

BACKPACKS TO BRIEFCASES: RESUMES THAT GET NOTICED

Objectives.

- › Kick those Cover Letter Qualms
- › Establish a Winning GA Resume
- › Update Your Social Media Platform to Get Noticed



BECOMING A JOB SEEKER

In order to qualify for Outcomes support, students need to complete the following
by end of Outcomes Bootcamp!

Resume

Digital
Presence
(LinkedIn,
Blog)

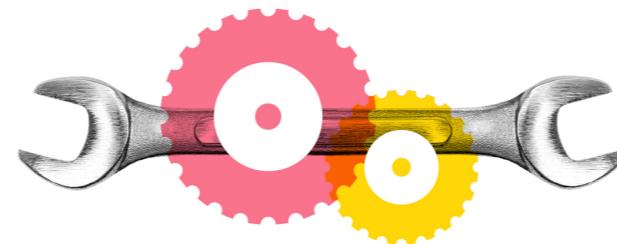
Online
Portfolio

Personal
Tracker

Participation
in All
Outcomes
Alumni
Programming
& Surveys

No Course Graduation=No Outcomes Support

TELL ME MORE.





let's talk about you

Facts Tell, Stories Sell.

The human brain is designed to remember stories with emotional impact.



WHAT ARE HIRING MANAGERS LOOKING FOR?

1.

SKILLS

Dev Languages
Software
Methodologies
Past Experience

2. IMPACTFUL HIRE

How can you help
from day 1?

3.

ATTITUDE

Competency
Passion
Commitment
Culture Fit

BEN-E-FIT

A result that brings VALUE of some importance to the organization, employer, or community.

Step 1: Identify your top 5 themes

Look at the notes from the branding workshop & your personality test results. What are the recurring themes? What are the ones that you have done consistently and effectively throughout your career and life and that you can defend with examples?

5

(Examples: Leader, team-player, kind, generous, influencer, visionary, calm).

Step 2: What's the benefit to these themes?

For example: The benefit of being a visionary could be that you inspire a team to move forward. The benefit of being a problem solver is that you don't stop until every hurdle is overcome.

List as many benefits as you can think for each of your themes:

Rank	Theme	Benefit	3 Examples
1			
2			
3			
4			
5			

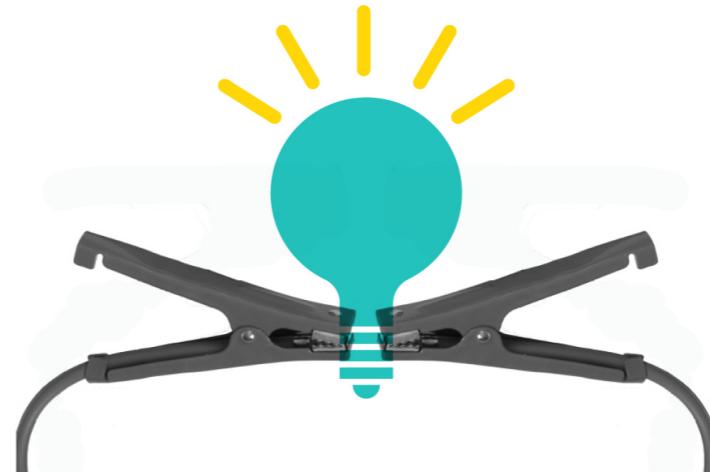


Step 3: Draft Brand Statement!

Build a statement that strings these benefits together concisely, powerfully and effectively. Practice and wordsmith your statement to communicate your most authentic self that tells your story, highlights your strengths, and embodies who you are as a person and professional.

Check out [GA Profiles](#) for example brand statements

**I AM...
SOMEONE WHO...
BECAUSE...
WHICH RESULTS IN....**



The Verbal Pitch.

**WHAT YOU'VE
DONE**

**WHAT
YOU'VE
LEARNED**

**WHAT
YOU'RE
LOOKING TO
DO**

My name is Priscilla and I'm a Data Scientist

+

Present: I'm a recent graduate of the Data Science Immersive Program at GA where I focused on analyzing data sets for insights and presenting findings using statistics, programming, data modeling, and business knowledge.

+

Past: Most recently, I was a **Pastry Chef**, which taught me not only **how to create with the customer in mind** but also **how to perform at a high level in high pressure situations**.

+

Future: I'm now focused on applying that same level of commitment and dedication toward a **Data Science** position with a **growing team**.

My name is _____ and I'm a _____.

+

Present (What Do You Do?) (3 Skills)

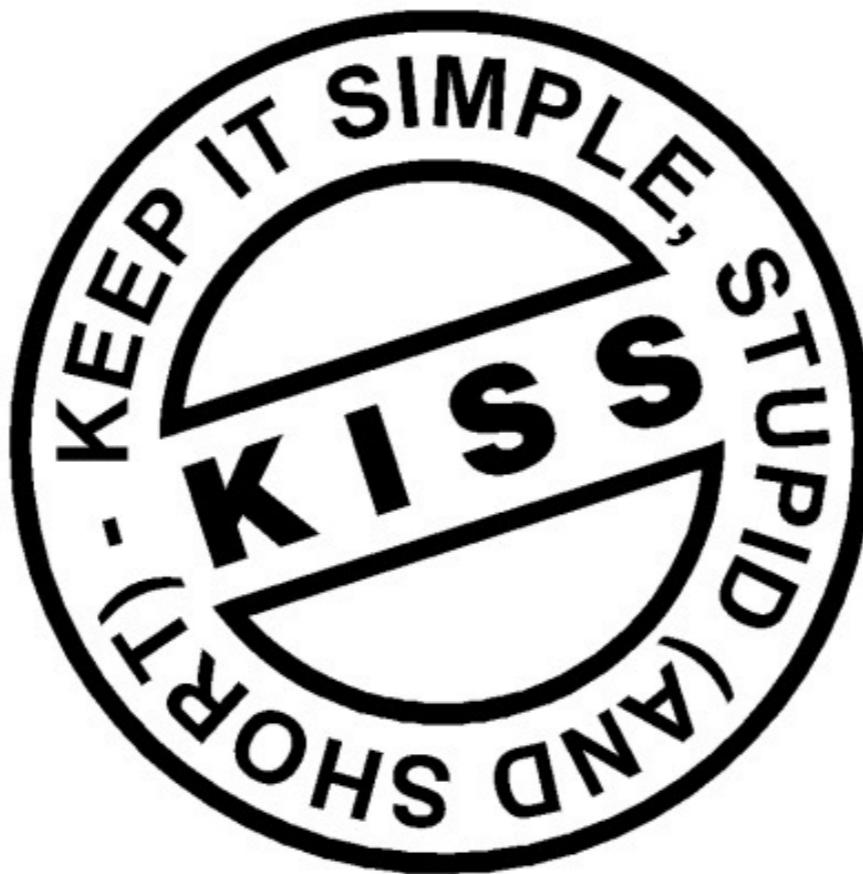
+

Past (What Did You Do Before GA?) (3 Skills)

+

Future (What Do You Want To Do Next?)

THE COVER LETTER



Don't Complicate It.

INTRO – HOW
YOU HEARD
ABOUT POSITION

WHY THEY ARE
GREAT

WHY YOU ARE
GREAT

WHY YOU BOTH
ARE GREAT

CALL TO
ACTION &
CONTACT INFO



One Step Further.

1. Identify the Problem
2. Agitate the Problem
3. Offer the Solution
4. Close With Confidence

DON'T APOLOGIZE FOR EXPERIENCE YOU DON'T HAVE

Instead of drawing attention to your weaknesses, state your skills and ability to contribute directly. Stay positive, focus on your strengths, and immediately launch into your transferable skills and infectious enthusiasm for the position.

- “Despite my limited experience within [X field]...”
- “Although I do not have experience directly managing people...”
- “While I only have work experience doing administrative tasks...”
- “I'm excited to parlay/leverage my experience in [X] to a more fulfilling position in user-centered design.”
- “I'm ready to take the next step in my career and continue to grow.”
- “I'm eager to translate my success in this administrative position to a more client-focused role.”

WHAT DO YOU NOTICE?

6

<https://resumegenius.com/6-second-resume-challenge>



Your resume is YOUR personal advertisement.

THE SECRET SIX

1. Your resume should be an advertisement – not an autobiography
2. Write for the reader – not yourself
3. Make it easy to be screened in – not out
4. Tell them only what they want to hear
5. Give proof – not promises
6. One size does NOT fit all situations



YOUR CONVERSATION

1. Introduction
2. Brand Statement
3. Skills
4. Relevant Experience
5. Professional Experience
6. Education
7. Side Hustle



**HOW TO KEEP A
CONVERSATION GOING**

RELEVANT EXPERIENCE-DS

Data Science Immersive Program
General Assembly Data Science Immersive
September 2017-December 2017 | CITY

Participated in a full-time immersive Data Science course, completing in-class projects, Kaggle competitions, and personal projects focused on real-world applications of data science principles and best practices. Acquired, cleaned, and explored large datasets using Python, SQL, and Tableau in order to present findings to both technical and non-technical audiences. Developed a portfolio of individually and collaboratively focused in-class projects, including:

{list projects in bullets}

Education

Data Science Immersive Program
General Assembly Data Science Immersive
September 2017-December 2017 | CITY

General Assembly's SPECIALTY Immersive focuses on transforming students into driven SPECIALTY over an intensive 12 week (500~hour), project based training program focusing on SKILL SKILL SKILL SKILL. The program includes numerous collaborative projects and real world client work.



The Bullets.

Show your impacts. Not your fluff.

Weak: Managed a budget to plan large-scale events for students

Strong: Managed \$12,000 budget to plan large-scale events for 2,500 students

Weak: Compiled a pitch deck for buyout of automotive company

Strong: Compiled a 44-page pitch deck for buyout of \$53 million automotive company

Weak: Wrote articles on entrepreneurship and technology

Strong: Wrote 8 articles on entrepreneurship and technology, generating 107,000 page views, 8,003 likes, and 3,723 tweets

Weak: Worked with clients and partners

Strong: Strengthened relationships with 7 strategic partners (including Coca-Cola, Procter & Gamble & Emirates Airlines) through follow-up meetings with senior leadership

BEST BULLET CHALLENGE

Pick a bullet, dice it up and share it.

Proof...

- DSI Resume Examples



SHORT BREAK



LINKEDIN

THE DIGITAL CONNECTION.

Why should you utilize LinkedIn and be online?

- **73%** of recruiters have hired a candidate through social media.
- **93%** of hiring managers will review an applicant's social media profile before taking the next step.
- **55%** of recruiters have reconsidered candidates based on their social profiles, 61% of those reconsiderations being negative.
- **23%** found content that directly led to hiring the candidate.

TELLING THE WORLD.

Notify your network?

No, do not publish an update to my network about my profile changes.



- ACCOUNT & SETTINGS
 - PRIVACY & SETTINGS
 - PRIVACY CONTROLS

Profile viewing options

Choose whether you're visible or viewing in private mode

Select what others see when you've viewed their profile

Your name and headline



Joy Haugen

Tech and Design Talent Consultant and Career Coach
Washington, District Of Columbia | Human Resources

Private profile characteristics



Corporate Trainer in the Human Resources industry from Washington D.C. Metro Area

Private mode



Anonymous LinkedIn Member

THE BASICS.



Joy Haugen

Tech and Design Talent Consultant and Career Coach
Washington, District Of Columbia | Human Resources

Current General Assembly, Bossed Up
Previous Opportunity Knocks, MITRE, Quad/Graphics
Education Creighton University

Hunter

View profile as

500+
connections

<https://www.linkedin.com/in/joyhaugen>



Sarah Brooks

Professional Coach & User Experience Designer
Washington D.C. Metro Area | Nonprofit Organization Management

Current General Assembly, Sarah Brooks Coaching
Previous Accomplishment Coaching, Forum One Communications,
 Ashoka
Education Accomplishment Coaching

Hunter

Send a message

500+
connections

<https://www.linkedin.com/in/sabrooks>

Contact Info

CONTACT INFORMATION

- List your email address
- Include links here (and elsewhere on Profile)
- Customize your URL

A screenshot of a LinkedIn profile's contact information section. The section is titled "Contact Information". It contains the following details:

Email	marc@marc-ee.com	Phone	617-953-2309 (Mobile)
IM	sparklemachine (GTALK)		
Twitter	itsmarcrust		
Websites	Portfolio		
	Personal Website		
	TED talk		

At the bottom of the section, there is a "Contact Info" button.

OPTIMIZE

- Keep it relevant – Use Data
- Use bullet points or short sentences
- Highlight accomplishments, not just responsibilities.
- Ask for and provide recommendations from supervisors.
- Optimize for searchability using **keywords**



PROJECTS & MEDIA

> Add Your GA Projects!!!

Web Development Immersive Student
General Assembly
November 2014 – March 2015 (5 months) | Greater Seattle Area

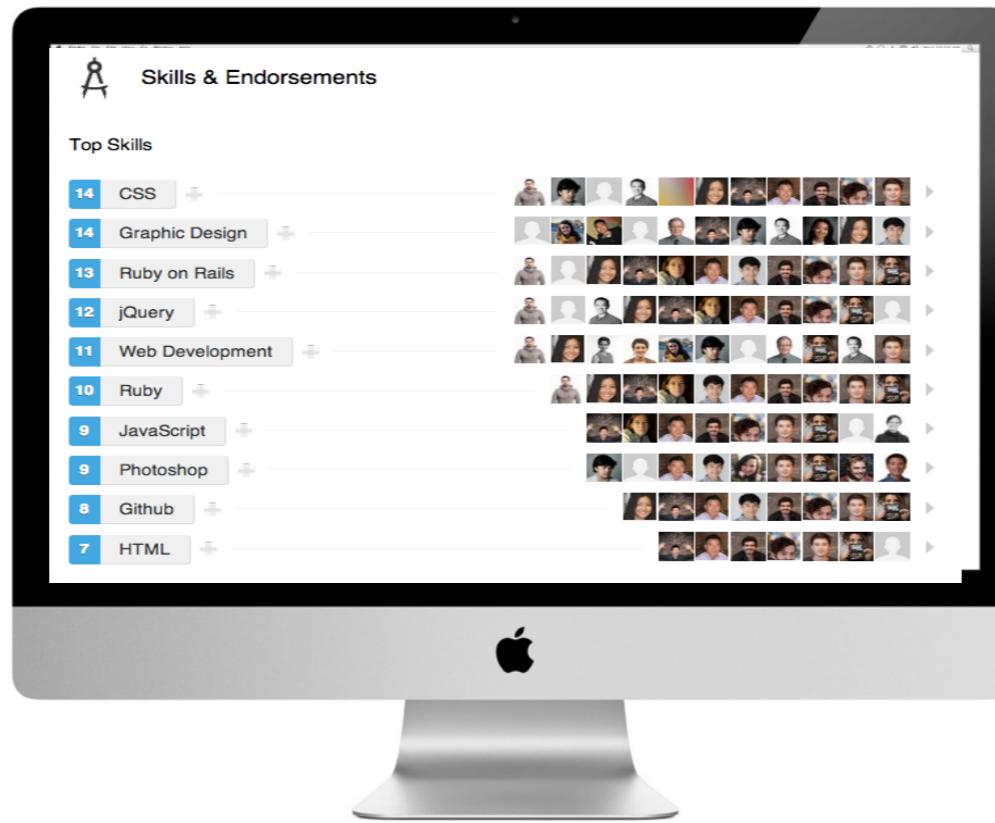
- Full-stack experience in JavaScript, Ruby on Rails, AngularJS, HTML5 and CSS3.
- Worked on individual, pair programming and team based week-long projects.

The screenshot shows a resume section for a Web Development Immersive Student. It includes a red header with the title, the General Assembly logo, and a bulleted list of experiences. Below this, there are two project cards. The first card is for the "Studmate App" with the URL <http://clairelyles.com/studmate>. The second card is for the "OutFitted App" with the URL <https://outfitted.herokuapp.com>. Both cards show a mobile phone interface and a small description of the app's purpose.

1. Select “edit” on your profile
2. Add more sections, such as Projects, Publications, etc.n
3. Look for “Add Media” prompts.
4. Make sure your portfolio and other websites are easy to find.

This screenshot shows a "Projects" section on a resume. It features a blue icon of a clipboard with a bar chart, the word "Projects", a descriptive paragraph, and a "Add projects" button. The paragraph explains that this section helps show skills, experience, and people worked with.

SKILLS + ENDORSEMENTS



- Make sure you have the skills that are most relevant to your job search at the **top**
- Endorsements are helpful, not critical

TAKE ADVANTAGE

Use these links to automatically add any FT or PT course certificate at GA.

[Digital Marketing Circuit](#)
[HTML, CSS, and Web Design Circuit](#)
[Data Analysis Circuit](#)
[User Experience Circuit](#)
[JavaScript Circuit](#)
[WDI Remote](#)
[Front End Web Development Part-Time](#)
[Data Analytics Part-Time](#)
[Data Science Part Time](#)
[Digital Marketing Part-Time](#)
[JavaScript Development Part-Time](#)
[Product Management Part-Time](#)
[User Experience Design Part-Time](#)
[Visual Design Part-Time](#)
[Android Development Immersive](#)
[Data Science Immersive](#)
[iOS Development Immersive](#)
[User Experience Immersive](#)
[Web Development Immersive](#)

STALKING

- Connect within 24 hours
- Send a personalized note (beware on mobile)
- Accepting requests from strangers?
- [How to get to 500+ connections](#)



Hi NAME!

I see you have x skill and I would love to learn more about your any insights you would recommend to learning that skill. Look forward to connecting and talking more.

Thanks!
NAME

LET'S MAKE FRIENDS

- Browse the General Assembly [University Page](#)
- Join the GA Alumni [LinkedIn Group](#)
- Connect with all of your GA colleagues + Instructors



GETTING THE MOST OUT OF LINKEDIN

- Join relevant groups (JS devs, Data Science, UX etc.)
- Follow your favorite companies
- Meet strangers and request informational interviews
- Use advanced search to find hiring managers
- Share, read, and comment on articles
- Search for jobs, and see who you know at the company

Following

Influencers



Bill Gates
Co-chair, Bill &...
 Following

Arianna Huffington
President and...
 Following

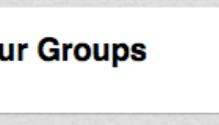
Your Groups

52 groups [Take a tour](#) [⚙️](#)



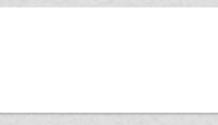
.NET Developers
.NET Developers

30



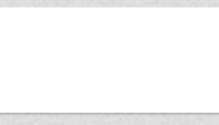
Boolean Strings - The Internet Sourcing Community

2

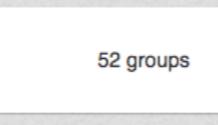


Business on Rails

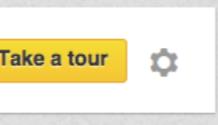
3



Business Today - Online Community to connect Businesses...



Code Poets - SDE SDET



College of Business and Economics, University of Idaho

Search for jobs

 Junior Web Developer

PORTFOLIOS



OUTCOMES DSI+: RESUME & SOCIAL MEDIA



AS YOU PROGRESS

- Designs to solve a problem for a user.
- Showcases personal brand and unique attributes.
- Consistent output across multiple medias.
- Projects presented are quality over quantity.
- Demonstrates technical skill.
- Depth of process communicated effectively.
- Shows impact of work and validation.
- Your role is clear vs. others' roles in projects.

A photograph of three men in a dimly lit room. The man on the left, wearing glasses and a white shirt, holds a fan of cards. The man in the center, wearing a dark shirt, also holds cards. The man on the right, wearing a striped shirt, holds cards and has a laptop and a glass on a table in front of him. The background is dark.

QUESTIONS?

“Quite simply I would not have been able to get the position I have without GA.”

THANKS!



JOY HAUGEN
CAREER COACH
JOY.HAUGEN@GA.CO

SARAH BROOKS
CAREER COACH
SARAH.BROOKS@GA.CO

SHAHIER RHAMAN
PARTNERSHIP SPECIALIST
SHAHIER@GA.CO

It's going to be great!

OUTCOMES DSI+: RESUME & SOCIAL MEDIA

