

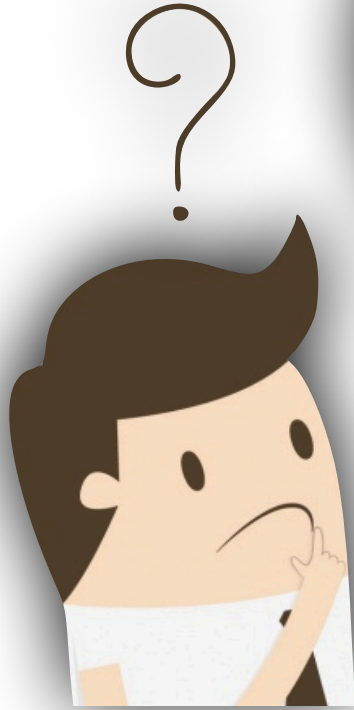
Outcomes Session 3

Resume & LinkedIn

Lesson Overview

- Resume best practice
 - Purpose of a resume
 - Resume dos and donts
 - Why resumes get rejected
- LinkedIn profile best practice

Lesson Objective



What best practices
can I apply to make
my resume more
impactful?

Outcomes Session 3



Resume Best Practice





Group Exercise: Resume Dos and Donts

10min



- What is the purpose of a resume?
- What format should a resume have?
- What should and should not be inside a resume?

Resume Best Practice

Purpose of a Resume:

- Professional summary
- First impression (it only takes 3-10sec)
- Get you in and through the door for an interview
- An advertisement of yourself - not an autobiography!

Resume Best Practice

Before you start writing your resume, remember:

- Get straight to the point
- Make important information easy to find
- Write for the reader, not yourself
- Give proof, not promises
- 1 size does not fit all situations

JENNIFER SMITH

PROJECT MANAGER

Contact Details

- Phone number
- Email address
- Portfolio URL
- LinkedIn URL

Education

- Reversed chronological order
- GA experience (include 2-3 projects) / degree / diploma

Skills

Relevant skills as per job posting

Awards (optional)

+65 99999999



email@myemail.com



Portfolio



linkedin.com/in/name



EDUCATION

YOUR DEGREE, MAJOR
University, Location
2008 – 2012

YOUR DEGREE, MAJOR
University, Location
2008 – 2012

SKILLS

Google adwords
Content marketing
Lead nurturing
Email marketing
Video production
Data science
Social Media Marketing

AWARDS & HONOURS

Award received
Organization
2015

Award received
Organization
2015

PROFESSIONAL PROFILE

This is a section where you describe your professional career. Let the potential employer know why they would want to hire you. Use this section for particular career highlights, collaborations or stepping stones to where you are now as a professional.

EXPERIENCE

Position Title

Company Name | Location | 2015 – Present

Brief description of the position and the responsibilities you had in this post. Ut enim ad minim veniam, quis nostrud exelk rcitation ullamco laboris nisi ut aliquip ex ea comm odo consequat. Duis aute inurement dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nullamit sulimatus nalm pariatur ipsun.

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Full Name

Title

Personal Brand Statement

1-3 sentences answering:

- What do you do?
- What problems do you solve?
- What are your motivators & passions?
- What value do you offer?

Work Experience

- Reversed chronological order
- Highlight information most relevant to your next role (transferable skills & industry-related experience)
- List relevant responsibilities & achievements
- Begin each sentence with action verbs



Resume Tips:

- Keep it to 1 page (max 2 pages)
- Use a 2 column design to optimise space
- Avoid fluffy writing & stick to the facts
- Readable font & colours scheme on a B&W hardcopy

What should not be in a Resume?

Photo

Religion

Address

Nationality

Age / DOB

Infographics

Gender

References

Reasons your Resume might get rejected:

- Typos
- Inconsistent typesetting
- Poor design
- Too many pages
- Same job description for each role
- Cover letter is for a different role
- No details of job responsibilities

Outcomes Session 3



LinkedIn



Appropriate banner, or use default picture

Chee Hoo Sim • 2nd

Data Scientist at Red Dot Payment

Headline

Singapore

Connect


Message

More...

 Red Dot Payment

 General Assembly

 See contact info

 76 connections

Brand statement & career summary

A business-minded data enthusiast with strong analytical skills from an extensive financial auditing background. I seek to help your organization by providing data-driven, action-oriented solutions to challenging business problems.



Experience



Associate UX Designer, Agile Consulting and Engineering

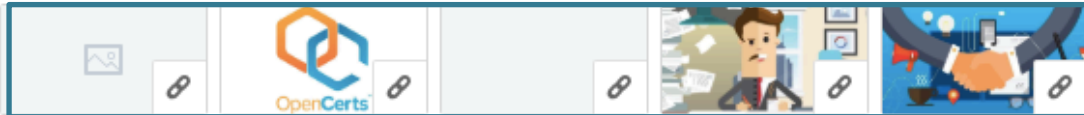
GovTech Singapore

Mar 2017 – Present · 2 yrs 2 mos

Singapore

Short job description

Responsible for delivering the best user experience across for whole-of-government digital services like MCCY grants portal, Business Grants Portal and Opencerts. Use best practice knowledge to create recommendations for stakeholders and product owners, including Scrum, research methods, usability testing, documentation, visual & interaction design, wireframing, interactive prototypes and front-end development to demonstrate ideas to target audiences with multi-disciplinary teams to drive through implementation.



Add media files / links to your portfolio to showcase your work



Creative Designer - Mobile, APAC

Millennial Media, AOL

May 2016 – Mar 2017 · 11 mos

Singapore

Design best in-class mobile ad campaigns and experiences for clients such as P&G, Unilever, BMW, Audi, Nike, Adidas, Samsung, Sony and many others in APAC region.



Web Development Immersive Graduate

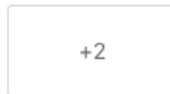
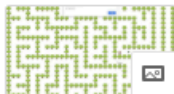
General Assembly

Feb 2018 – May 2018 · 4 mos

Singapore

- Completed 12-week full-time intensive programme on full-stack web development
- Developed 4 full-stack and front-end applications

► Survive!... See more



**Mention your GA course
under Experience and
showcase 3+ projects**



Third Sergeant, 39 Singapore Combat Engineers. Chemical, Biological and Radiological Defence

Singapore Armed Forces (SAF)

May 2014 – Mar 2016 · 1 yr 11 mos



moppFour.jpg



hazmatSuit.jpg

[Show fewer experiences](#) ^

Education



General Assembly

Web Development Immersive, Computer Science

2018 – 2018

**Mention GA briefly
under Education
(without projects)**



Skills & Endorsements

Python · 4



Endorsed by Daniel Bourke, who is highly skilled at this

**Have friends,
connections & past
employer / colleagues
to endorse your skills**

Computer Vision

Fraud Detection · 1

Chee Hoo Sim has given an endorsement for this skill

List relevant skill
(you can add up to 30!)

Ensure the skills you include match the JDs you are applying to!

Industry Knowledge

Machine Learning

Extract, Transform, Load (ETL)

Artificial Intelligence · 1

Object-Oriented Programming (OOP)

Statistical Data Analysis

Statistical Modeling · 1

Statistics

Big Data · 1



LinkedIn Tips

- Customise your URL - [Learn how here!](#)
- Have your email address visible
- List personal website / Github links
- Connect with relevant professionals:
 - *“Hi Peter, I’m in the current DSI cohort, and I’ll like to learn how it is like working at Palo IT. Would you be available some time this week for a coffee chat? Thanks, Han”*
 - *“Hi Jae, I’m interested in getting involved in Healthtech and have learnt about the great products developed by RingMD. I am particularly interested in the development & enhancement of RingMD’s instant call function. Would you be able to share more? Cheers, Joannas”*
- Start your network by connecting with GA alumni!
- Join relevant groups & follow companies of interests / thought leaders

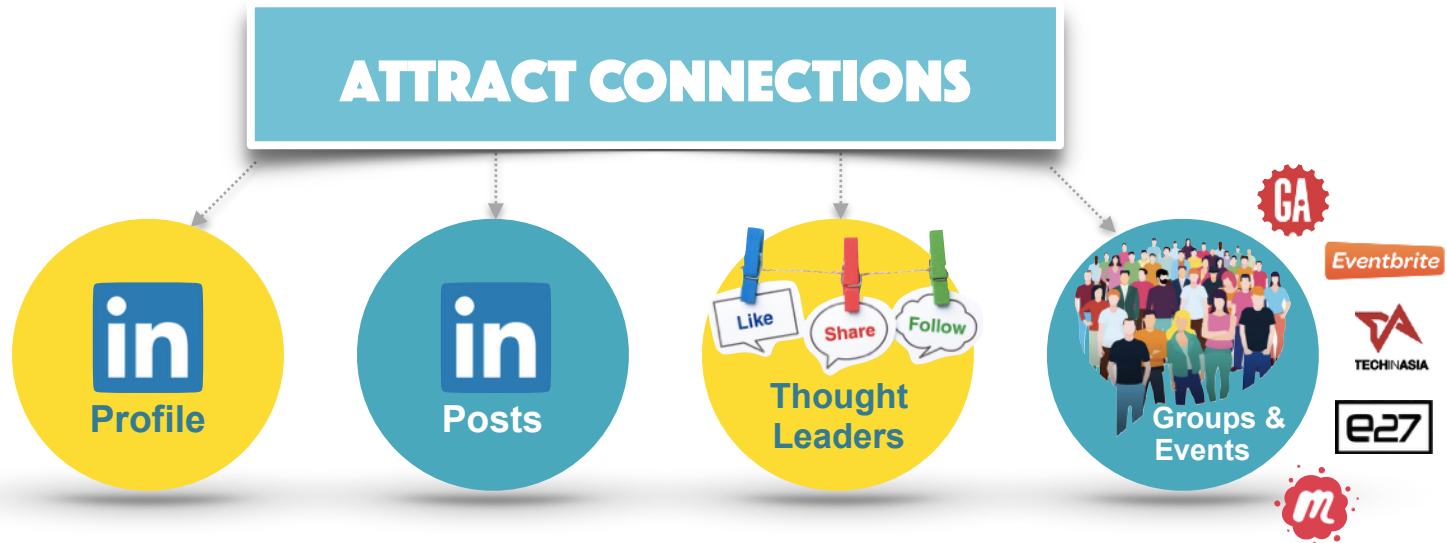


LinkedIn Best Practice



- Hiring managers
- Decision makers
- Second degree connections
- People in similar roles
- Industry leaders

LinkedIn Best Practice



- Showcase recent projects
- Highlight recent achievements
- Share relevant articles

Outcomes Session 1



Homework

Questions?



GENERAL ASSEMBLY

