

# PRESENTING YOUR BEST SELF



# Hello!

## I am Liz Martinez

I love to help people forge paths to reach their goals.

Find me on LinkedIn:

[www.linkedin.com/in/liz-martinez88](https://www.linkedin.com/in/liz-martinez88)





# Jump Right



## Why It's Worthwhile

## Avoid Pitfalls

## Profile Pieces

1

2

3

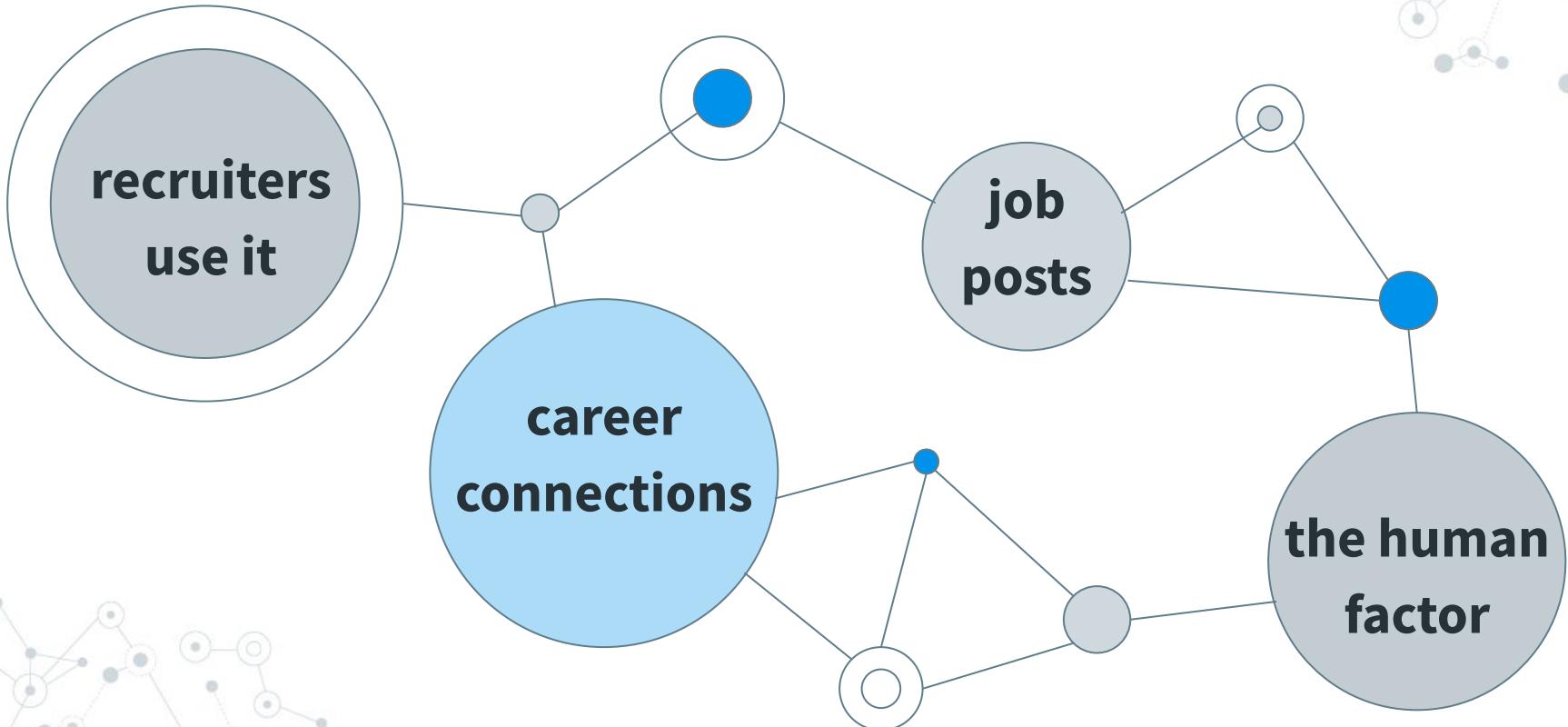
4

5

Make an  
Impression

Data Science  
Specifics

# Why does LinkedIn matter?



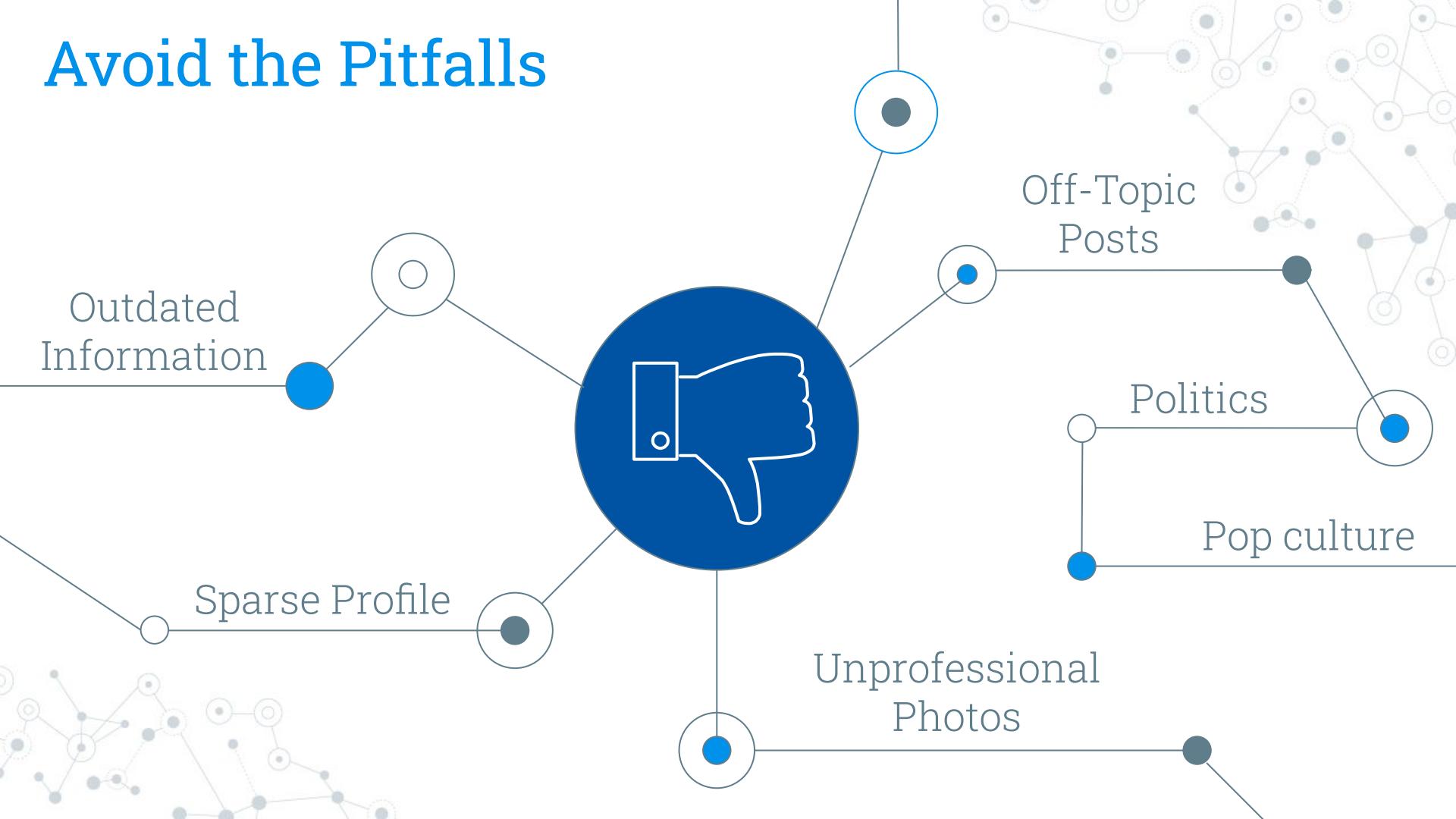


# Recruiters are looking for something intriguing.

- Tell your story
- Humanize with photos & videos.
- Feature your resume & GitHub
- Be active!!!
  - Write posts
  - Join groups
  - Share articles



# Avoid the Pitfalls



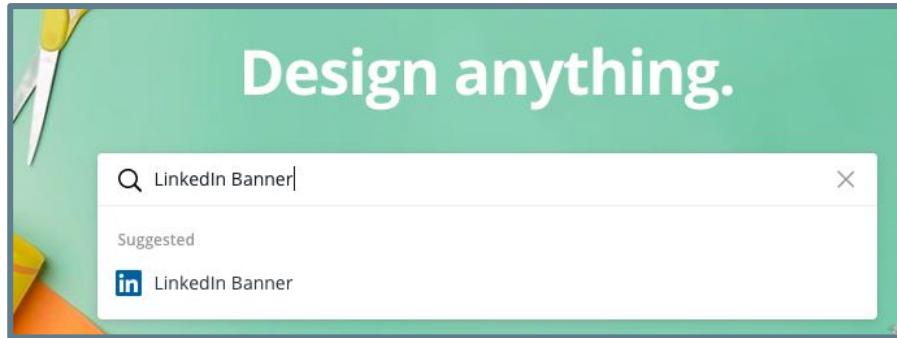
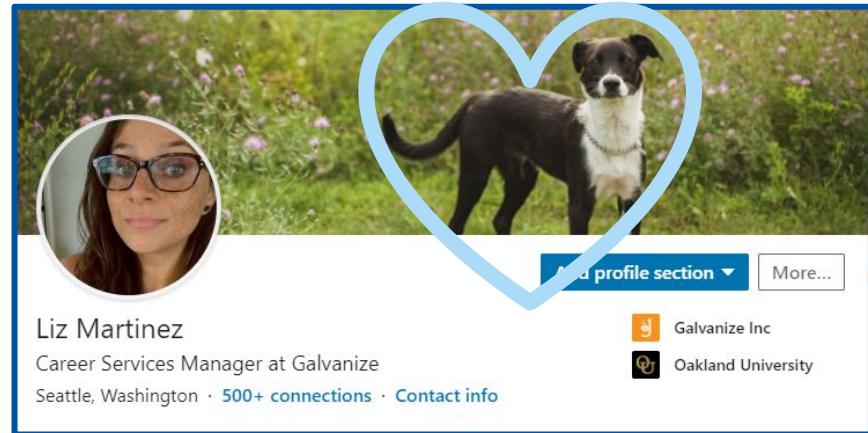
# Profile Pieces: **the photo**

- ◎ Have one!
- ◎ Recent photos are best
- ◎ Nothing on your face or head
- ◎ No mirror selfies.
- ◎ No cartoons. No characters.
- ◎ Mostly your face with a neutral background



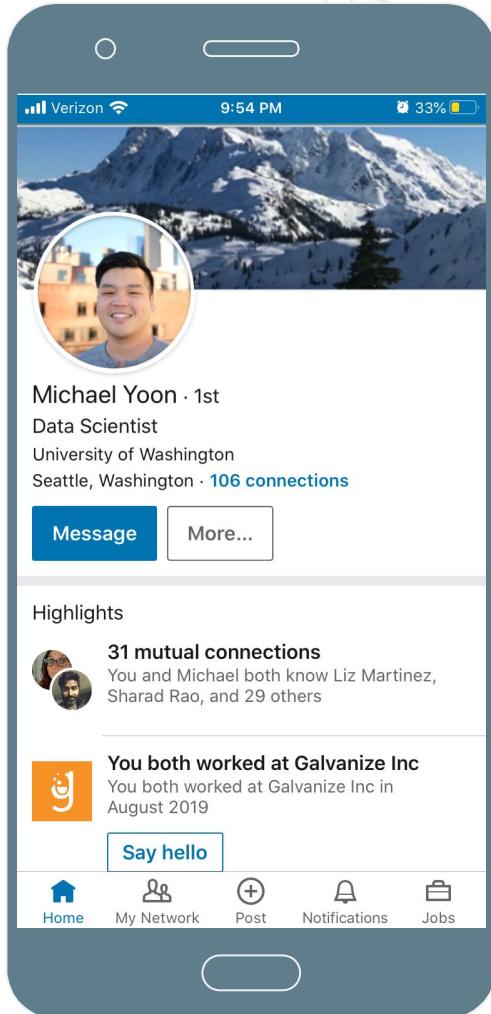
# Profile Pieces: **the banner**

- ◎ Show creativity & personality
- ◎ Consider using: code, artwork, cityscapes, nature, equations, geometric designs
- ◎ Check out [Canva!](#)



# Profile Pieces: **the headline**

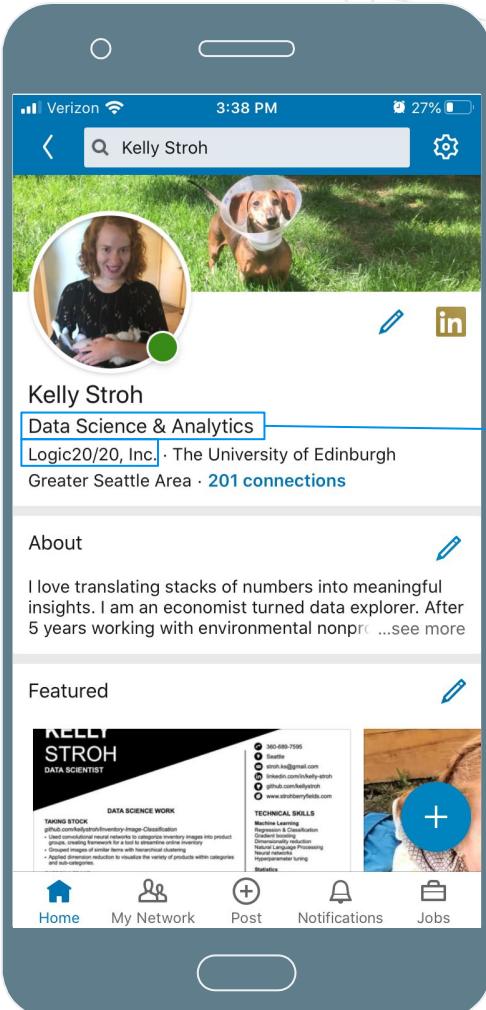
- ◎ Name the job you want & the location where you want it!
- ◎ Title: “Data Scientist”, “Machine Learning Engineer” or another job you intend to have in the near future
- ◎ Your title is *not* student or job seeker!



# Profile Pieces: **the headline**

What if I currently have a job, but my title isn't 'data scientist'?

- You're not alone.
- Is it lying to have my headline say 'data scientist' if my title is \_\_\_\_\_ ?
  - No.
  - LinkedIn is for more than job hunting.



If you don't want it to appear like you are claiming to be a Data Scientist at your place of employment, consider using a **field** instead of a **title**.

People can look to the experience section to see your job title, and your headline will still reflect your area of interest.

# Profile Pieces: **about YOU**

- A compelling intro
- Your education, skills, and expertise
- Your professional interests
- Your hobbies & values
- Call to action
- Link to your Github

Jacob Crane  
Web Developer  
Greater Denver Area

Message More...

I am a UX-driven Full-Stack Developer with a B.S. in Marketing. As a child, I dreamt of growing up to become a superhero, a pro-athlete or an astronaut! However, I'm not rich enough to become Batman, my athletic abilities only took me through college athletics, and I get motion sick in vehicles that move much slower than a rocket.

Let's fast-forward to today where I have begun my career as a Full-Stack Developer. Working in an industry where I can make a difference in people's lives has always been important to me. Coding gives me the flexibility to work in many different industries, on many different projects, and approach and tackle new problems every day.

I love to dig deep into the code languages that I learn and love Front-End development. My expertise is in JavaScript, React, Vue.js, jQuery, Node.js, Semantic HTML and CSS.

I am an Entrepreneur, Lacrosse player, outdoors enthusiast, and Magic: The Gathering fan. Coding allows me to incorporate any facet of my life into technology and that is exciting!

Media (2)

# Profile Pieces: **about YOU**

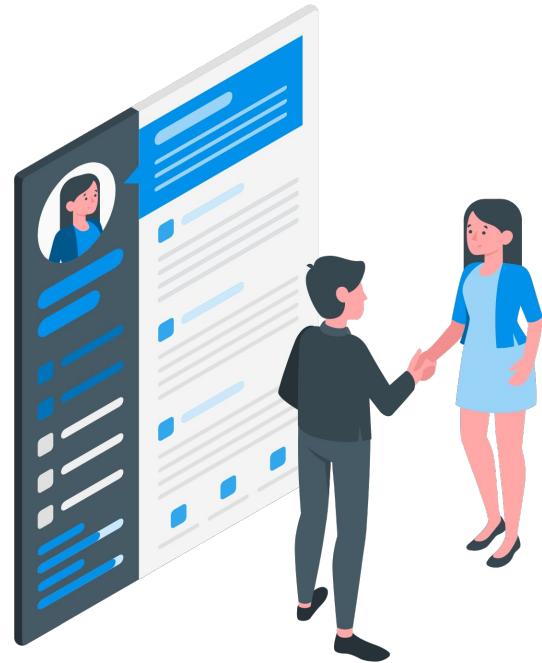
## About

My professional life began immediately after high school. At 18, I volunteered for the Navy's Nuclear Engineering program, completed the two-year school, and worked with two nuclear reactors onboard the USS Stennis for four years. I specialized in the electrical distribution systems, maintaining balance and continuity within the system. The program provided me with industry and operational experience at a young age. Seeing system-level operations during high intensity evolutions garnered an interest in the conceptualization, research, and design of other complex systems. I like to look at the big picture and determine how to make it bigger (or more efficient).

Proficient in Python, Javascript, and SQL with experience in AWS Cloud applications, Docker, and Kubernetes.

# Profile Pieces: **experience**

- ◎ Don't just copy and paste resume
- ◎ This is the narrative that connects the bullets in your resume
- ◎ Whether it takes four sentences or four paragraphs, fully explain each experience!
- ◎ Have you transitioned careers? Consider editing older descriptions with your new industry in mind.



# Profile Pieces: **experience**



## Junior Software Developer

Dreamers Inc.

Jul 2019 – Present · 9 mos

Remote

My first back-end developer project was updating the way users could login through social media and how authorization was handled. I refactored the Oauth code into a flexible class-based system and tied it into a JWT authorization framework using access and refresh tokens.

This project was an incredible learning and transformative experience. I learned how to read and interact with legacy code. Writing code and reading your own work is easy but unraveling and understanding someone else's is more akin to detective work. I felt like this phase of the project was a crash course in how pros write python.

I jumped into this headfirst and I was pushed way outside my coding comfort zone. Now I know so much more about properly testing code, writing clean and readable code with solid documentation, and deploying to AWS. I'll forever be grateful for my first project here. My experience here taught me the essential skills to research and develop programming solutions independently and effectively.



# Profile Pieces: **experience**



## Campus Recruiter

Robert Half

Oct 2017 - Jul 2018 · 10 mos

Greater New York City Area

As Campus Recruiter for Robert Half's Management Training Program, I'm responsible for the development, management and execution of recruiting initiatives designed to attract new entry level talent for Robert Half. I get to meet some of the brightest and most ambitious talent while building strong, strategic relationships with schools in the NYC, Philadelphia, Boston and Hartford areas.

MTP Trainees attend three days of Induction School where they learn the fundamentals of recruiting and business development in the staffing industry. They return to their home office excited and ready to begin a training and development plan designed to set them up for success early in their career. As someone who began their career in the staffing industry, I can say with confidence that this program will provide Trainees with an invaluable set of skills that will be drawn upon throughout their career, regardless of role or industry.

I am so excited to recruit the next generation of staffing professionals for an organization that is truly dedicated to the growth and development of their employees.

To learn more about our Management Training Program watch the video below and send me a message if you're interested in launching your career with the Robert Half Team!

# DON'T bury your projects under Achievements.

Highlight them in the Experience section.



## Project: Aesop's Pawnshop

Personal Projects

Sep 2019 · 1 mo

Greater Seattle Area

My web-scraping project involving scraping historical used graphics cards prices and text mining to identify the most cost-effective model. I scraping data from Wikipedia and /r/hardwareswap into a MongoDB and mining information out of the ~14000 text posts.

I learned so much about MongoDB and Pymongo through this project. Coming from a web developer focus with primarily PostgreSQL experience, this was my first dive into on-relational databases and I am quite a fan of the flexibility it provided my analysis.

While I was able to get useful insights into the used GPU market, I'm extremely excited to return to this project and add in my new skills with NLP, clustering, and more complicated classifiers to try and automate the data collection and analysis portion.

I created a live dashboard that uses the full end-to-end automated data querying and cleaning pipeline. Dash is quite enjoyable to work with and I really am excited to continue to develop and build this app!

[see less](#)



## Reinforcement Learning Slay The Spire Draft Bot

Personal Projects

Nov 2019 · 1 mo

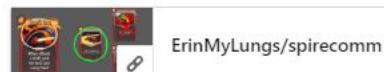
Greater Seattle Area

A phenomenal first dive into reinforcement learning and Markov chain Monte Carlo methods. Using a few tools developed by others to hook into the game, I was given a wealth of information on decisions, results, and the possibility of both rapidly testing and training my drafting algorithm while also having a wealth of play-by-play information to learn and tune with.

This project put the skills I learned at Dreamers to the test. Having to interface and prototype with an established code-base that was non-standard with minimal internal documentation was tough but I could really see how far I've come. I also was pushed hard to think about how I could automate and speed up my training speed. At the beginning of this project it took over 30 minutes per epoch and by the end I had that down to 10 minutes and running 4 concurrent jobs to get 12 times as much exploration and learning than what I started with.

Within a week of hacking away I was able to improve the average distance the bot traveled from 20.5 to 24.0! Already we've got improvement over the built-in drafting algorithm and there's still so much more space to explore. Next steps involve adding simulated annealing, more complex learning from the choices made, and adding ways to track regret mid-epoch.

[see less](#)



# A Quick Tutorial

Title:  
Catchy project name

Duration:  
Have start & end dates

Media:  
Upload screenshots

Add experience

Title \*  
Word Ladder

Employment type  
-

Company \*  
Personal Projects

Location  
Ex: London, United Kingdom

I am currently working in this role

Start Date \*  
December 2019

End Date \*  
December 2019

Description

The core idea of this game was inspired by the game show Chain Reaction. On the show, the phrases are always "common", two-word idioms in American English. Only rarely have I seen an unfamiliar turn of phrase pop up, so they set the bar high. Alas, I have yet to find an extensive database of idioms, let alone two-word idioms. The good news is that this gave me a way to make the project more data-sciencey (in technical terms). The bad news is that my current collection of

Media

Add or link to external documents, photos, sites, videos, and presentations.

Upload

Link

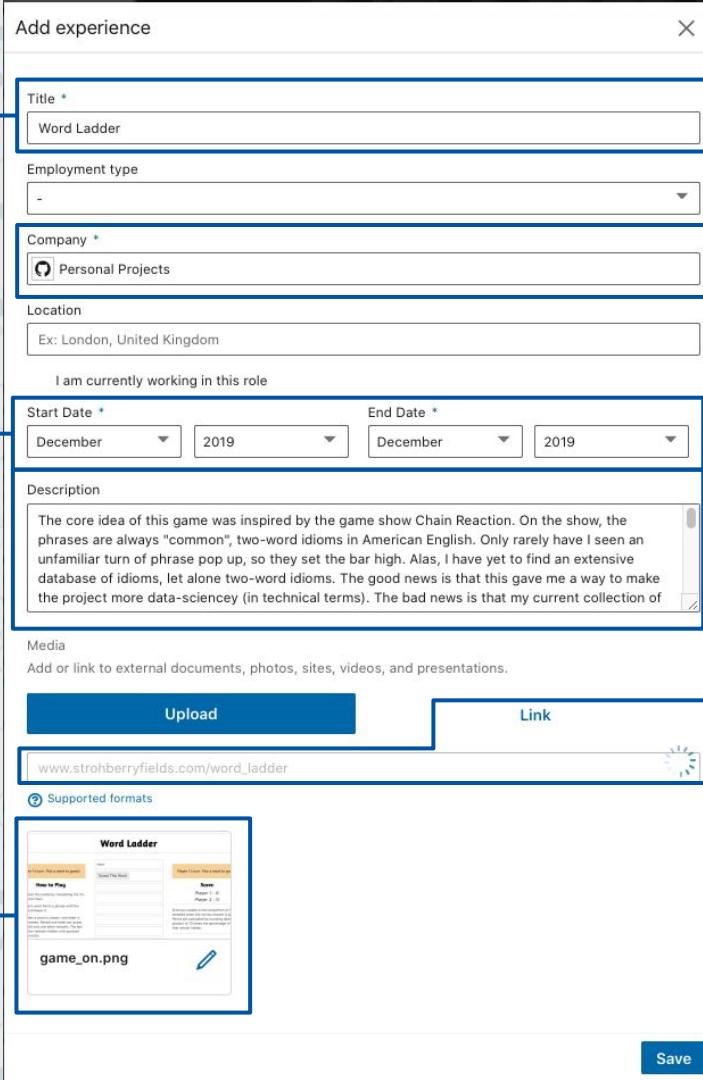
www.stroberryfields.com/word\_ladder

Supported formats

Word Ladder

game\_on.png

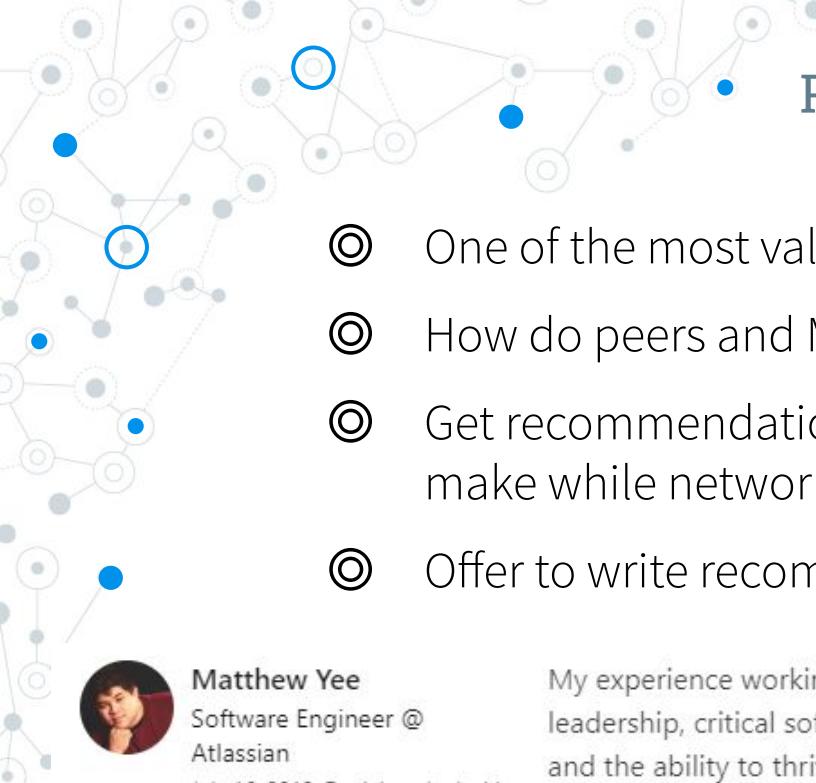
Save



Company:  
Personal Projects

Description:  
Narrative style, not bullets

Links:  
Link to GitHub or website



# Profile Pieces: recommendations



- ◎ One of the most valuable sections in your profile
- ◎ How do peers and Management feel about working with you
- ◎ Get recommendations from study buddies, coworkers, connections you make while networking, people you volunteer with
- ◎ Offer to write recommendations for people you know!



**Matthew Yee**  
Software Engineer @  
Atlassian

July 16, 2019, Daniel worked with  
Matthew in the same group

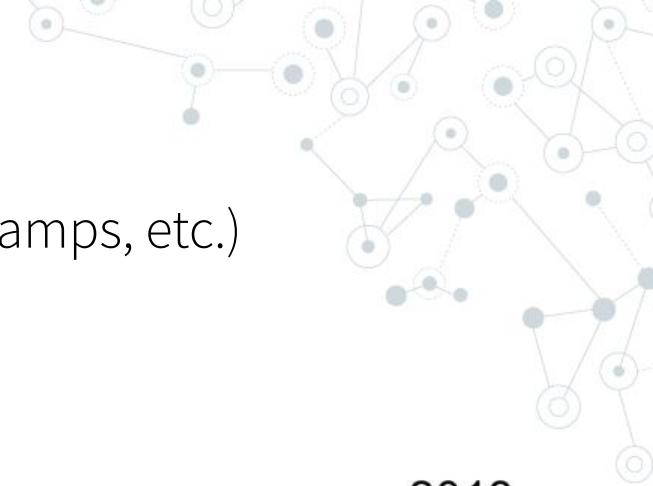
My experience working with Daniel was excellent, he exemplifies leadership, critical soft skills, along with strong analytical analysis and the ability to thrive in a deadline-driven fast paced working environment. I worked directly with Daniel on a real estate project where he was in charge of our content creation using React.js, creating multiple components. He created our image layout for the website, including displaying an image carousel , via a modal, while also setting up backend via express.js. He also setup Amazon S3 - connecting it to our database(MongoDB). [See less](#)

## Profile Pieces: **skills**



- Useful for searching, but can't replace About & Experience
- Better with endorsements
- Take the LinkedIn assessments

# Profile Pieces: **education**

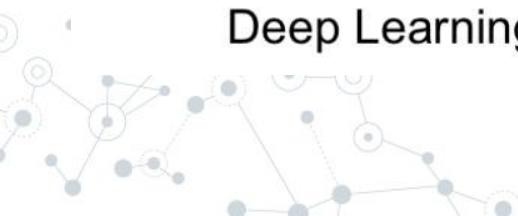


- ◎ Include the facts (college, graduate school, bootcamps, etc.)
- ◎ Use description to weave these into your story

**Galvanize, Inc.** | Denver, CO  
*Data Science Immersive*

2018

A 13 week immersive with 700+ hours of coding, weekly Case Studies, and 3 capstones. Python-based curriculum focused on machine learning and best practices in statistical analysis, including frequentist and Bayesian methods. Utilizes regression, classification, and clustering to model real-world structured and unstructured data. Explores NLP and Deep Learning techniques, in addition to Spark on AWS.





Those who follow  
people, groups,  
and/or organizations  
get more views than  
those who do not



## Profile Pieces: **activity**

# Activity is good!

## Activity

416 followers



This is Incredible! Thank you, Eric.

Sayer commented



Incredible - you are truly an inspiration to us all!

Sayer commented



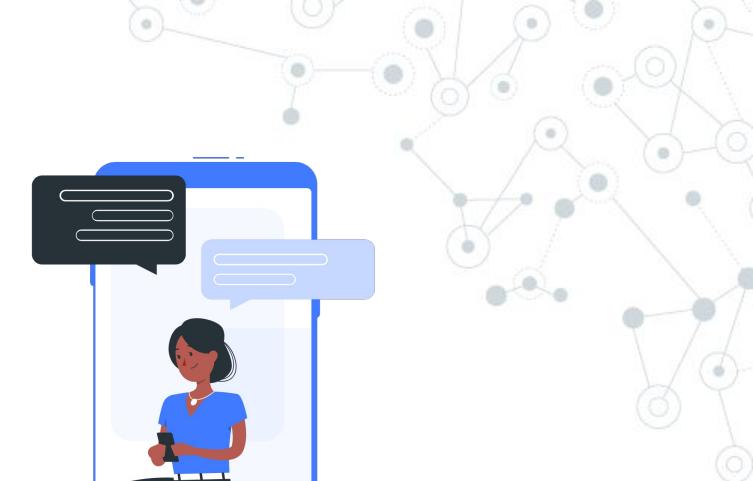
Liz Martinez - any one in mind?

Sayer commented



Congrats man, that's huge!

Sayer commented



## Activity

167 followers



If There's Only One Woman in Your Candidate Pool, There's Statistically No...

Kelly shared this



Based on this assessment of women's lifestyles around the world, I'm...

Kelly shared this  
1 Reaction • 1 Comment



Love the message, love the illustration.

Kelly shared this  
2 Reactions

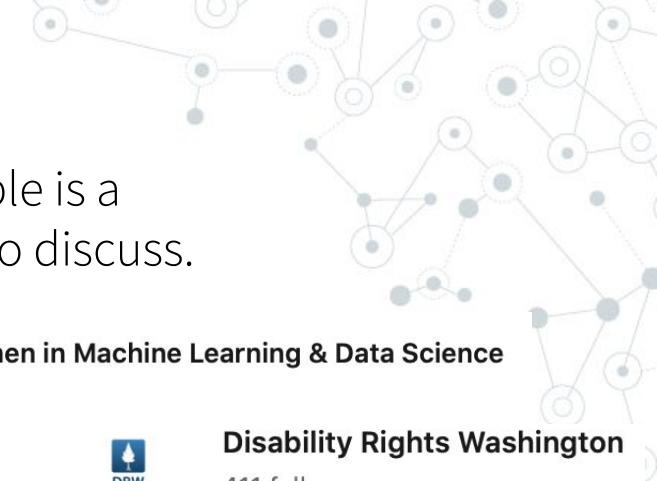


Data Circles Founder and WiDS Ambassador Mahnaz Akbari studied...

Kelly shared this  
2 Reactions

# Profile Pieces: **activity**

Beyond getting views, following organizations & other people is a great way to discover interesting posts to share and ideas to discuss.



## Tech That Matters

187,032 followers



## Code Like a Girl

8,965 followers



## (WiMLDS) Women in Machine Learning & Data Science

4,925 followers



## Towards Data Science

161,760 followers



## UN Women

313,083 followers

## Elle Hacks

327 followers



## Disability Rights Washington

411 followers



## Data Circles

283 followers



## OwnTrail

253 followers

## Story by Data

14,341 followers

## MIT Technology Review

440,871 followers



## Harvard Business Review

10,287,777 followers



## Coursera

405,613 followers

## Udacity

207,727 followers

## TED Conferences

17,002,006 followers



## Data Science Central

141,218 followers



## Kaggle

205,889 followers

## Girl Geek X

3,427 followers

## Women In Data

5,210 followers



## Analytics Vidhya

65,395 followers



## Black Girls CODE

14,702 followers

## The Female Lead

254,732 followers



## Women in Data Science (WiDS) at Stanford University

6,251 followers

# Profile Pieces: **activity**

#datascience #python  
#machinelearning #R  
#ai #nlp #deeplearning  
#datavisualization

#docker #spark  
#jupyter notebook  
#googlecolab #aws

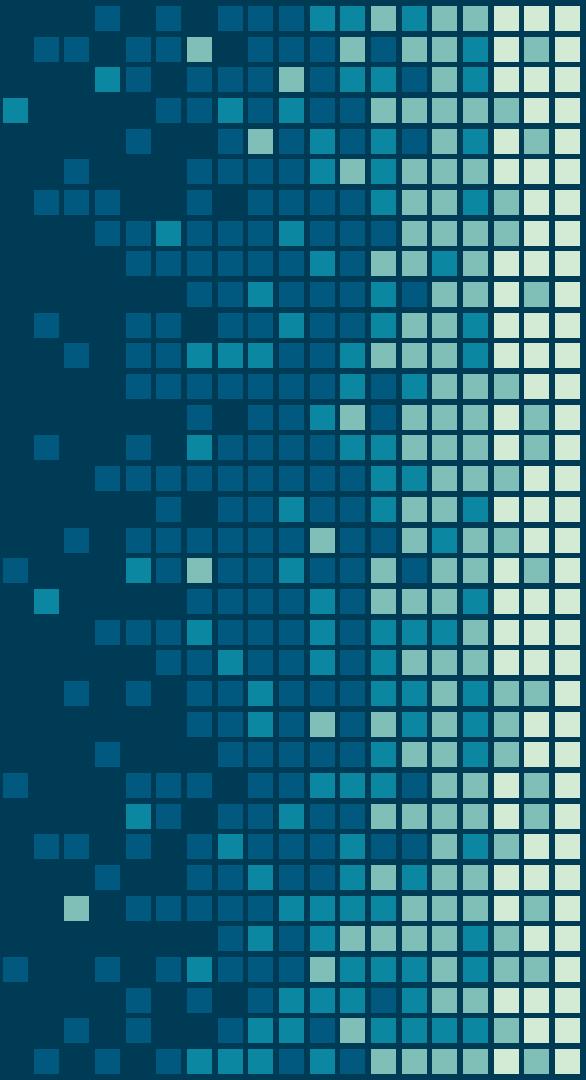
#gradientdescent  
#neuralnetwork  
#pandastricks  
#interviewquestions

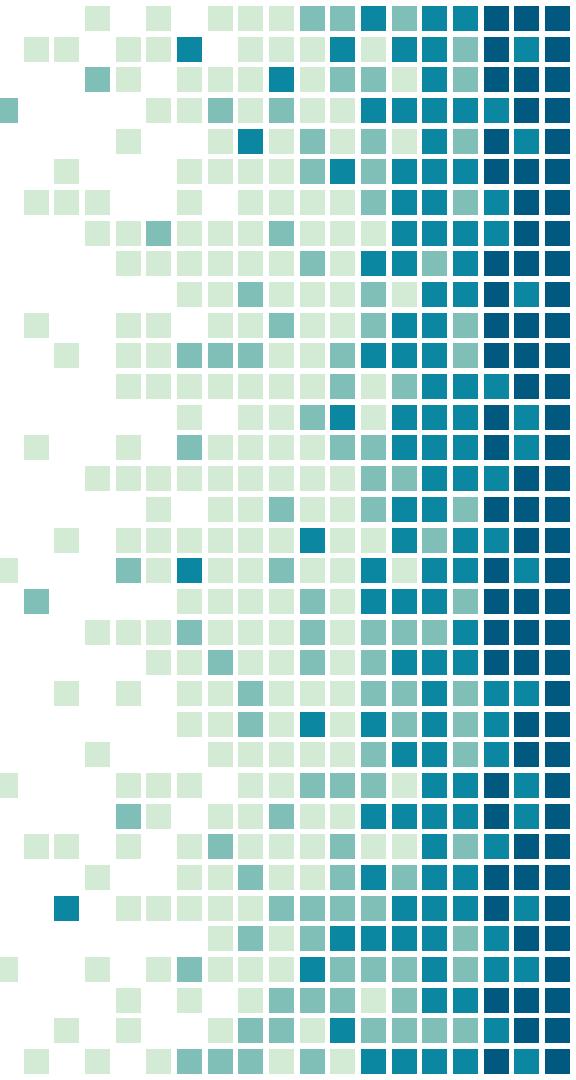
#numpy #matplotlib  
#tensorflow #pandas  
#shiny #ggplot2  
#esquisse #dplyr



Follow hashtags to open  
new avenues for connections & learning

# Glam up your Github



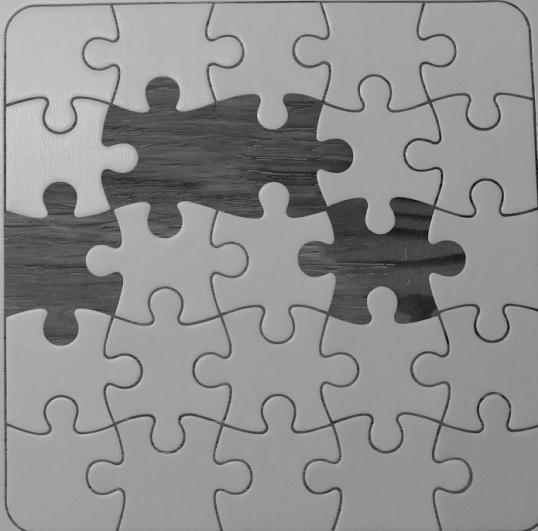


A great github profile  
may lead to your next  
job.

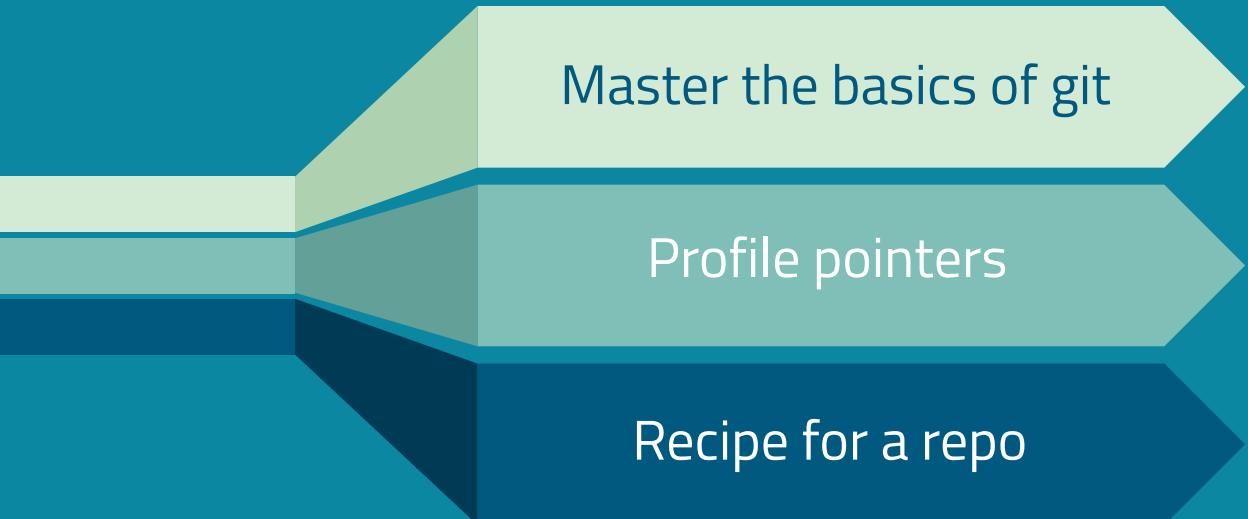
A bad one definitely will not.

# A PIECE OF THE PORTFOLIO PUZZLE

- Employers use version control.  
GH is good practice.
- Hiring teams look.
- Connect with other coders.  
Get help. Offer help.
- Bookkeeping for your code.



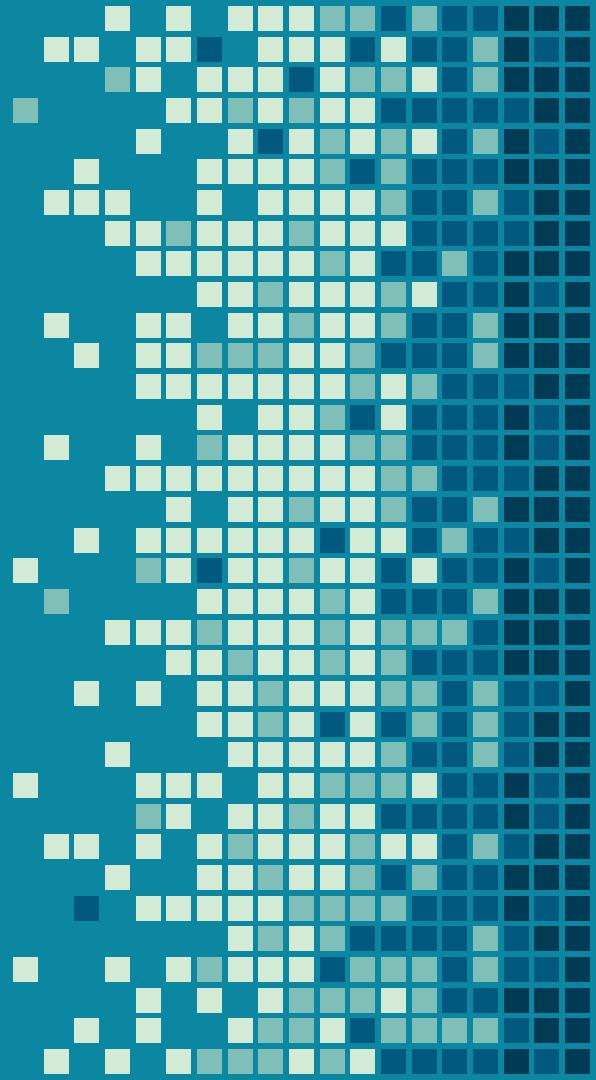
For more discussion of the portfolio puzzle,  
see articles by Vik Paruchuri & Benjamin Obi  
Tavo



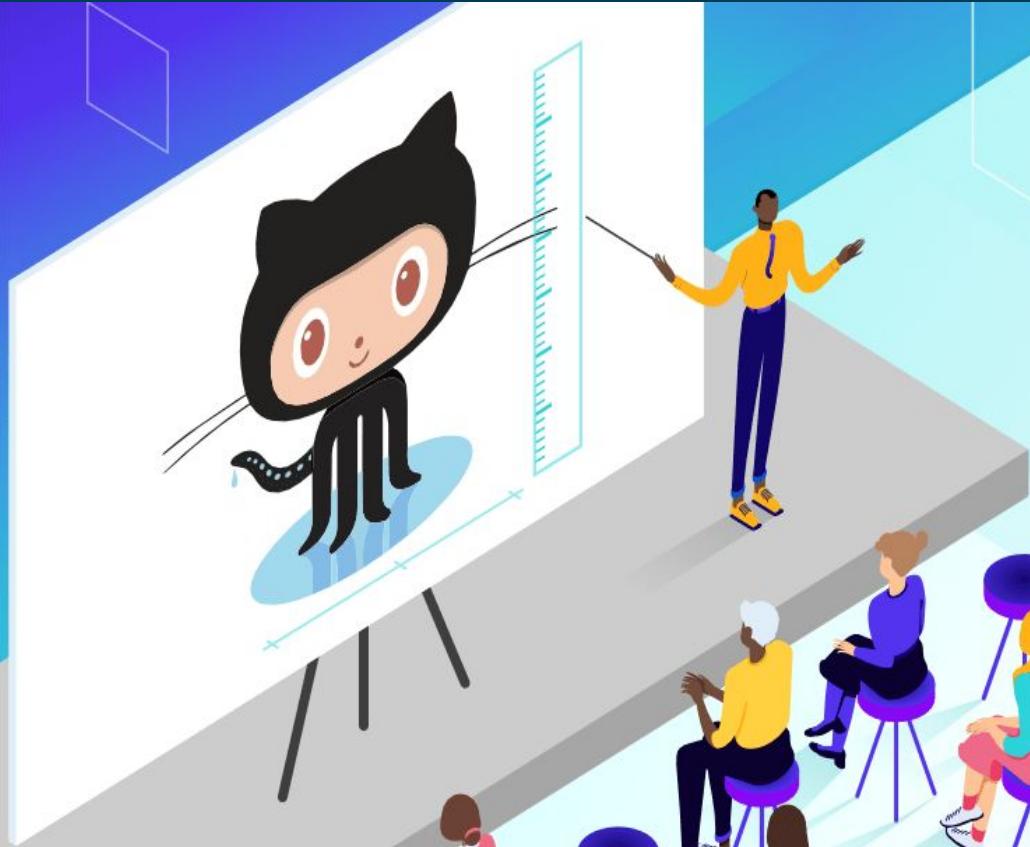
Master the basics of git

Profile pointers

Recipe for a repo



GIT  
WELL  
SOON





# General Git Resources

Here are my favorite git tutorials. To my mind, the one drawback is that they cover so many topics that reading all of the material takes a significant amount of time.

<https://www.atlassian.com/git/tutorials>

This is another good ‘big picture’ overview. It is much shorter than the Atlassian tutorials, and thus covers less material. One part is specific to R users, but this did not hamper my understanding despite my general R ignorance.

[http://dept.stat.lsa.umich.edu/~jerrick/courses/stat701/notes/git.html  
#content](http://dept.stat.lsa.umich.edu/~jerrick/courses/stat701/notes/git.html#content)

This step by step guide is lighter on the conceptual side, but it is a very straightforward tutorial for complete beginners. It also throws in a few tips that I had not read before.

<https://product.hubspot.com/blog/git-and-github-tutorial-for-beginners>



# Learn the essentials of git



KEY  
CONCEPTS



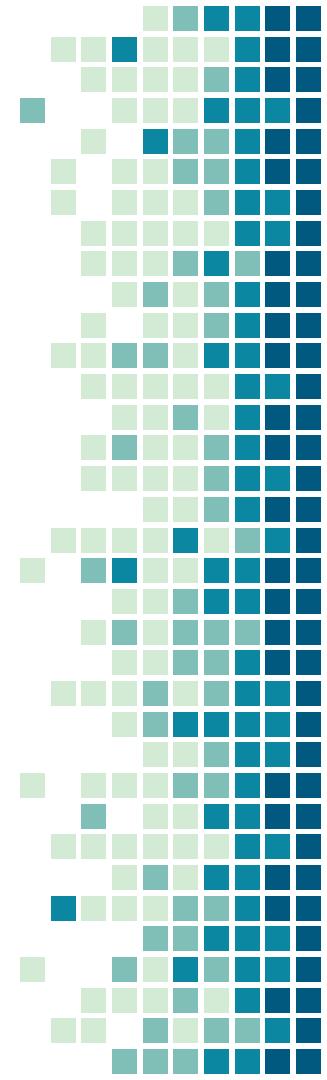
COMMON  
COMMANDS

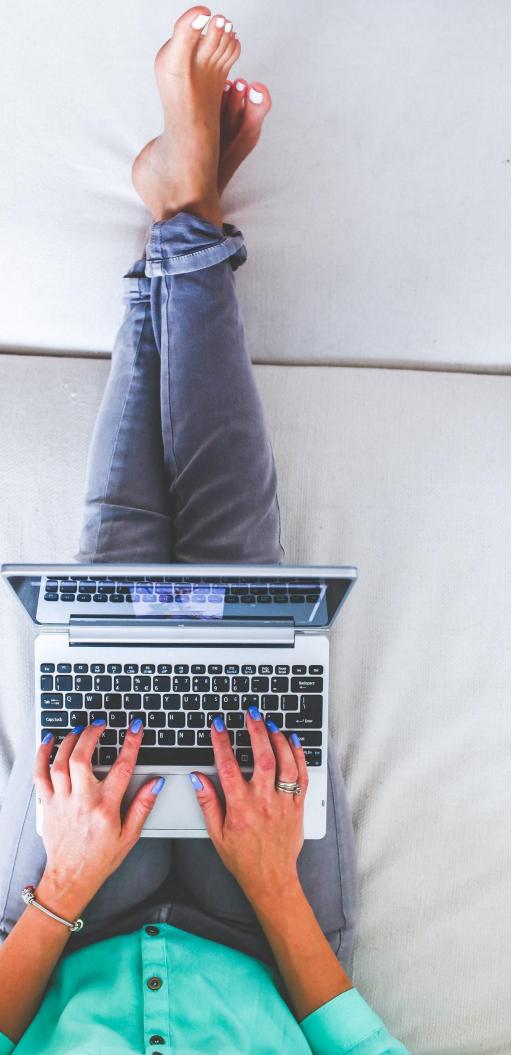


TROUBLE-  
SHOOTING



WORKFLOW





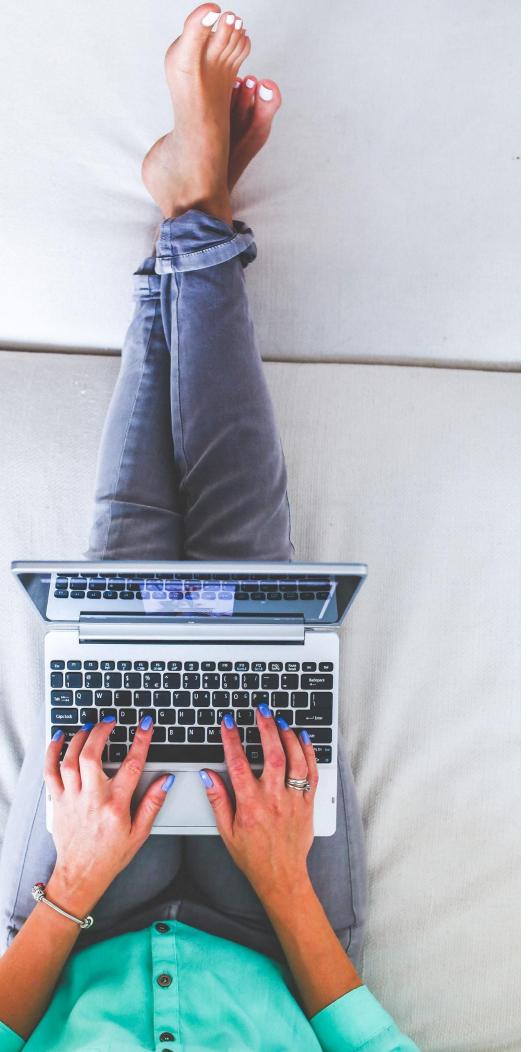
# Learn the essentials of git



## KEY CONCEPTS

Great slides for learning concepts:  
<https://www.slideshare.net/HubSpot/git-101-git-and-github-for-beginners>

- Repository
- Add & Commit
- Staging Area
- Local & remote
- Master
- Fork & Branch

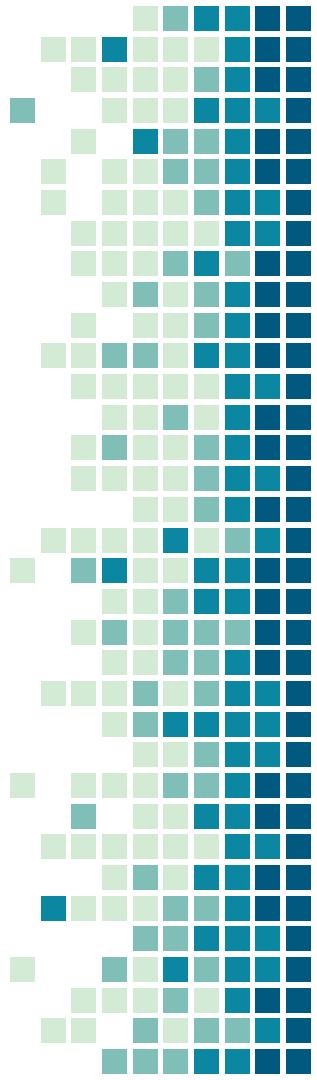


# Learn the essentials of git

This blog article has good coverage of frequently used commands, and it is a very manageable length (i.e. quick read!)

<https://medium.com/better-programming/basic-git-github-cheat-sheet-fa020831cb35>

- Git init
- Git add
- Git commit
- Git push
- Git pull
- Git merge
- Git checkout





# Learn the essentials of git

- MERGE CONFLICT. Sarah & Kelly changed the same file. How do they **keep both versions?**
- MERGE CONFLICT. Sarah & Kelly changed the same file, and Sarah's is better. How do they **ditch Kelly's?**
- MERGE CONFLICT. Sarah & Kelly changed the same file, but not the same lines. How do they **keep both of their changes?**
- I accidentally committed my data and GitHub is angry. How do I undo?
- Why am I in VIM and how did I get here?



I found the solutions to most of these issues in the Atlassian tutorials & some in the U of Michigan article (first two resources on slide 31)



## TROUBLE-SHOOTING

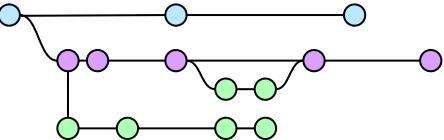
Re: VIM, you can change your default text editor in git.  
Check out the first tip of this blog:

<https://medium.com/free-code-camp/5-github-tips-for-new-coders-2f312689ffd5>



# Learn the essentials of git

- When should I use forks?
- When should I use branches?
- What difference does it make?
- What do those diagrams even mean?



Workflows will vary by person & workplace, but here is a [good discussion of the reasoning](#) behind these decisions.

For beginners, [this blog](#) goes over basic workflows for personal projects.

For diagram, see Atlassian tutorials on workflow ([link](#) on slide 31)





# Profile Pointers

Grab attention from the first click.



**Kelly Stroh**  
kellystroh

[Edit profile](#)

Hi friends, welcome to my code collection.

Logic20/20

Seattle

strohberryfields.com

[Overview](#)

Repositories 97

Projects 0

Packages 0

Stars 6

Followers 0

Following 0

Pinned

Customize your pins

[Inventory-Image-Classification](#)

Utilization of image classification models for online retail inventory

Jupyter Notebook ★ 2

[Congressional\\_Campaign\\_Spending](#)

An exploratory analysis of relationships between campaign finance trends and election results for U.S. congressional elections

Jupyter Notebook ★ 1

[Fraud\\_Detection\\_Classifier](#)

Jupyter Notebook

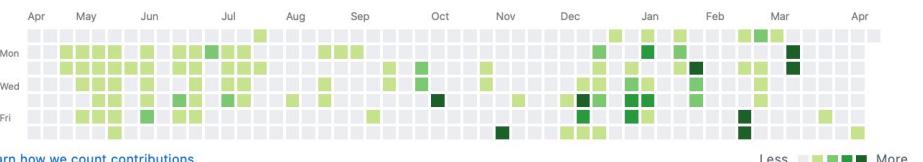
[Word\\_Ladder](#)

Code for my word game deployed on a Flask-app

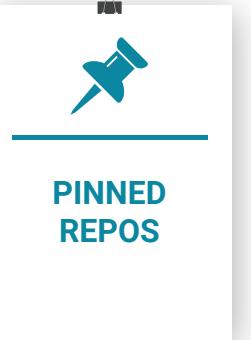
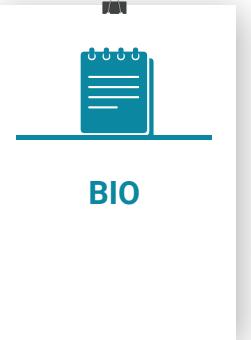
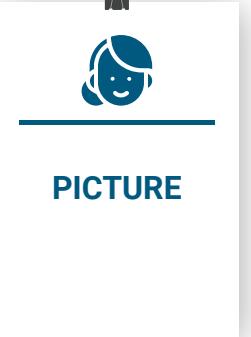
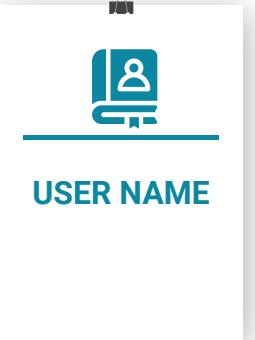
Python

362 contributions in the last year

Contribution settings ▾

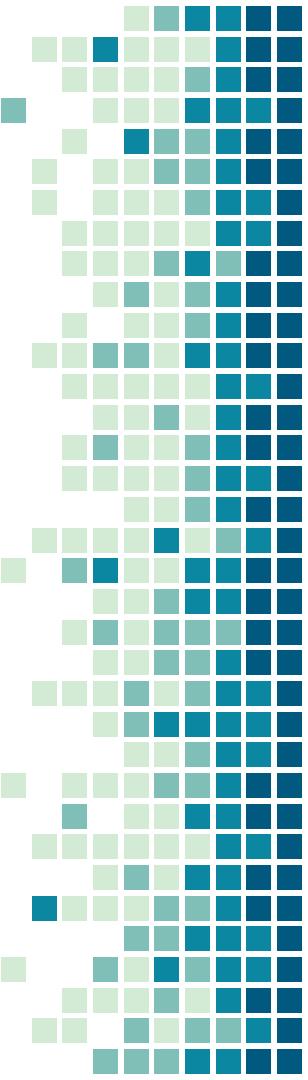


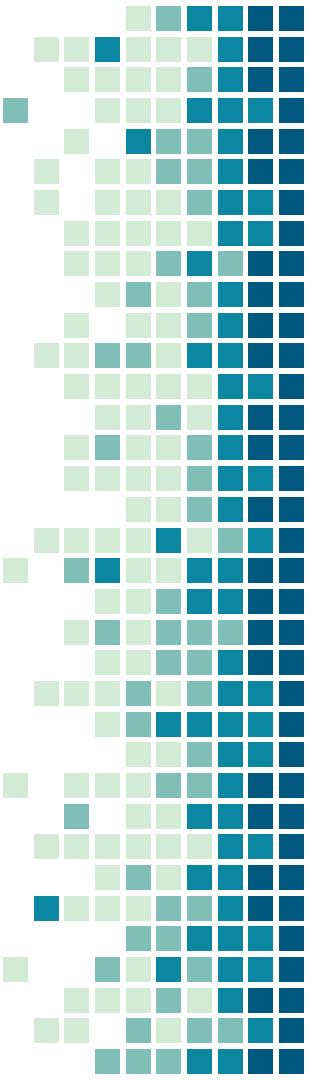
Learn how we count contributions.



## Consistency & Simplicity

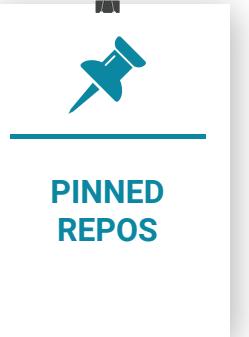
The hiring team should be able to quickly deduce that your GitHub, LinkedIn, and resume all belong to the same, awesome candidate.





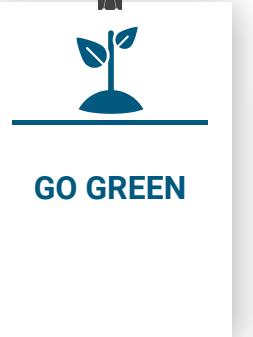
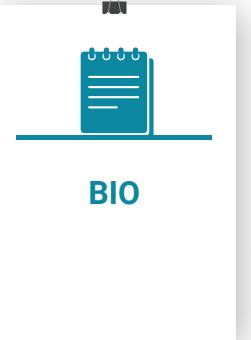
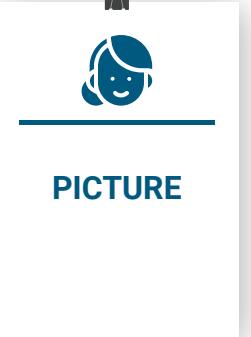
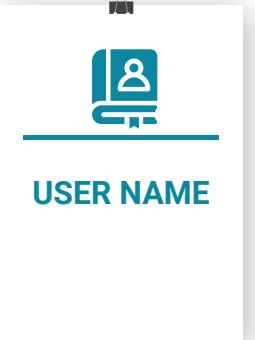
362 contributions in the last year

Contribution settings ▾



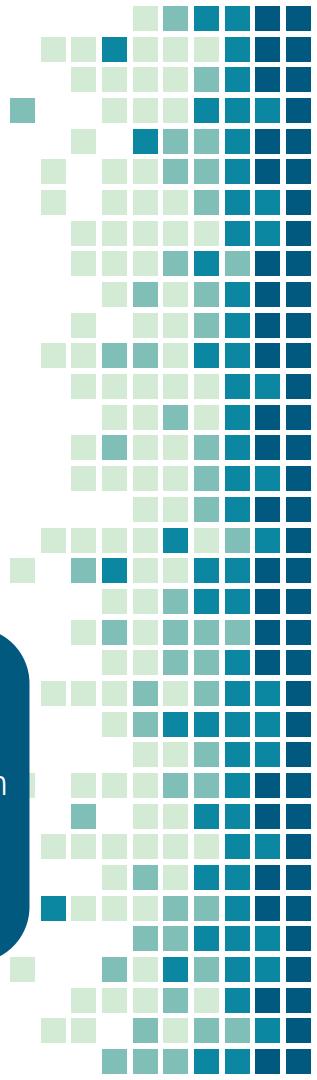
Make it count!

Specifically, make your code count on your GitHub account by pushing code daily.



## Play Favorites

Pin your best work to your main page. You can include up to six.





# Recipe for a Project Repo

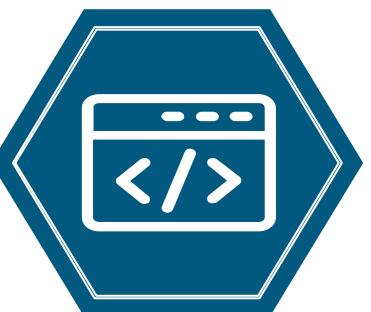
# Active Ingredients



README



ORGANIZATION



CODE



RANDOM



# Active Ingredients



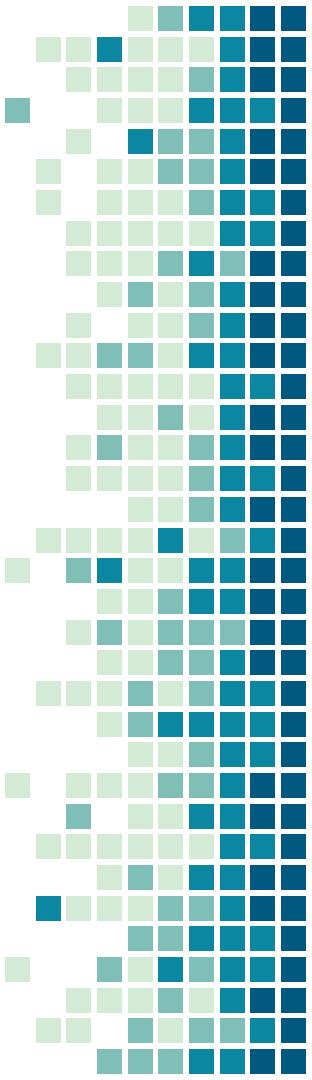
• **README**

- Goals & purpose for project
- Methods & thought process
- Instructions for reproducing
- Masterful markdown

Check out two great examples. Note that they are VERY different. The README should depend on the purpose of the repository.

<https://github.com/madrury/mtg-draftbot>

<https://github.com/madrury/roguelike>



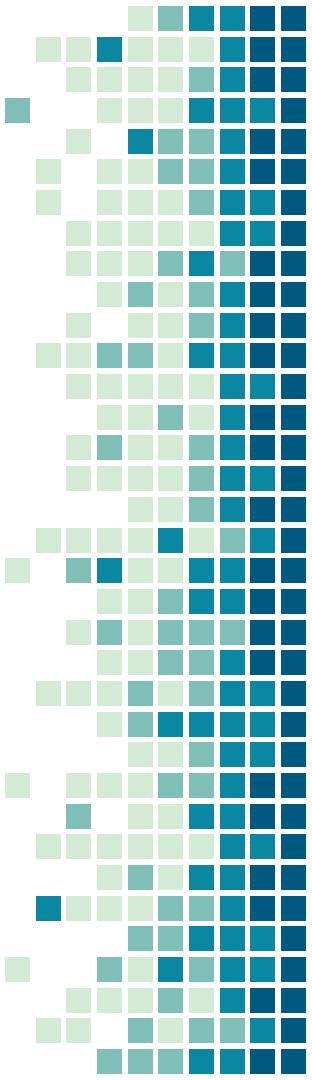
# Active Ingredients



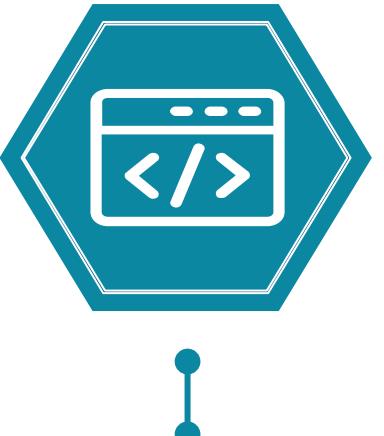
## ORGANIZATION

- Use folders to reduce clutter
- Strive to make file & folder names user friendly
- Remove or hide unfinished or unnecessary files

[Cookiecutter Data Science](#) has great resources and ideas for making your projects more organized & comprehensible to others. Installations and tutorials are both available on their site.



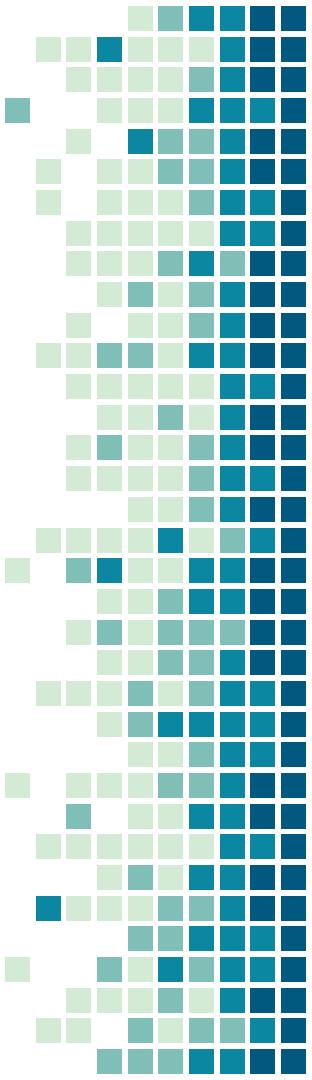
# Active Ingredients



- Clean up every code file
- Add commentary to your code
- Aim for reproducible code

Here is a useful blog article on reproducibility:

[http://www.rebeccabarter.com/blog/2019-03-07\\_reproducible\\_pipeline/](http://www.rebeccabarter.com/blog/2019-03-07_reproducible_pipeline/)



# Active Ingredients



**RANDOM**

- Have a .gitignore
- Do NOT share passwords or credentials
- No files above 100MB

You can look for or make your own .gitignore template. Here is a [comprehensive example](#). It may be overkill for your purposes, but you can always adapt it for your own version, or simply get an idea of what files belong in .gitignore.

