

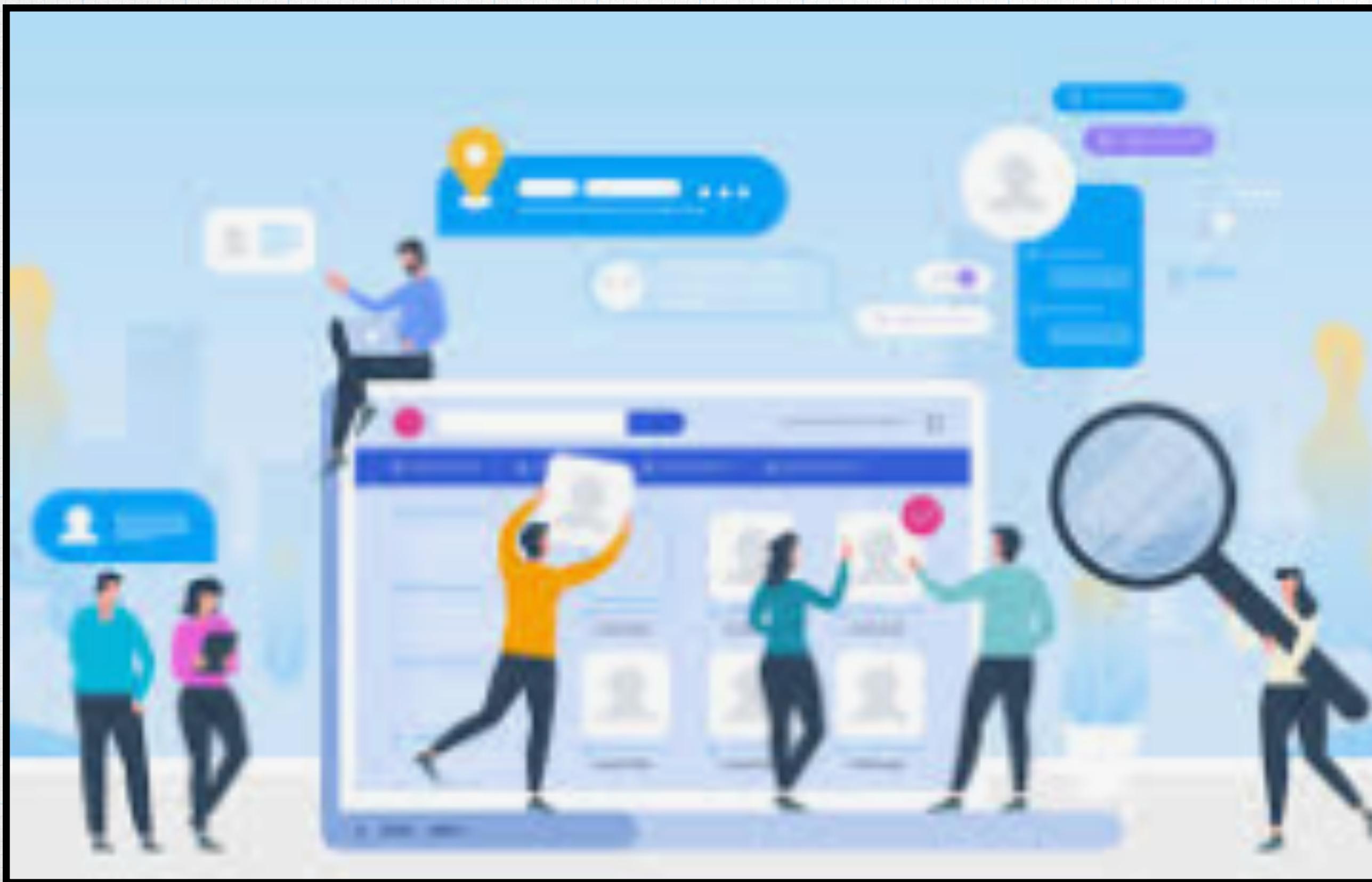
UDACITY CAREER COACHING

Session 3: CVs & Resumes

Agenda:
*Q&A Touch-Point
CV Fundamentals*

*Resume Fundamentals
ATS*

zety.com



Q&A Touch-Point

Let's talk about certifications...



top five tech companies in the world



Keep up with the **high-performing companies** (globally) —
Must have certifications/educational offerings for beginners.

Advisor > Education

Advertiser Disclosure

The Best Data Analytics Certifications For Your Next Career Move

By Kimberlee Leonard

Contributor

Rob Watts

Editor



Updated: Jul 30, 2023, 2:57pm

Additional Certification Recommendations

Forbes Advisor



Data Analyst Certification
Certify Your Skills, Get Hired

In addition to Udacity, I like **datacamp**.

The Best Data Analytics Certification Programs



BY [EMILY STEVENS](#), UPDATED ON APRIL 28, 2023

23 mins read

Additional Certification Recommendations
CareerFoundry



XINGKUN CHEN (He/Him)

Business Analyst @ Google

Northeastern University

San Francisco Bay Area · [Contact info](#)

500+ connections

Use **Linkedin** to scope out employees of high-performing companies; investigate how they achieved their current position via their skills, experience, etc.

Ari De La Mar (She/Her)
Data Engineer| Data Analyst| Software Engineer 
Atlanta Metropolitan Area · [Contact info](#)
999 followers · 500+ connections

Review projects published by these professionals for inspiration. Remember, there are *multiple* ways to execute an awesome project.



Ari De La Mar • 3rd+

Data Engineer| Data Analyst| Software Engin...

9h • Edited •

+ Follow ...

💡 Hola Data Cats!

I'm thrilled to announce the completion of the Barbie Data Project
[Anastasiya Ayala](#) and I pair engineered together.

💡 From web scrapping to unleashing the power of Python functions, every step brought us closer to uncovering fascinating insights within the data.

💡 And guess what? We transformed that data not into only one but TWO vibrant Tableau dashboards within our Barbie Data Engineering Project. We both wanted to showcase our Tableau skills.

💡 I'm beyond excited to showcase our journey into the world of Barbara Millicent Roberts.

💡 Without further ado Barbs and Kens, Welcome to the world of Barbie---where data meets imagination!

https://lnkd.in/dgaFs_KC

(Git)

<https://lnkd.in/d8DxzWnH>

(Dashboard)

PROJECT EXAMPLE

Check out Ari and Anastasiya's post on her data project: *The World of Barbie*.

Please review the project's GitHub file and Tableau dashboard:

GitHub

[https://github.com/arimartorano/
barbiedatahouse/tree/main](https://github.com/arimartorano/barbiedatahouse/tree/main)

Tableau

[https://public.tableau.com/app/profile/
ari.de.la.mar/viz/BARBDATAHOUSE/](https://public.tableau.com/app/profile/ari.de.la.mar/viz/BARBDATAHOUSE/)

BarbieDatahouse

CVs

What is this? What is the purpose of it?

CV – Curriculum Vitae

“Course of Life” (Latin) A comprehensive statement of a professional’s background.

Primary Users

- Clinical Medicine Roles -
 - Fellowships -
 - Scholarships -
 - Research Proposals -
- Academic Roles/Pursues -

- International Job Markets -
(United Kingdom, France, India,
China, etc.)

Curriculum Vitae
Tips and Samples

Resumes

What is this? What is the purpose of it?

Resumes (Résumé)

A snapshot document that reflects an aspiring candidate's skills, work, and training compatibility with a job opening. Responsive “letter”.

Primary Users

Most common professional tool seen on the job market.

- Global Job Markets -

15 Data Analyst Resume Examples - Here's What Works In 2023

The resume is the first step to landing a data analyst role. We interviewed ten hiring managers and recruiters who hire for data analyst roles and found out exactly what they are looking for in 2023. Plus, we've compiled six templates you can use when writing your data analyst resume (Google Docs & PDFs included).

Lilibeth Andrade

Data Analyst

Motivated, teamwork-oriented, and responsible Data Analyst with significant experience in increasing comprehension of reports and presentations by the average professional. Highly educated, possessing a Bachelor's, a Master's, and professional certification in business analytics and statistics. Bilingual in English and Tagalog, with an intermediate understanding of Spanish.

 lilibeth@andrada.com

 627-513-5070

 linkedin.com/in/lilibethandrada

 github.com/lilibethandrada

Header

Name - Location - Contact Info/Social Platforms
Number + Email + LinkedIn + GitHub

Professional Summary/Objective

Remember: Keep the format of your resume consistent throughout

WORK EXPERIENCE

Digital Marketing Manager

Airfield Baumax

06/2015 - Present

London, UK

Achievements/Tasks

- Created a new format for reporting and presenting the sales, customer engagement and Google AdWords reports that shortened the meetings by 30%.
- Updated and monitored the Bid Strategy in Google AdWords campaigns and increased the CTR (click-through rate) by 4% in the first month.
- Redesigned and researched keywords for updating the product pages on the online shop which increased the keywords in Top 100 by 565 and in Top 10 by 24.
- Located and proposed new potential business deals (B2B) by contacting potential partners.

EXPERIENCE

Employer - Location - Role - Duration - Support Details
Accomplishments? Core Duties? Highlights?

Remember: Your bullet points are changeable, use them to highlight the compatibility between you and the role you are targeting.

Bachelor of Arts in Psychology

The University of California, Berkeley, CA

Relevant Coursework: Business Communication, Social Psychology, English Language Studies, Grammar and Editing

Master of Arts in Business Administration, 2015-2016

Case Western Reserve University, Ohio

- Graduated Magna Cum Laude.
- Capstone Project: Developed a plan to reduce driver downtime for a major shipping company.
- Specialized in economics and accounting coursework.

EDUCATION

Institution - Location - Degree - Date of Achievement (*or Anticipated Graduation Date*)

Remember: Program descriptions, capstone projects, and/or coursework highlights can be helpful in showcasing qualities that may not be obvious.



Correct Examples:

- Google Doubleclick for Publishers (DFP) Certificate, Google Publisher University, 2018
- Board Certification by the American Board of Plastic Surgery (ABPS), 2017



Incorrect Examples:

- Publisher University Certificate
- DFP Certification
- Board Certified in Plastic Surgery
- ABPS Certification

EDUCATION

MBA - Concentration in Business Analytics

University of Texas at Austin

08/2008 – 06/2010

PROFESSIONAL CERTIFICATES

Certification of Professional Achievement in Data Sciences (2016)

Online course - Columbia University

CERTIFICATIONS

Certificate Title & its Abbreviation – Institution – Date of Achievement

Remember: Format your certification properly. Do not just list them - treat them with the same formatting care as you would a 4-year degree.

Options for Listing Your Nanodegree

Business Analytics Nanodegree

Udacity | Online Learning

Expected: September 2023

Business Analytics Nanodegree | Udacity

Online Learning, XX — XX

- Business Intelligence & Analytics
- Data Presentation
- Structured Query Language (SQL)
- Probability & Statistics

These descriptions can be listed
(on your resume) under the
following titles:

EDUCATION

EDUCATION & TRAINING

CERTIFICATIONS

SKILLS

Relevant Soft & Technical Skills

Remember: Do not cloud your skills section with repetitive items, misplaced items, and/or unclear skills.

The middle image is a great example of what **not** to do.

TECHNICAL (IT) SKILLS

Data Management	Database Design & Management, Data Quality Assessment, Data Analysis, Pattern & Trend Identification, Visualization of Data Insights
Computer Science	System Administration, Advanced Microsoft Excel Functions, Sharepoint, MySQL, Tableau, Python, Troubleshooting
Research	Data Science Research Methods, Data Mining, Survey Creation, Focus Groups

Skills

Power BI Certification | Data Visualization | Microsoft Certifications: PowerPoint & Excel | Quantitative Methods | Data Warehousing | Advanced Data Mining | Business Intelligence (BI) | Google Analytics | Data Structures | Data Visualization | Data Mining & Analytics | Risk Management | Python Programming | Microsoft Office Suite | Python | R | SQL | C | C++ | Google Analytics | Power BI | SA | Microsoft Office Suite (Word, Excel, PowerPoint) | Windows

Skills include:

- Quantitative Methods
- Data Warehousing
- Advanced Data Mining
- Business Intelligence (BI)
- Data Structures
- Regression Analysis
- Data Visualization
- Data Technologies
- Data Science Research Methods
- Research Data Management
- Statistical Computing Methods
- Experimental Design & Analysis

ATS (Applicant Tracking Systems)

An automated program that scans resumes for specific items (i.e., keywords) and filters out application submissions that don't match designated criteria.

How To Beat Applicant Tracking Systems in a Few Easy Steps

The majority of companies now use an Applicant Tracking System. This guide contains everything you need to know to beat the ATS and get your resume into the hands of a real person.

Software for screening candidates?

Oh, yes:
Applicant Tracking Systems

ZETY

Website Walk Through

ZETY.COM

“We offer you the best online resume builder and free professional advice from career experts. We’ll guide you through the entire recruitment process all the way to your dream way.”

Resume Help

CV Help

Cover Letter Help

Interview Help

Job Search Help

Career Advice

**Zety Resume Builder
Professional Resume & Cover Letter
Tools For Any Job**

TRY OUR RESUME BUILDER

Thank You!

Don't Forget the Survey!