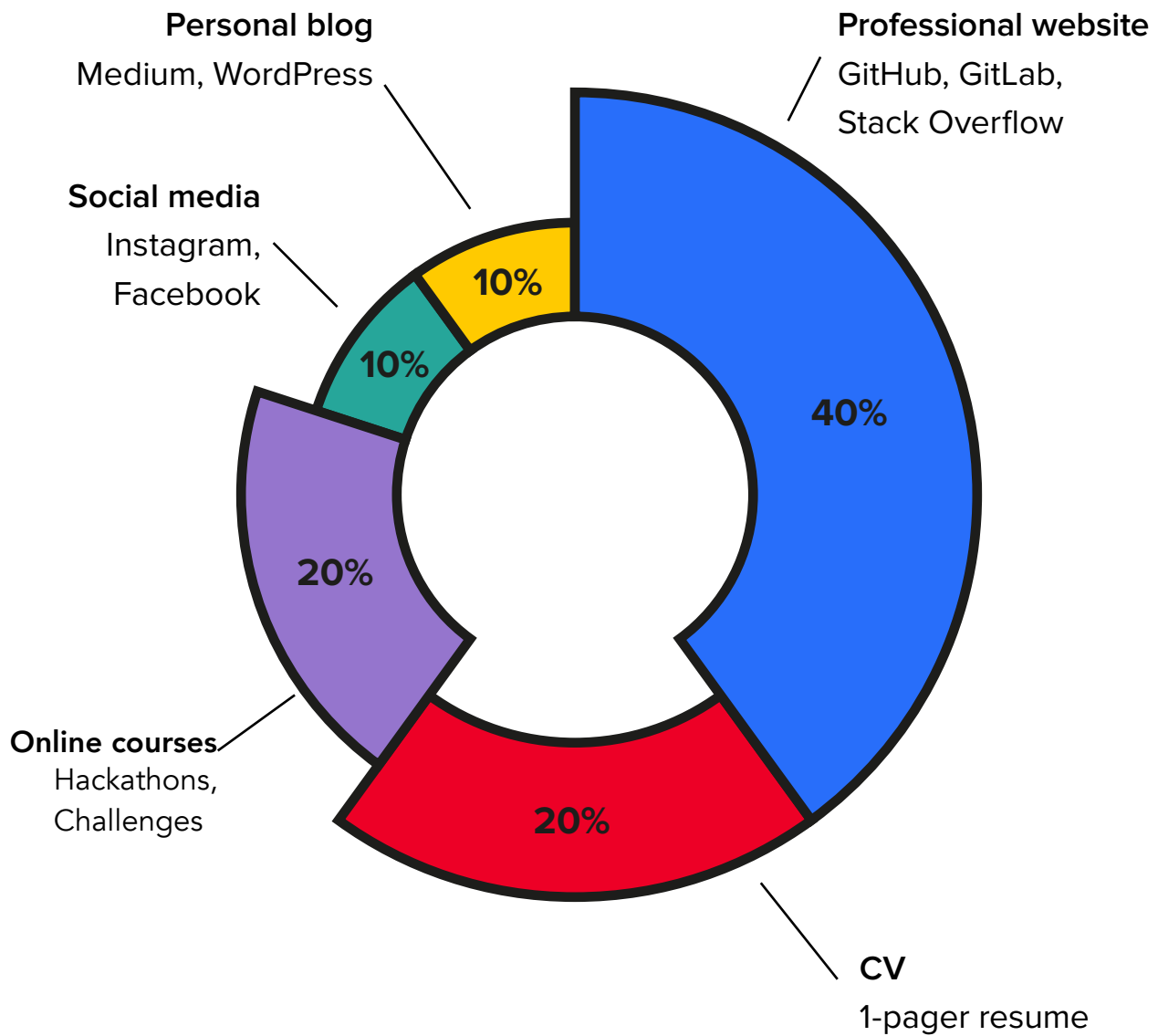


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MUST-HAVE ONLINE PRESENCE



WELCOME TO PITCHME

Your digital footprint can make or break your career opportunities. Our research of >50.000 cases indicates that IT professionals can do so much more to improve their online presence.

This guidebook aims to outline the ideal digital footprint every IT professionals should have to increase chances of employment or new contracts. We consolidated useful tips on how to build your online presence based on our real recruitment cases for leading tech companies such as **Revolut**, **Typeform**, **Intercom** and many more. It is applicable to IT professionals at all stages of their career who want to maximize their employability.

Each section takes between 5 minutes to read. We recommend that you follow this guidance and use the cheat sheets to mark the progress.

For more tips on modern job search, future of skills and how to showcase your talent, head over to blog.pitchme.co for regular content. Stay connected on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#).

Happy reading!
PitchMe team

GITHUB

PROFILE

1.1. Make sure your profile has following

- Profile picture
- Your status. You may want to include a call to action if you're open to jobs
- Bio - past and present employers, projects you have worked on, or languages and frameworks you enjoy using, or are currently learning. Include the type of company or kind of projects you would be interested in the future
- General information and links to your portfolio, Github, GitLab, CodePen, or blog

Independent Software Engineer and Architect focusing on, NET, WEB, Azure and Microsoft technologies, Microsoft MVP

 Independent Software Engineer

 Switzerland

 [Sign in to view email](#)

 [http://trudex.com](#)

Bonus tip: Untick “Keep my email address private” in the email settings of your account so people can easily contact you.

Bonus tip 2: Tick “Available for hire” if you’re looking for jobs.

1.2. Repositories

It is worth spending some time tidying up your pinned repositories so that they make the best possible impression on a viewer. You can change the position they appear in by dragging and dropping them. When you click into each repository, you can add


NJsonSchema

JSON Schema reader, generator and validator for .NET

 ★ 658 🍴 294 📄 MIT License 38 issues need help Updated yesterday

NSwag

The Swagger/OpenAPI toolchain for .NET, ASP.NET Core and TypeScript

[nswag](#) [swagger](#) [openapi](#) [codegen](#) [dotnet](#) [webapi](#) [aspnet](#)
 ★ 3,352 🍴 685 📄 MIT License 117 issues need help Updated 2 days ago

Namotion.Reflection

.NET library with advanced reflection APIs.

 ★ 22 🍴 9 📄 MIT License 2 issues need help Updated 8 days ago

a short description that will be visible on your profile, so you want to add something that tells them a little about the project and piques their interest.

1.2.1. Contribute to open source projects

It is a clear indication that you are involved in collaborating with others on open source software. Regular contributions are a good way for hiring managers to assess how well you work in teams.

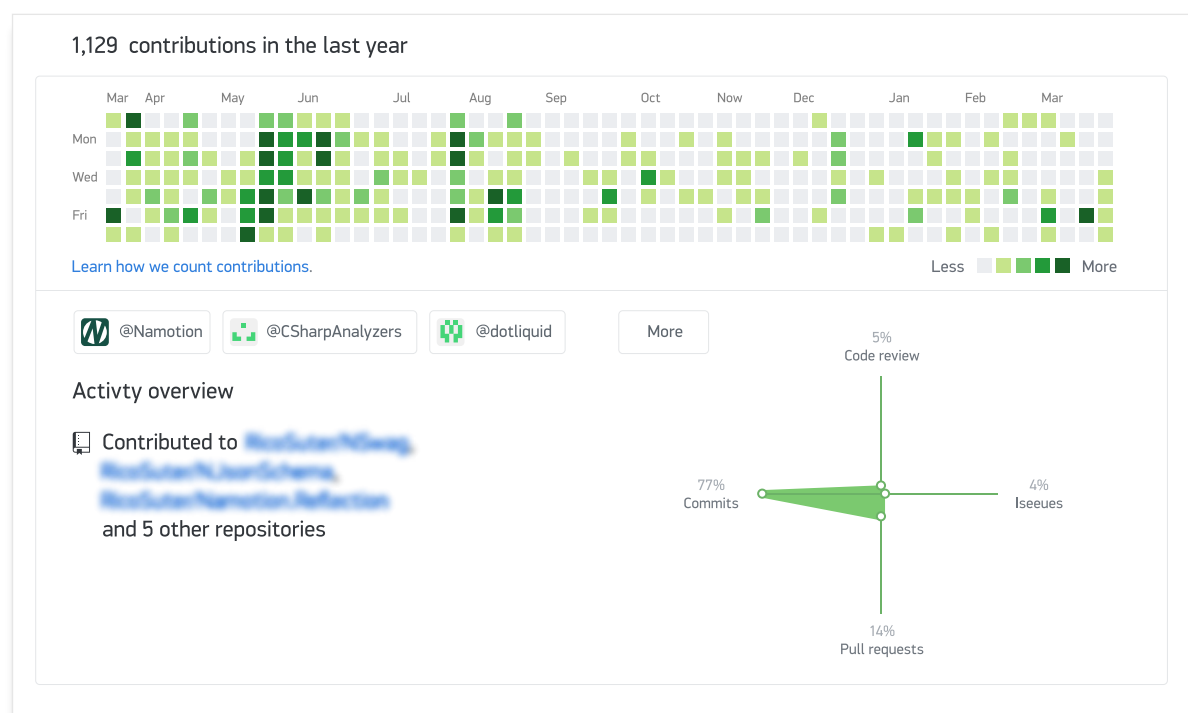
1.2.2. ReadMe profile

A well written ReadMe is one of the most important parts of a good repository. The reading is necessary for others because it tells people:

- What the code is for
- How to build / install the code
- How to contribute

1.3. Contribution chart

This is one of the first things a recruiter looks at. The heat map with activity gives a representation if you are passionate about coding. People who love to code have steady patterns that correlates with their success in the workplace.



1.3.1. Contribution activity

Commit messages are essential for communicating why your code was changed. It displays your communication and documentation skills. Be clear, specific and demonstrate how you added value.

1.4. Make your GitHub content accessible

Typically, GitHub isn't the first place decision-makers look to fill roles in programming. Rather, it's a handy tool for fine-matching skills and verifying that a candidate possesses them. If you're using GitHub for advancement, you will want to present your projects and account activity in a way that's clear and accessible. Don't expect anyone to decode your code or read through your libraries. Instead, make sure that every repository you work on has the Description field filled in. Here (and in the Readme file) you want to talk about the features you wrote into the project. Demonstrate business acumen by articulating your role in the Git in one or two sentences that capture how you helped along the project. Think of Description as the headline, on which you'll elaborate further in the ReadMe.

1.5. Present deliberately for the job you want

Usually your desired work is tied to a specific language or framework preference. If JavaScript is your thing, stick to JS with your GitHub activity. A more experienced programmer might be able to show specialization in server-side or front-end development work across several types of code. Since recruiters look to match granular skills with GitHub, you'll get the most mileage when you stay narrow in your focus.

***Bonus tip:** The types of projects you choose relate to the type of work you're willing to take. If your profile has a good representation of open-source projects, it gives a sense that you'd might work for a non-profit or public sector agency.*

1.6. Make yourself look as credible as you actually are

Basically, this means avoiding the giveaways of a rookie. First and foremost, make sure your page shows a pattern of habitual posting. Anything that suggests sporadic

or inconsistent work habits is not a good look. Keep in mind that your account activity is one of the first things people see on your account.

Believe it or not, some programmers carry bad attitudes into open source projects. Makes sure your communications are always clear, professional, and courteous. Team-mindedness is something recruiters want to see.

1.7. Use the search function to check on similar candidates

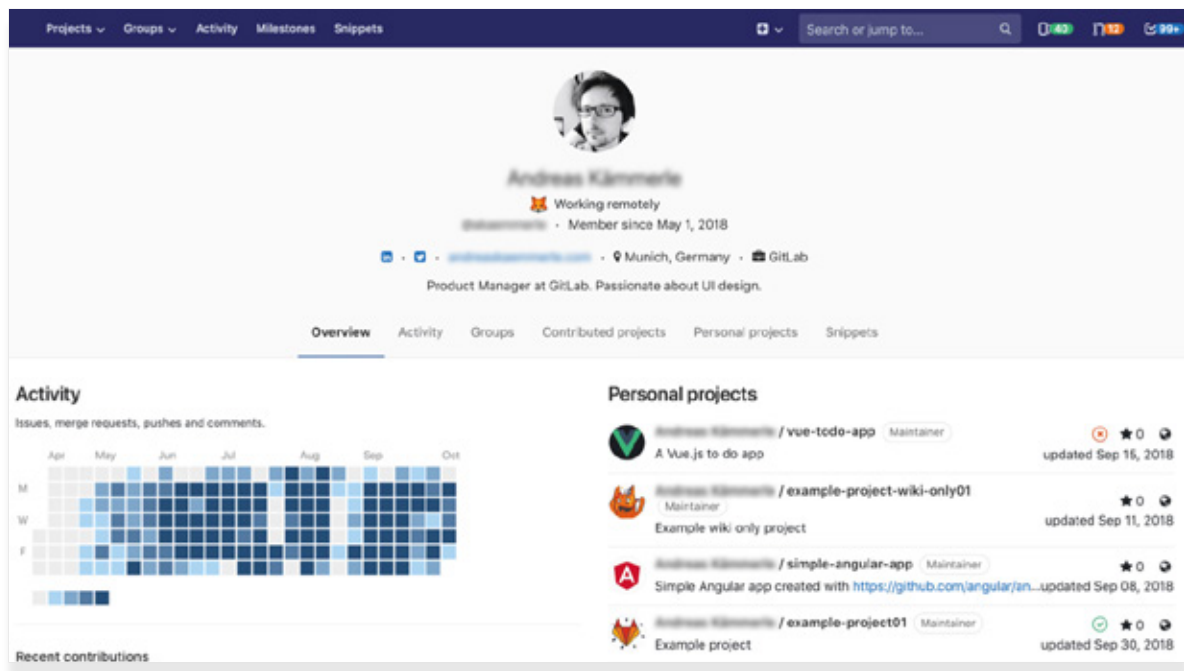
The purpose here is twofold. In doing so, you're researching the competition, and putting yourself in the shoes of the decision-maker from the search perspective. Giving your profile a little SEO love helps with on-site recruitment--which is not the primary use for GitHub in this context, but as the platform evolves into ubiquity, happens more often in the earlier stages of the game. A simple exercise like putting yourself in the shoes of a hirer scanning profiles will only benefit your overall look on the platform.

IDEAL

GITLAB PROFILE

2.1. Complete your personal information

- a. Add details of external accounts (e.g. GitHub, LinkedIn)
- b. Add your contact email
- c. Update your current status to include a call to action if you are looking for a job



Bonus tip: A call to action (CTA) is intended to prompt an immediate response from readers. It is usually a short sentence or phrase led by an action word, e.g. Looking for a senior developer role with 10 years' experience, email now to share opportunities

2.2. Actively contribute

By staying active and regularly contributing, your activity stream and list of contributed projects will be a good showcase of your current skills.

2.3. Join relevant groups

Joining relevant groups indicate your area of interest, e.g. if you are interested in coding for social enterprises, join the relevant groups.

2.4. Start personal projects

In addition to highlighting your technical skills, these are a good demonstration of your leadership and project management skills.

2.5. Get starred projects

To position yourself as a subject matter expert, starred projects are a great way to further demonstrate of your specific strengths.

2.6. Share code snippets

Share your personal code snippets to allow recruiters to validate your skills and strengths.



STACKOVERFLOW

PROFILE

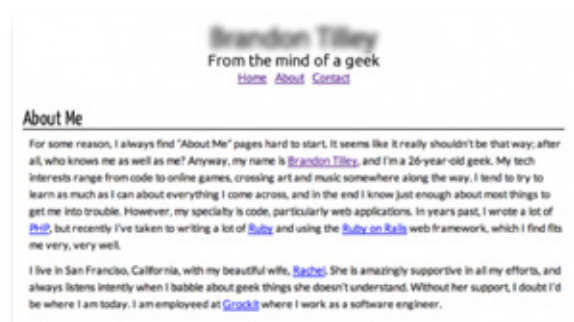
StackOverflow is great to source for employers because it's jam-packed with excellent candidates and loaded with tons of information about what those candidates' skills look like.

Imagine the site as a playground for coding aficionados. Engineers come here to find answers to the technical questions they are struggling with (i.e. programming on the new windows mobile system or building a complex Java infrastructure), to show off their coding skills, and to connect with other techies who have similar interests.

3.1. Complete your bio and info

Highlight your skills, experience and future projects you are interested in. Update your location, education, Github link etc. in the "Info" section for recruiters to get a complete picture of your profile.

A look at your personal section gives a general glimpse of who you are. Under "Bio" employers expect to find information about your work and a personal website. List a link to your blog, and tell where are you located and if you are open for new opportunities.



Users also have a personal section that they can choose to link to personal projects, or write a quick blurb about themselves. You can link a GitHub page, Twitter page or give multiple contact vectors.

3.2. Improve your reputation

Work to get those Bronze, Silver and Gold badges which indicate your expertise. A user is classified by the questions and answers that they create and they are attributed a ranking based on how these questions and answers are received by other users.

***Bonus tip:** A blue badge with a percentile indicates your overall rank on Stack Overflow. If a candidate has a blue badge, this indicates that they are trusted by a large audience of their coding peers and that they are willing to share their knowledge.*

3.3. Join relevant communities

This is a great way to indicate your area of interest or specialization. Be proactive and respond to questions you have most expertise in.

3.4. Actively contribute and add value

“Top Tags Contributed To” showcase your areas of expertise, especially if it has been upvoted many times.

3.5. Post insightful questions

This can give insight to recruiters on your work habits. Recruiters are wary of users who post a simple question without any indication that they have invested time in working the problem through on their own.



WORK ON

YOUR CV

(see appendix for example)

We had seen >50.000 CVs and here are unique insights we had seen in the IT professional's CVs that led to a job offer.

4.1. Showcase your tech stack

The easiest way to do this is to list the stack under a previous project that you have worked on. Consider including a section in called “self study” where you can courses, books and podcasts that you have used to teach yourself professional and soft skills. Do not include the whole list, only those that you think are necessary for the position you are applying for.

4.2. Personal statement

Every strong IT professional CV should start with a personal statement. The personal statement should sit under your name and contact details at the very top of the CV and should only be a short paragraph of around four lines. It should be used to demonstrate professional passion for the job, career goals and to pull out specific skills which are tailored to the vacant role

4.3. Qualifications

The qualifications section of a software development CV is an ideal showcase for all your most recent and relevant industry qualifications. If anything looks out of date or has been superseded with a new technology, try to avoid including it on your list. An employer may also want to check which level you're qualified at, so you could choose to include your degree or details of higher education at the bottom of your qualifications list.

4.4. Interests

The final element on a software developer CV is a list of personal interests. This

section tells an employer how well you might fit with the company culture and within the existing team. Try to include interests which are relevant to the role or that might look attractive to a potential employer, such as development-related side projects or volunteer work.

LINKEDIN

PAGE

Did you know that a complete LinkedIn profile (e.g. scoring 100% or becoming an “all-star”) is 40 times more likely to receive job offer? This is because a completed profile ranks higher in the internal algorithm, meaning you’re more likely to be discovered.

5.1. Complete your LinkedIn profile

A half-baked profile wouldn’t do you justice. To achieve an all-star profile, you should start with:

- Profile picture. Chose the most recent one and the one you look most professionally;
- Your current location;
- Perfect Headline. Specify your job title. Do not overcomplicate it with commas or technical details;
- Outline Work Experience in a chronological order (a current position, with a brief description, plus two previous positions);
- Outline technical skills. List programming language, tools and applications you had been using. Make sure to check the spelling and use the most common ways of technical terms spelling.
- Outline Education in a chronological order;
- Develop your professional network. You need at least 200 1st degree connections related to your professional sector.

5.2. Keywords are king

Keywords are important on LinkedIn because of the aforementioned internal search algorithm that hiring managers and recruiters use to source talent. To capitalize on the algorithm, use specific keywords such as particular languages and frameworks. (Example: Python, R, Ruby on Rails, Angular.js, Sass, WordPress, etc.).

At the same time, make sure to remove or de-emphasize skills and technologies you are not interested in working with.

***Bonus tip:** You have prior work experience as a social media manager but are looking to switch career to web. Limit keywords relating to social media across your profile and highlight your learning/non-professional web development experience. Otherwise, recruiters for social media candidates may contact you more often than those looking for web developers.*

5.3. Summarize your unique story

The summary section is your chance to tell your story and describe what motivates you. Show examples of how you are motivated, e.g. “After discovering my passion for Ruby for Rails, I made 5 websites for friends and family, interned with a local business for 6 months, and hired myself out as a part-time freelancer for 2 years. I’m looking forward to bringing that passion to a full-time role.”

Write in first person voice to explain what you do in a natural way. You may want to make it clear what are you looking for at your next position or what challenge you want to be a part of. Though it’s important to use keywords, don’t go overboard. LinkedIn’s algorithm can tell when you’re trying to game the system.

Bonus tip: Keep your summary to 40 words for optimum indexing on LinkedIn’s internal search results. Include links to your profiles on GitHub, GitLab or Stack Overflow.

5.4. Show off!

You can add media to the summary, experience, and/or education sections. On LinkedIn you can add documents, photos, links, videos, and presentations. An easy way to provide evidence of your skills is by including links to your portfolio, Github, GitLab, CodePen, or personal blog.

This is especially important if you don’t have a lot of relevant experience. By showing work, you are substantiating your stated skills and experience.

5.5. Personalise the look of your page

Did you know that you can reorder the sections on your LinkedIn profile? This is useful for career switchers or fresh graduates who do not have relevant work experience yet.

Bonus tip: For instance, your current work is unrelated to web development, so your “Experience” section won’t impress recruiters. However, you have taken some courses and/or individual projects. Drag those higher on the hierarchy of your profile. You don’t have to remove your unrelated experience, but you can curate your profile in a way that draws attention to the best portions.

5.6. Add your education

The education section is especially important for fresh graduates or career shifters because it shows that you’ve studied and been tested on your tech knowledge. It also shows you value self-improvement.

People who fill out their education section receive 10 times more profile views than those who leave it blank. Don’t worry if you do not have a degree, certificates and e-learning count too.

Example: You could include a coding bootcamp. You could also fill in the “Certificates” and “Courses” section to show how are continuously learning and staying up-to-date.

FACEBOOK

PAGE

As an IT professional, these are two options to showcase yourself on Facebook:

- Business page – Suitable for freelance/contract professionals
- Personal page – Suitable for professionals of all types

6.1. Business page for freelance/contract professionals

Memorable URL

Create a vanity URL to make the page more memorable and easier to find

Captivating cover and profile photos

Use a relevant picture that captures the attention of visitors as this is often the first thing that visitors look at

***Bonus tip:** Add a unique photo to represent your brand e.g. business logo or a compilation of previous client logos' (where necessary permission has been obtained)*

Use the About section to pitch

Write a brief description to give visitors a sense of what your Page and your business is about, this is your summarized elevator pitch

Earn the “Very responsive to messages” badge

Do this by maintaining a response rate of 90% and a response time of 15 minutes over the last seven days, it increases the chance of prospective clients reaching out immediately

Showcase your milestones

Add highlights of your biggest accomplishments or successful projects as “Milestones”

Post quality content consistently

Prioritize quality and consistency over quantity to increase the visibility of your posts. Link your topics to your unique selling proposition or areas of expertise

Engage audience with success stories and sneak peeks

Use this platform to highlight customer satisfaction, which increases your credibility amongst potential customers. You may also post sneak peeks of the development process for upcoming products. An engaged audience is an asset for your business!

6.2. Personal page of IT professionals

Commit to professionalism

If you have decided to make your personal Facebook public it might come across potential customers or employers, therefore it is necessary to strictly maintain professionalism in your posts. Alternatively, you may choose to create a separate personal page for work or a business page (see above).

Select appropriate cover and profile photos

To maintain a professional feel on your Facebook page, reflect this in your choice of cover and profile photos. You may use your logo or headshot to achieve a positive, professional first impression. Curate your “Featured Photos” section by carefully selecting photos that will pique the interests of potential employers (e.g. participation in a hackathon, running marathon).

Use keywords to stand out

When updating your “Work”, “Education” and “About You” sections, include brief descriptions to give visitors a sense of your experience and the type of jobs or projects you are looking for. Use relevant keywords and terminology to maximize your visibility as a developer

Bonus tip: ● *5 years' experience with HTML/CSS*

● *Proficient in Java and Python*

● *Experience using version control (Git, Subversion etc.)*

Add links to your website and other professional platforms

Add your LinkedIn, GitHub, GitLab, Stack Overflow, personal website or other relevant links to showcase your professional capabilities. This would give potential customers or recruiters a quick way to assess your skills.

Join and participate in professional groups

Join developer groups and contribute actively to build your reputation within the community. This is an excellent opportunity to network and scout for potential opportunities that might be posted in these groups.

Highlight events and milestones

Post about events you are attending to increase the chances of networking during those events (e.g. tech conferences). You could include a call to action to invite attendees to contact you for a meet up. Additionally, include your milestones (e.g. completing a course) to update your followers on your current progress.

Bonus tip: Get verified as a developer account if you are not associated with a specific business and want to build on the Facebook platform

YOUR BLOG:

MEDIUM, WORDPRESS

7.1. Setup

- Determine a suitable web host, either shared hosting (a good starter option), Virtual Private Server or dedicated hosting based on your needs;
- Select a memorable, unique domain name.

7.2. Content and Writing

- Be consistent with the subject area (e.g. Frontend Development), don't just rant about anything that comes to mind. Keep it professional. Establish authority in a relevant field;
- Share a useful stories how to address development/coding challenge. Your network will appreciate your insights as well as potential employers.
- Keep the writing style easy-to-understand and engaging. Proofread and spell check content before publishing. Include coding snippets where relevant;
- Keep updated with latest trends, news, other blogs and books to improve your content.

***Bonus tip:** A blog further showcases your area(s) of expertise, communication, documentation and technical skills to potential employers. Blog traffic also naturally builds your visibility and reputation within the developer community.*

7.3. Visuals and Layout

- Organize content logically and use relevant content tags
- Include relevant visuals in each blog post
- Select a theme and layout which is visually appealing

CHEAT SHEETS

Here are 7 cheat sheets to optimize your digital presence and maximize your career opportunities:

1 GitHub Cheat Sheet

- ☐ Complete your profile
- ☐ Tidy up your repositories to demonstrate your strengths
- ☐ Actively and consistently contribute for an enviably green heat map!
- ☐ Make your GitHub content accessible
- ☐ Present deliberately for the job you want
- ☐ Demonstrate your professionalism, strong work ethic and team-player attitude in your account activity
- ☐ Use the search function to check on similar candidates

2 GitLab Cheat Sheet

- ☐ Complete your personal information
- ☐ Actively contribute to showcase your skills and commitment to coding
- ☐ Join relevant developer groups based on your areas of expertise and/or interest
- ☐ Start personal projects to showcase leadership and project management skills
- ☐ Get starred projects to showcase technical competencies
- ☐ Share code snippets to validate your skills

3 **StackOverflow Cheat Sheet**

- ☐ Work towards the Gold Badge
- ☐ Complete your bio and info
- ☐ Join relevant communities based on your areas of expertise and/or interest
- ☐ Actively contribute and add value, get your comment upvoted many times
- ☐ Post insightful questions that reflect your well-developed problem-solving skills

4 **CV Cheat Sheet**

- ☐ Showcase your tech stack.
- ☐ Start with a personal statement
- ☐ Outline relevant work experience in chronological order
- ☐ Showcase your most recent and relevant industry qualifications
- ☐ List high education in chronological order
- ☐ List personal interests

5 **LinkedIn Cheat Sheet**

- ☐ Complete your LinkedIn profile (100%)
- ☐ Use relevant keywords for the job/industry
- ☐ Tell your unique story in 40 words or less under the “Summary” section
- ☐ Illustrate your work with links to GitHub, GitLab, Stack Overflow, media, past work etc.
- ☐ Rearrange sections on your profile to tell your story
- ☐ Highlight transferable skills and clearly illustrate how you demonstrated those skills
- ☐ Update your “Education” section to include coding camps, online classes etc.

Facebook Cheat Sheet

Business Page

- ☐ Create a memorable URL
- ☐ Use captivating cover and profile photos aligned with your brand
- ☐ Include a summarized elevator pitch in the “About” section
- ☐ Earn the “Very responsive to messages” badge
- ☐ Showcase your milestones and successful projects to add credibility to your profile
- ☐ Post quality content consistently
- ☐ Engage audience with success stories and sneak peeks of future projects

Personal page

- ☐ Commit to professionalism in your posts and profile image
- ☐ Select “public” privacy settings for maximum visibility
- ☐ Select appropriate cover and profile photos aligned with your professional image
- ☐ Use keywords to stand out when updating the “Work”, “Education” and “About You” sections to increase visibility
- ☐ Add links to your website and other professional platforms (e.g. LinkedIn, GitHub, GitLab, Stack Overflow, website etc.)
- ☐ Join, network and participate in Developer Groups
- ☐ Highlight events you are attending and milestones to share your presence and progress

Blog Cheat Sheet

- ☐ Good web host with a brandable domain name
- ☐ Visually appealing layout and content organized with relevant keyword tags
- ☐ Specific area of expertise as a key theme throughout the blog
- ☐ High quality, useful, in-demand content

Knowledgeable Front End Developer at creating **successful and smooth websites** that I am proud of and that meet customer needs. **Very attentive in communication and teamwork.** Learn easily and actively. **Motivated in clean coding** using such **automation systems** like **linters** and following **best practices** from Code Complete by Steven McConnell. I am trying to **run marathon** and so **recover efficiently and fast.** In my spare time I do **sport**, read **fundamental books on programming and finance.**

Work History

- | | |
|----------------------|--|
| 2019-07 -
Current | <p>Frontend Developer
<i>Company name, Location</i></p> <ul style="list-style-type: none"> Built the library of 30+ atomic components using Vue, SCSS and Storybook; Implemented unit, end-to-end and even screenshot tests using Jest, Cypress.io and Puppeteer; In charge of international software development team of 4 people. We stay in touch using Github and Slack. Manage common inner npm-packages via JBfrog Artifactory and do deployment via GitlabCI-mirroring and/or Jenkins; Building a fully featured SPA using Vue, Redux, Rematch, ImmerJS, RxJS, Webpack 4+ and Figma for the sketch management; In the process of obtaining the status of a certified API Engineer from Google and Apigee |
| 2018-09 -
2019-07 | <p>Frontend Developer
<i>Company name, Location</i></p> <ul style="list-style-type: none"> Developed several server-side-rendering applications in Nuxt.js, Vuex, VueRouter using SCSS and Stylus; Adjusted CI/CD via GitlabCI, Selenium, Docker and Kubernetes for the team; Implemented the full spectrum of website tests: from unit-tests to end-to-end tests using Mocha, Chai, Webdriver.io; Wrote my own Selenium Router in NodeJS and MongoDB for parallel and efficient running of end-to-end tests; |

Name Example

Frontend Developer

Contact

Address

Phone

Phone number example

E-mail

example@mail.com

Skills

Javascript

 Excellent

CSS

 Excellent

HTML

 Excellent

React

 Excellent

Redux

 Excellent

Vue

 Excellent

Webpack

 Excellent

Typescript

 Very Good

Git

 Very Good

Education

2010-09 - **High School Diploma**
2014-06

2015-09 - **Bachelor of Science: Information Science
And Computation Technology**
2019-07

Certifications

2017-08 Heidelberg University, Internationaler Ferienkurs für
deutsche Sprache und Kultur

2018-08 BANKEX Foundation, Workshop on Solidity language

2018-11 HolyJS, International conference on JavaScript

2018-11 Ozon.ru, Efficient testing of frontend applications

2018-12 IBM, Winner at Blockchain Hackathon IBM Hyperledger
Composer

Docker



AWS, GCE, Kubernetes



Languages

English (passed TOEFL in
2015)



German (accomplished B1.2
summer courses in
Heidelberg University,
Germany)





ABOUT

US

PitchMe was formed to develop a skills-based talent marketplace. It introduces an anonymous Skillsourcing process, relying on multilayer profiling of candidate's skills and matchmaking between those offering their skills and those who need them.

The technological advantage of the Skillsourcing system is an ability to conduct early assessment of skills relying on combination of traditional sources and digital traits, eliminate bias from pre-screening of candidates.

PitchMe introduces a **SmartMe™ profile** - a multilayered view of candidate's skills created relying on a combination of traditional sources and digital traits, eliminating bias from candidate's screening. We offer a digital dashboard for management of professional development that relies on skill-based dynamic presentation of the candidate, a continuous analysis of a job market and identification of educational opportunities that maximise candidate's employability.