Career Materials

Click the links below for best practices on developing your pitch, resume, cover letter, online profiles, and portfolio.

**I. Brand Statement/Pitch**

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| **ARTICLES** | ​ |
| ​ | ​[**3 Elevator Speech Examples for the Job Hunt**](https://www.roberthalf.com/blog/job-market/3-elevator-speech-examples-for-the-job-hunt)​ |
| ​ | ​[**4 Messages You Need to Know (& Nail) to Pitch Yourself**](https://www.themuse.com/advice/4-messages-you-need-to-know-and-nail-to-pitch-yourself)​ |
| ​ | ​[**4 Ways to Make Your Elevator Pitch Memorable**](https://www.themuse.com/advice/4-ways-to-make-your-elevator-pitch-memorable-since-thats-the-whole-point)​ |
| ​ | ​[**Best Elevator Pitch with Examples**](https://careersidekick.com/best-elevator-pitch/)​ |
| ​ | ​[**Elevator Pitch Examples and Writing Tips**](https://www.thebalancecareers.com/elevator-speech-examples-and-writing-tips-2061976)​ |
| **VIDEOS** | ​ |
| ​ | ​[**6 Elevator Pitches for the 21st Century**](https://www.youtube.com/watch?v=XvxtC60V6kc)​ |
| ​ | ​[**Crafting an Elevator Pitch**](https://www.youtube.com/watch?v=tMSz5MZxuPM)​ |
| ​ | ​[**Elevator Pitch Example**](https://www.youtube.com/watch?time_continue=4&v=Oy6S0iTZx54)​ |
| ​ | ​[**Employers Give Elevator Pitch Advice**](https://www.youtube.com/watch?v=MFDaI30_hgs)​ |
| ​ | ​[**Template for 30-second Elevator Pitch**](https://www.youtube.com/watch?v=Jjjl3I-LsjA)​ |

**II. Cover Letter**

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| **ARTICLES** | ​ |
| ​ | ​[**5 Benefits of Cover Letters**](http://www.vault.com/blog/resumes-cover-letters/5-benefits-of-a-cover-letter/)​ |
| ​ | ​[**31 Attention Grabbing Cover Letter Examples**](https://www.themuse.com/advice/31-attentiongrabbing-cover-letter-examples)​ |
| ​ | ​[**How to Write a Disruptive Cover Letter**](https://www.glassdoor.com/blog/disruptive-cover-letter/)​ |
| ​ | ​[**Sample Cover Letters**](https://www.jobhero.com/sample-cover-letters/)​ |
| ​ | ​[**The Cover Letter Template That You Can Customize**](https://www.themuse.com/advice/cover-letters-are-hard-to-writebut-this-template-makes-it-a-breeze?utm_source=Sailthru&utm_medium=email&utm_term=Daily%20Email%20List&utm_campaign=The%20Template%20That%20Will%20Make%20Writing%20Cover%20Letters%20a%20Total%20Breeze)​ |
| ​ | ​[**This is What It Means to Write a Cover Letter for Your Resume**](https://www.themuse.com/advice/this-is-what-it-means-to-write-a-cover-letter-for-your-resume?utm_source=Sailthru&utm_medium=email&utm_campaign=This%20Is%20What%20it%20Means%20to%20Write%20a%20Cover%20Letter%20for%20Your%20Resume&utm_term=Daily%20Email%20List)​ |
| ​ | ​[**What Makes a Great Cover Letter According to Companies**](https://www.smashingmagazine.com/2010/03/what-makes-a-great-cover-letter-according-to-companies/)​ |
| ​ | ​[**Why Cover Letters are Important**](https://www.livecareer.com/career/advice/cover-letter/cover-letter)​ |
| **VIDEOS** | ​ |
| ​ | ​[**5 Steps to an Incredible Cover Letter**](https://www.youtube.com/watch?v=mxOli8laZos)​ |
| ​ | ​[**Dice: 6 Steps to an Effective Cover Letter**](https://www.youtube.com/watch?v=N7n-9avTcrg)​ |
| ​ | ​[**Forbes: How to Write a Cover Letter**](https://www.youtube.com/watch?v=wR4X-sAAFYI)​ |
| ​ | ​[**How to Build a Cover Letter with No Experience**](https://www.youtube.com/watch?v=RpXxGcZ9YIo)​ |
| ​ | ​[**How to Write a Cover Letter Recruiters Will Love**](https://www.youtube.com/watch?v=kdUafTx82OM)​ |
| ​ | ​[**Intern Queen: Tips for Writing Cover Letters**](https://www.youtube.com/watch?v=-Hn2O2TYI8k)​ |
| ​ | ​[**Why Cover Letter Are So Important - And How to Make Them Work**](https://www.youtube.com/watch?v=6LaXcBYdLME)​ |
| ​ | ​[**Write the Perfect Cover Letter for Your Job App**](https://www.youtube.com/watch?v=V81oKErOe9o)​ |

**III. Github**

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| **ARTICLES** | ​ |
| ​ | ​[**How to Make Github Your Resume**](http://blog.gainlo.co/index.php/2015/11/13/how-to-make-github-as-your-new-resume/)​ |
| **TOOLS** | ​ |
| ​ | ​[**Readme Template**](https://gist.github.com/PurpleBooth/109311bb0361f32d87a2#file-readme-template-md)​ |

**IV. Linkedin**

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| **ARTICLES** | ​ |
| ​ | ​[**7 LinkedIn Tips That Get You Hired**](https://jobhuntingu.com/2014/01/27/7-linkedin-headline-tips-get-hired/)​ |
| ​ | ​[**13 LinkedIn SEO Hacks to Boost Profile Views**](http://www.inboundmarketingagents.com/inbound-marketing-agents-blog/bid/263750/the-13-sneakiest-linkedin-seo-tips-to-boost-your-profile-s-views)​ |
| ​ | ​[**Optimized LinkedIn Headline Examples**](https://www.jobscan.co/blog/impactful-linkedin-headline-examples/)​ |
| ​ | ​[**What Hiring Managers Say About Recommendations**](http://www.vault.com/blog/networking/pros-and-cons-of-linkedin-recommendations-according-to-10-hiring-managers?&utm_source=WCU_Letter&utm_medium=Newsletter&utm_campaign=04_04_2018&referer_ID=7778&utm_source=&utm_medium=email&utm_campaign=99964)​ |
| **TOOLS** | ​ |
| ​ | ​[**One Free Year of LinkedIn Premium for Vets**](https://linkedinforgood.linkedin.com/programs/veterans/premiumform)​ |

**V. Portfolio**

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| **ARTICLES** | ​ |
| ​ | ​[**4 Secrets to Building a Portfolio**](https://www.themuse.com/advice/4-secrets-to-building-a-portfolio-thatll-make-everyone-want-to-hire-you)​ |
| ​ | ​[**6 Essential Elements Every Tech Portfolio Needs**](https://flatironschool.com/blog/the-6-essential-elements-every-tech-portfolio-needs/)​ |
| ​ | ​[**How to Build an Impressive Portfolio**](https://skillcrush.com/2015/03/12/impressive-tech-portfolio/)​ |
| ​ | ​[**How to Create a Portfolio that Will Get You Hired**](https://www.sitepoint.com/how-to-create-a-portfolio-site-that-will-get-you-hired/)​ |
| ​ | ​[**Want a Job? Build a Great Technical Portfolio**](https://www.collegexpress.com/interests/science-and-engineering/blog/want-great-job-build-great-technical-portfolio/)​ |
| **VIDEOS** | ​ |
| ​ | ​[**How to Build an Online Portfolio**](https://www.youtube.com/watch?v=zjdWjNU0nZ0)​ |
| ​ | ​[**How to Create a Personal Website**](https://www.youtube.com/watch?v=zQmS31V0iaM)​ |
| ​ | ​[**How to Design a Portfolio Site**](https://www.youtube.com/watch?v=lUBkotE5BHQ)​ |
| ​ | ​[**How to Make a Portfolio Website**](https://www.youtube.com/watch?v=7Fwrfj-FnQw)​ |
| ​ | ​[**How to Set Up Your Portfolio Website**](https://www.youtube.com/watch?v=2hfO13OtdzQ)​ |
| ​ | ​[**Ideas for Planning Your First Web Portfolio**](https://www.youtube.com/watch?v=KZ8iMlp6NMs)​ |
| ​ | ​[**Portfolio Do’s and Don'ts**](https://www.youtube.com/watch?v=dtOiDBRVH58)​ |
| ​ | ​[**Simple Web Portfolio Layout Example**](https://www.youtube.com/watch?v=NZfS9xBvf-g)​ |

**VI. Resume**

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| **ARTICLES** | ​ |
| ​ | ​[**4 Things That Could Be Sabotaging Your Resume**](http://www.vault.com/blog/resumes-cover-letters/4-details-that-could-be-sabotaging-your-resume/)​ |
| ​ | ​[**4 Winning Strategies for Tech Resumes**](https://www.blueridgeresumes.com/jobseeker/2017/3/23/4-winning-strategies-for-tech-resumes)​ |
| ​ | ​[**5 Tips on How to Fill Gaps on Your Resume**](http://www.vault.com/blog/resumes-cover-letters/5-tips-on-how-to-fill-a-resume-gap/)​ |
| ​ | ​[**8 Ways to Age Proof Your Resume**](http://resumepower.com/resume-tips-for-older-job-seekers/)​ |
| ​ | ​[**185 Powerful Action Verbs for Your Resume**](https://www.themuse.com/advice/185-powerful-verbs-that-will-make-your-resume-awesome)​ |
| ​ | ​[**Guide to Applicant Tracking System**](https://docs.google.com/document/d/1ht8T_0ZSD1vp1jD3gN_ke6KkmNs3Iqf0nXrO5JBA7rk/edit)​ |
| ​ | ​[**How AI is Transforming Resume Matching Software**](https://ideal.com/resume-matching-software/)​ |
| ​ | ​[**How to Address an Incomplete Degree on Your Resume**](http://www.krgstaffing.com/2014/04/29/address-incomplete-degree-resume/)​ |
| ​ | ​[**How to Break the Mold and Reinvent Your Resume**](https://99u.adobe.com/articles/7208/how-to-break-the-mold-reinvent-your-resum)​ |
| ​ | ​[**How to List Incomplete College Education on Resume**](https://work.chron.com/list-incomplete-college-education-job-resume-2628.html)​ |
| ​ | ​[**How To Turn Your Duties into Accomplishments**](https://www.themuse.com/advice/resume-revamp-how-to-turn-your-duties-into-accomplishments)​ |
| ​ | ​[**How to Write a Resume to Beat an ATS**](http://www.vault.com/blog/resumes-cover-letters/how-to-write-a-resume-to-beat-an-automated-tracking-system#.Wny48cDr6c8.linkedin)​ |
| ​ | ​[**How to Write a Resume When You Have Little Experience**](http://www.vault.com/blog/resumes-cover-letters/how-to-write-a-r%C3%A9sum%C3%A9-when-you-have-minimal-work-experience/)​ |
| ​ | ​[**Resume Tips for Job Seekers Over 50**](https://www.workitdaily.com/resume-tips-job-seekers-over/)​ |
| ​ | ​[**Resume Tips for Older Job Seekers**](https://www.thebalancecareers.com/resume-tips-for-older-job-seekers-2064046)​ |
| ​ | ​[**Stay-at-Home Parent? How to Kill Your Comeback Resume**](https://www.themuse.com/advice/stayathome-parent-how-to-kill-it-on-your-comeback-resume)​ |
| **VIDEOS** | ​ |
| ​ | ​[**6 Ways to Pass the 6-Second Resume Test**](https://www.youtube.com/watch?v=l_v12n1bZFc)​ |
| ​ | ​[**ATS and Resume Keyword Tips**](https://www.youtube.com/watch?v=rK1omunpxYc)​ |
| ​ | ​[**How to Make Your Resume Stand Out at Facebook**](https://www.youtube.com/watch?v=KKXnnKysbak)​ |
| ​ | ​[**How an Applicant Tracking System Reviews Your Resume**](https://www.youtube.com/watch?v=fxIBkHjyABs)​ |
| ​ | ​[**Real Resume Feedback from an Expert**](https://www.youtube.com/watch?v=VDFgGi-lrD0)​ |
| ​ | ​[**What a Perfect Resume Looks Like**](https://www.youtube.com/watch?v=UP-S9rvAYYo)​ |
| **TOOLS** | ​ |
| ​ | ​[**Resume Optimization**](https://www.jobscan.co/)​ |
| ​ | ​[**Resume Review Against Job Target**](https://www.onetsocautocoder.com/plus/onetmatch) |