



Class 2

Digital Branding & Interview Communication



About Me

Adrianus Yoza

Work Experience:

- Chief Operating Officer @ Kalibrr 2019 - Present
- Managing Director @ Kalibrr (Y-Combinator) 2016 - Present
- Chief Operating Officer @ Vasham (Japfa Group) 2013 - 2015
- Country Marketing Manager @ Volcom (Kering Group) 2011 - 2014
- Brand Strategist @ Nuage Branding 2010 - 2011
- Sales & Marketing Associate @ Audi AG 2008 - 2009

Education:

- University of Melbourne, Bachelor of Commerce 2007 - 2009
Double Major in Finance & Marketing

GROUND RULES

Observe the following rules to ensure a supportive, inclusive, and engaging classes

- 1 Please turn off your audio and video while on the session unless the Instructor asks you to do so. This is to minimize disruption during the sessions.
Feel free to ask questions by using the Chat feature. In between the session, the Instructor will take a look at your questions and answer them.
- 2 As such, please reserve the Chat Box as a space to ask questions and refrain from using it for idle chat and unrelated conversations.
- 3 **This is a place to learn and share our experience.** Let's open our mind to other people's stories and understand each others' perspective.
- 4 No idle browsing or chatting during class. **Hands off phones** or other devices that may distract you from giving your full attention.

Learning Objectives

- 01.** Identify and recognize patterns of strong professional profiles; and be able to create one for your professional branding
- 02.** Recognize the importance of networking; and develop skills to approach recruiters or other professionals through offline and online means
- 03.** Prepare, behave, and communicate effectively and properly during interviews



Building an Attractive Resume: Intro to the Necessary Mindset

Resume Screening

Resume screening usually involves a two-step process based on the role's **minimum** and **preferred qualifications**.

These qualifications can include:



Work experience
(Internship for students/
fresh graduates)



Education



Skills and knowledge

STEP 1

Screening resumes based on minimum qualifications



Minimum qualifications are the **mandatory** qualifications.

STEP 2

Screening resumes based on preferred qualifications



‘Preferred qualifications’ are characteristics **that would make someone a strong candidate for the job.**

A good resume consists of these aspects at the minimum:



Identity/
Personal
Detail



Professional
Summary



Educational
Background



Working
Experience



Skills &
Interest

NAME
EMAIL@ADDRESS.COM / NO TELEPHONE

PERSONAL PROFILE

Take this section to briefly describe why you are interested in the role and what makes you the perfect fit. You should link your skills to their job description but don't list them all - you can save this for the work experience section. Ideally you want your personal profile to be 4-5 lines. it shouldn't be over one paragraph.

WORK EXPERIENCE

COMPANY | JOB TITLE

SEPT 2016 - PRESENT

- Include your key achievements in the role and what skills you learnt
- What were your day-to-day tasks?
- Use examples and skills which are relevant to the role you are applying for
- Keep your descriptions brief, you don't want to waffle in your resume
- List your relevant tasks and skills you acquired
- Try to avoid generic phrases. Make it personal to the company and the role for which you are applying

EDUCATION BSC COURSE

NAME | FIRST YEAR AVERAGE: 68%

SEPTEMBER 2016 - PRESENT (UNIVERSITY NAME)

- In this section list the relevant modules you are studying and any grades you have
- You can mention any skills you've learnt from your modules and any achievements you have from your time at university

ADDITIONAL SKILLS AND INTERESTS

- List and briefly describe any interests or passion you have
- It's a great idea to try and include anything relevant to the job role or area which you have achieved or pursued
- Try to include any skills you learnt from this hobby
- If you have any additional qualifications relevant to the job (e.g an excel certificate), then list it

Identity

Summary

Work Experience

Education

Skill & Interest

WENING KIRANA

WENING.KIRANA@GMAIL.COM / 08145892346

PERSONAL PROFILE

I am a final year Statistics student at Brawijaya University. I have developed excellent analytical skills through my degree, and I supplement this skill through my competency in digital modelling. My determination and dedication is highlighted by my achievement of a black belt karate that I do daily. I am now looking to further develop and use my skills in a year in industry placement, specifically in data science.

WORK EXPERIENCE

THE FRENCH SHOP | SALES ASSISTANT/CASHIER

SEPT 2016 - PRESENT

- Serving customers and dealing with their requests
- Cash handling on the checkout and in the cashing up of tills
- Dealing with customer queries, customer complaints, and refunds on the Customer Service Desk

EDUCATION

BACHELOR OF STATISTICS

SEPTEMBER 2015 - PRESENT

- Data Analysis and Management (72%)
- Statistical Modelling (85%)

ADDITIONAL SKILLS AND INTERESTS

- HTML and C++ competencies
- Special Needs Assistant - I have had training during my secondary education, working with children aged between 10-13 years old with learning difficulties
- Trained for 7 years in karate, qualified as a black belt
- Sign Language - basic level of sign language

A black and white photograph of three young professionals sitting around a desk. A laptop is open on the desk. Two women are on either side of a man, all three are smiling and giving each other high-fives.

Preparing a winning resume



Benefits of a **well-written** professional summary:

1. Professional summary is **like a strong handshake.**
2. Allows recruiters to **understand your career narrative.**
3. It leaves a positive impression and **make you stand out.**

Professional Summary

Steps to prepare a great professional summary



1. Concise is best



2. Use first person narrative when writing about yourself

Professional Summary



3. Highlight your specialties by adding them as keywords

I worked as a Senior Developer at a software company. I was responsible for the development and management of an Android Mobile App, leading a team of 4 junior developers. **Using Swift 4**, I developed the registration, login and account management screens and flows against a **RESTful API** that returned a **JSON** payload. The team achieved 80% automated test coverage using a combination of unit tests and **Appium**.

Professional Summary

4. Show them what you love

- Key pointers:**
- Open with “*I love ...*”
 - Determine what you’re passionate about:
“*I love _____ — [what it looks like]*”
 - Think about how your passion relates to your personal and professional life, then write it out as:
“*Professionally, _____; personally, _____.*”

Educational Background

Sample A

2001 – 2007 Plus Nurul Aulia Elementary School
2007 – 2010 Cimahi 5 State Junior High School
2010 – 2013 Cimahi 5 State Senior High School
2013 – 2017 Padjadjaran University
2017 – 2018 Data Mining for Big Data Course
from University of Indonesia

Sample B

Education and Training

2017 – 2018 Data Mining for Big Data Short Course
University of Indonesia
Graduated with Distinction
2013 – 2017 Bachelor of Computer Science
Padjadjaran University
GPA 3.6

Which one is acceptable? Why?

Employment and Work History

**What do you write if you don't have a
“professional experience?**

Skills

Weak example for software engineer candidates:

- SKILLS
- Tableau Desktop Basic
 - SQL Server Database Intermediate
 - MySQL Advanced
 - Microsoft Windows Server Intermediate
 - Linux Server Intermediate
 - AJAX Novice
 - JSON Intermediate
 - CSS3 Intermediate
 - SQL Queries Advanced
 - Oracle SQL Basic
 - Windows Server Active Directory Intermediate
 - Linux Intermediate
 - RESTful WebServices Basic
 - Javascript Intermediate
 - Bootstrap Advanced
 - MVC Intermediate
 - Laravel Intermediate
 - PHP Advanced
 - Python Basic
 - Java Basic
 - Data Analyzing Intermediate
 - IT Project Management Novice
 - Business Correspondence Basic
 - jQuery Advanced
 - HTML5 Advanced
 - C# Basic
 - Web Design and Development Intermediate
 - Creative Thinking Advanced
 - Business Process Analysis Novice

Strong example for software engineer candidates:

- SKILLS
- Web Development Intermediate
 - PHP Intermediate
 - HTML5 Advanced
 - Java Advanced
 - NodeJS Intermediate
 - jQuery Advanced
 - JavaScript Advanced
 - Android Development Advanced

- Avoid cluttering the section
- Insert skills where you are most advanced and that are most relevant to the job for which you are applying



Resume Writing - Final Tip

It's fine to use resume templates as a reference.
However, ensure you only use them as a guideline, **i.e. not copying them word for word.**

Most importantly, think about your life's purpose.
Find the problems you want to solve,
and tailor your resume based on the job you are applying for.

Class Exercise

Duration: 10 minutes



Develop your professional summary using the guides taught previously.



Questions?



Building Your Digital Presence

Why Go Online?

Job market is highly competitive.

In an age where many employers Google their potential hires, you must build a strong and attractive online profile. How can it help you?

1. You become more searchable.
2. Additional resource for research.
3. Networking.

Understanding the Platforms for Online Branding

Social Networks

Allow you to **connect and share ideas with other professionals**; and some platforms allow you to share projects and collaborate.



Job Boards

Hundreds of companies use job boards as a **channel to announce their job openings**.



Job Search

The screenshot shows the LinkedIn homepage. At the top left is the LinkedIn logo and a search bar with the placeholder "Search". On the far right of the header are icons for Home, My Network, Jobs, Messaging, Notifications (with a red notification dot), and a profile picture. Below the header is a sidebar with various metrics: Who's viewed your profile (255), Connections (7,717), Manage your network, Your saved articles (4), and a link to Reactivate Premium. A "Sale Stock Car..." page is listed with 1,248 followers. At the bottom of the sidebar are links for Page activity (0) and Recent visitors (177).

Features

The screenshot shows the LinkedIn homepage with a blue circle highlighting the "Messaging" icon in the top navigation bar. Below the navigation bar, there is a section titled "Add to your feed" featuring several user profiles with "Follow" buttons. Further down is a "See jobs" section with a "Messaging" button. The main content area displays a post from "Dadang Hardiputra" with the text "learning by doing" and a timestamp of "9h". Below the post are the Java and Docker logos.

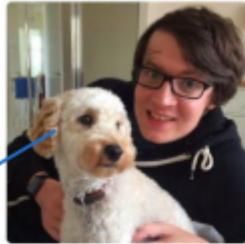
Homepage

Messaging with Your Network

Creating a GitHub Profile for IT Talent



Why is it important for
programmers or IT talent to
have GitHub profiles?



1. Profile Picture

Andrew Nesbitt
andrew

Developer Program Member

Package Management Nerd

@octobox

Somerset, UK

<https://nesbitt.io>

Block Report user

2. General Information

Organizations



Overview Repositories 242 Projects 0 Stars 6.9k Followers 2.2k Following 3.1k

Pinned

[octobox/octobox](#)

Untangle your GitHub Notifications

Ruby ★ 3.8k ⚡ 314

[24pullrequests/24pullrequests](#)

Giving back to open source for the holidays

Ruby ★ 1.2k ⚡ 441

[librariesio/libraries.io](#)

The Open Source Discovery Service

Ruby ★ 798 ⚡ 156

[ipfs/package-managers](#)

IPFS Package Managers Task Force

★ ?? ⚡ 8

[splitrb/split](#)

The Rack Based A/B testing framework

Ruby ★ 2.3k ⚡ 332

[Homebrew/homebrew-bundle](#)

Bundler for non-Ruby dependencies from Homebrew, Homebrew Cask and the Mac App Store.

Ruby ★ 2.8k ⚡ 186

3. Repositories

1,091 contributions in the last year



2019

2018

2017

2016

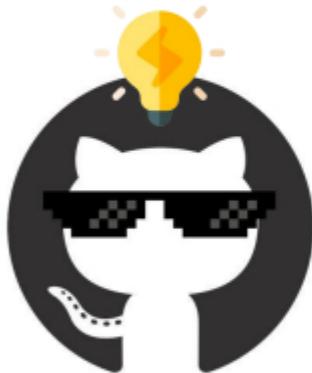
2015

2014

4. Contribution Calendar

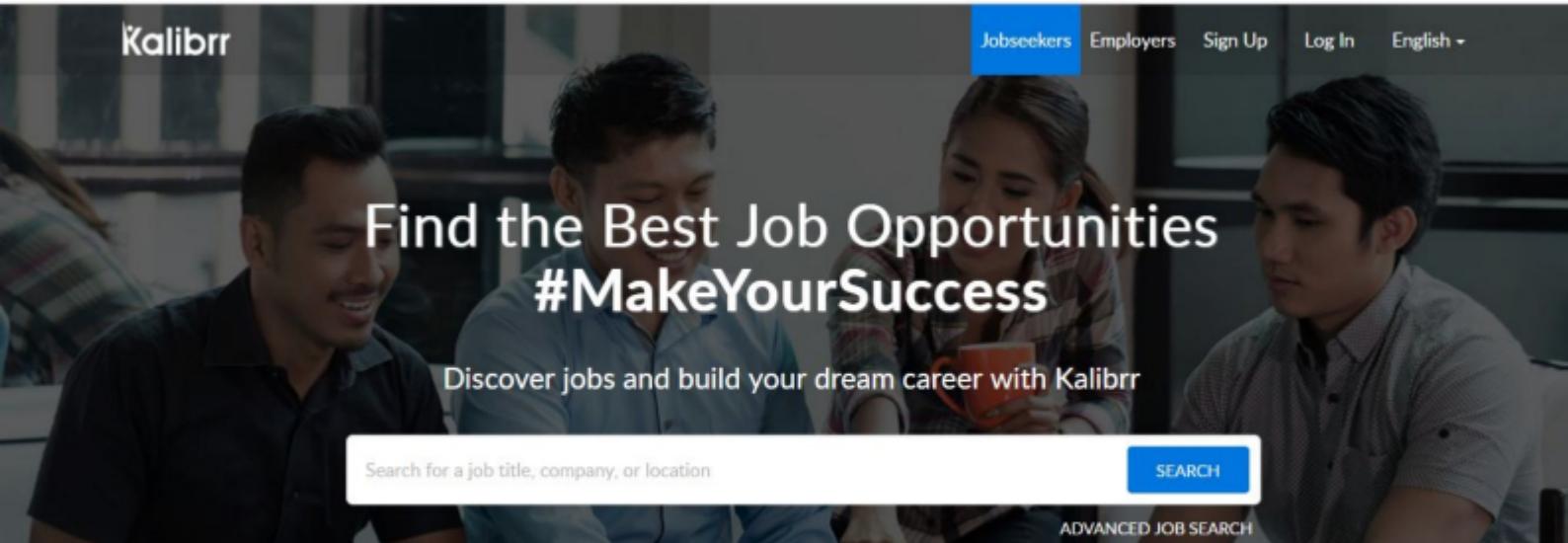
GitHub Profile: github.com/andrew

Creating an Attractive GitHub Profile



1. Regularly update your GitHub code
2. Write clean, commented, and well-organized code
3. Utilize GitHub Pages
4. Contribute and create solutions

Introduction to Job Platforms



Kalibrr

Jobseekers Employers Sign Up Log In English ▾

Find the Best Job Opportunities #MakeYourSuccess

Discover jobs and build your dream career with Kalibrr

Search for a job title, company, or location

SEARCH

ADVANCED JOB SEARCH

An easier, smarter job-matching process

As a cloud-based platform, Kalibrr assesses applicants and matches them with the right jobs. Candidates can also demonstrate their skills through online cognitive behaviour and technical skills assessment that are available for free.



The Importance of Career Networking

Introduction to Networking



Career networking, or professional networking, is all about **meeting people**.

Who is a “Network” ?

- University network
- Family members, relatives, and extended family
- Friends, classmates, and alumni network
- Professional associations, communities, and events e.g.
Codepolitan, Tech in Asia
Get to know the professional communities in your city.

Career Networking Examples

To better illustrate how strong networking can help your career, read through several examples below:

Relation to You	Field	Connections
Brother	Web Developer	Knows someone who is in need of your service to create a website for their product
Lecturer	Software Engineer	Can act as a referral and provide you a letter of recommendation to the company you are applying to
Fellow Member in Association	Machine Learning	Has a strong professional relationship with the recruitment manager at the company you are interested in

Preparing Yourself for Networking

Rule of thumb:

You should be able to make a connection with the other party in 30 seconds or less.

Develop your Elevator Pitch:

1. Who am I?
2. What is my objective?
3. What are my strengths and accomplishments?
4. What is my passion?
5. How to conclude the introduction?

Class Exercise

Duration: 5 minutes



Create your own elevator pitch and share it to your peers!

For those listening, identify the speaker's objectives and what's meaningful for them.

Share it to the class at the end of the session.

Preparing Yourself for Networking

Get comfortable with the *“Tell me more about yourself”* question and practice answering that verbally or in written format.

Making Contact



There are several ways for you to make that first contact:

1. **Face-to-face meet up in an event (if possible)**
2. **Networking letters and emails**
3. **Online engagement through various platforms**

Saying the first “hi!” could be difficult for many people, but if you prepare well, you certainly can overcome that anxiety.

Coming in with a purpose, rather than completely going blind, will help other people to help you.

Writing a Networking Letter



1. Introduce yourself and express your intention



2. Provide persuasive context



3. Thank the recipient



4. Proofread before you send



5. Use a professional email address



6. Don't be discouraged if you receive no response

Avoid Writing These Letters on Your Next Request

[Redacted] • 12:06 PM
Hi [Redacted]
my name [Redacted] .. and now looking for new opportunity in [Redacted] ...

[Redacted] • 4:02 PM
Hi
how are you today?
I hope you are fine
Do you have any information about vacancy for me?
Thanks



Questions?

Powerful Interviews:

Understanding the

Hiring Selection Process &

How to Prepare

Understanding the Hiring Selection Process

- What does the **generic** recruitment process look like?
Apply - Shortlist - pre assessment - 1st Interview - 2nd Interview - Offer - Hire
- What does the recruitment process look like for **Software Engineers**?
Resume - Coding pre assessment - HR interview (BEI) - User interview (code pairing) - Offering

Sample Interview Scenario

“Tell me about yourself.”

Sample Interview Scenario

Make sure to answer:

1. Who you are
2. Highlight experiences
3. State your motivation

Sample Interview Scenario

I'm a fresh graduate from XYZ University, majoring in Computer Science with a 3.4 score on my final GPA. I continuously supplemented my university learning by attending industry seminar, completing internships and participating in competitive programming contests.

Throughout my university degree, I attended industry seminars at various organizations, such as Institute A and Institute B. During my final year, I secured an internship at Company C where I was assigned to a 4-person engineering team to develop a product recommendation engine from scratch.

I'm also an avid competitive programmer. In 2019, I reached the finals of a machine learning hackathon hosted by Company D. As part of the competition, I was grouped with individuals from product design and management disciplines. Through teamwork, communication and problem solving we created a working algorithm that was awarded by the company's senior management.

These combined experiences have created a strong foundational knowledge, practical experiences and the exposure of how to work with others to solve complex technical and business problems.

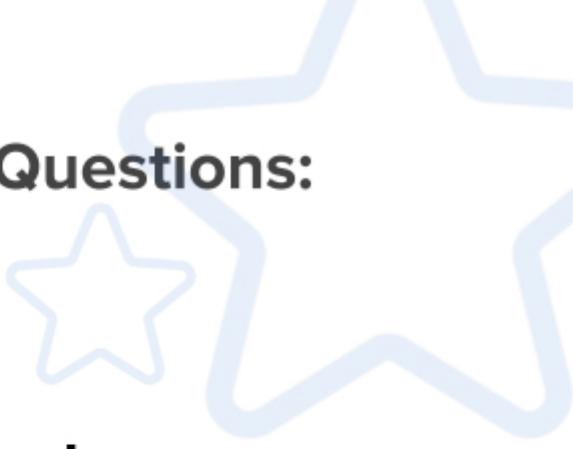
I'm seeking an opportunity to solve impactful problems and work alongside talented individuals passionate about technology. I believe your company's culture and commitment to creating innovative products is an environment where I may thrive and add value.

1

2

3

Getting Ready for Situational Questions: **STAR** Strategy



Situation



Task



Action



Result

Interview Scenario Exercise

Duration: 10 minutes

Behavioural Question:

Tell me about your experience dealing with pressure or working under stressful conditions.

Interview Scenario Exercise

Behavioural Question:

Tell me about a time when you made a mistake and how you handled it.

For those questions, it's ultimately about your ability to **share your relevant experience** that demonstrates how well you managed the situation using the hard and soft skills necessary to address the issue.

Conclusion

Key Takeaways

01.

Preparing for your career means researching, networking, learning.

02.

Start by defining your goal and purpose.

03.

Make sure your resume is complete.

04.

Building a strong network is essential for your career.

05.

Interviews are about preparation.

06.

Never give up.

Assignment

Assignment

1. To ensure your understanding of the module, please complete the assigned multiple choice questions and essay.
2. You will pass the assignments if you satisfy the following criteria:
 - a. Demonstrate the right application of the knowledge provided in the module in completing the assignments
 - b. Answers should be logically sound, valid, and relevant to the topics at hand
 - c. Completed on time.
3. Submit your answer according to schedule. Late or failure to submit will affect your final result in Bangkit Program.



Assignment

Create your own professional summary.

Follow the guidelines provided in the module.

Remember the key point on creating your professional summary: Articulating your personal vision, major professional skills and your interests allows recruiters to have a clear understanding of your career narrative and communication abilities.

After you have completed the task, please, upload your Resume on Google Classroom with the following format: "Last Name, First Name - Professional Summary"

Thank You

