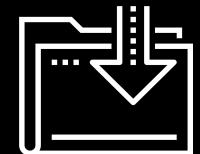




# Intro to Career Prep

Cybersecurity  
Career Prep Day 1



# Class Objectives

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By the end of class, you will be able to:



Identify cyber career fields of interest and map out a career path toward a desired role.



Begin developing their professional network



Update your resumes and LinkedIn profiles for the cybersecurity job application process.



In the coming weeks, students will learn and apply job hunting skills that position them to land interviews and job offers.

# This Week

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Over the next two classes, we will cover the following career prep skills that will help you get interviews and land jobs:

01

Finding your cybersecurity career path.

02

Building your cybersecurity network.

03

Non-traditional job searching.

04

Building a powerful resume and LinkedIn profile.

05

Behavioral and technical interview tips.



# Cyber Career Paths



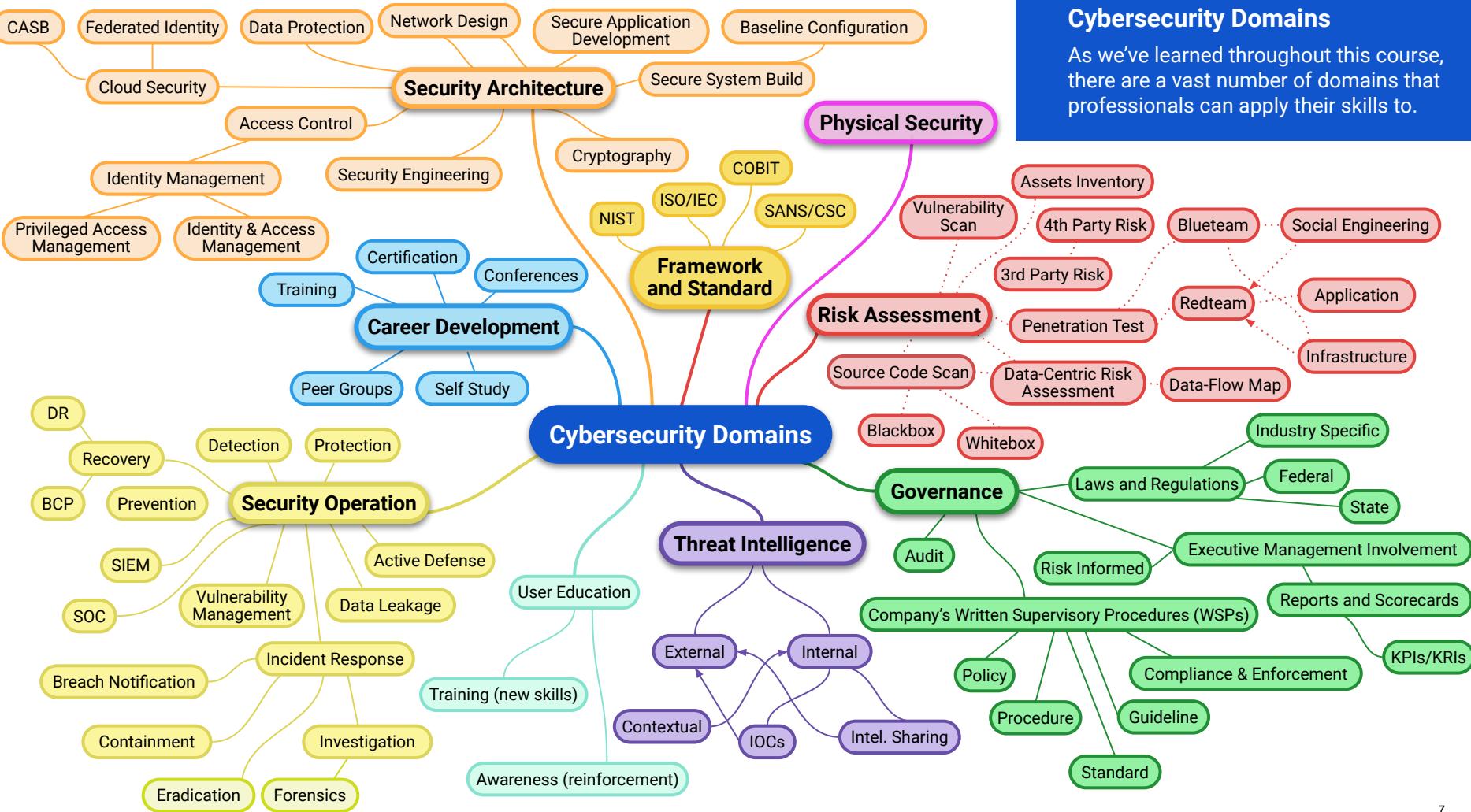
## Cybersecurity Domains

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As we've learned throughout this course, there are a vast number of domains that professionals can apply their skills to.

## Cybersecurity Domains

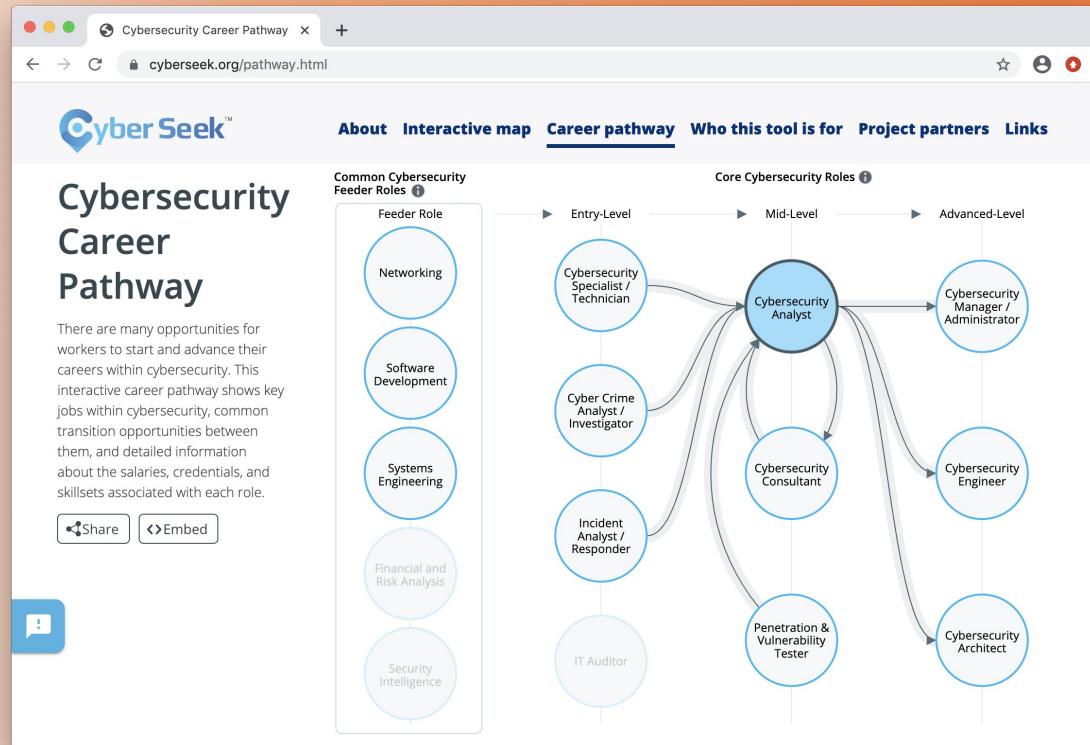
As we've learned throughout this course, there are a vast number of domains that professionals can apply their skills to.

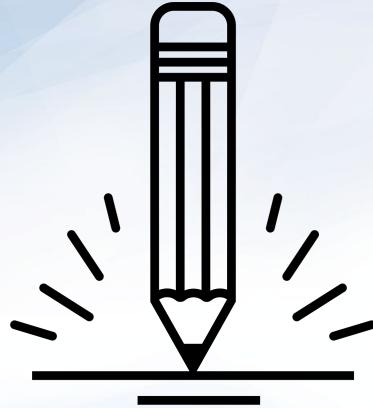


# Cyber Career Pathway

The Cyberseek website is a great tool for exploring common career paths.

Clicking on any of the featured roles will display helpful information, such as number of job openings, average salaries, and desired skills and certifications.





## Activity: Career Paths

In this activity, you will use LinkedIn to research career paths of several fellow cybersecurity professionals.

Suggested Time:  
15 Minutes





**Time's Up! Let's Review.**

# Cyber Networking



While growing each year, the cybersecurity community is considered a tight-knit, highly connected group of professionals.

# Cyber Networking

Establishing connections and building your network can help with the following:

01

Through connections, you can meet other industry professionals, many of whom are actively hiring.

Hiring managers often circumvent the traditional job posting process and hire from personal recommendations.

02

Networking can provide resources for specific cyber domains.

For example, if you need to find a mobile forensic specialist and have a large network, it's likely that your network contains the specialist you need.

03

Connecting with professionals who are associated with companies and vendors can give you access to better pricing and personalized service.

For example, a contact who works for a SIEM vendor could come in handy if you are searching for SIEM products for your organization.



A photograph showing three people in an office setting. In the foreground, a Black man in a white shirt is focused on a laptop screen. Behind him, a woman wearing a dark hijab and a patterned jacket is also looking at the screen. To the left, a man in a red and white checkered shirt is partially visible, also looking down at the laptop. The background is blurred, suggesting a professional environment.

# Building Your Network

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Observe everyone around you:

By joining this course, you already have a cyber network consisting of everyone else here.

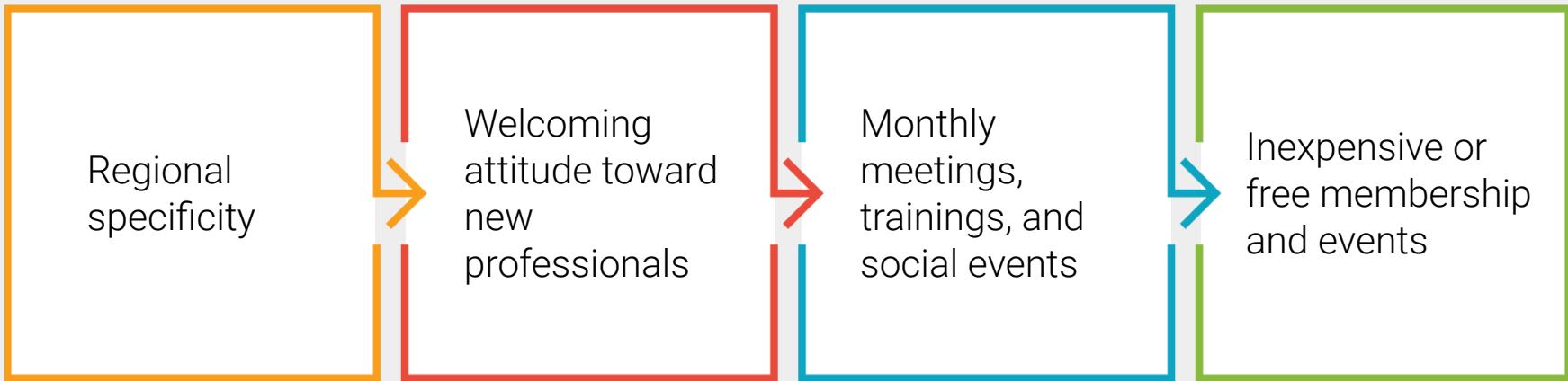
If you haven't already, connect with each other on LinkedIn.

The best way to build your network is to join local cyber groups, chapters, and professional associations.



# Cyber Groups, Chapters and Organization

The benefits of joining these local cyber groups include:



# Specialized Cyber Groups

While many groups are offered for general cyber networking, there are also groups with specialized focuses:



Groups that emphasize certain technologies, such as cloud security groups like [Cloud Security Alliance \(CSA\)](#).



Groups that focus on specific industries, such as banking and finance security groups like [Financial Services Information Sharing and Analysis Center \(FSISAC\)](#).



Groups that connect people from specific demographics, such as the [Women in Cyber Security \(WiCS\)](#).



## Activity: Building Your Cyber Network

In this activity, you will start building your cyber network by researching cybersecurity groups and chapters local to your area.

Suggested Time:  
15 Minutes





**Time's Up! Let's Review.**

# Job Search Methods

A photograph of a young woman with long dark hair, wearing a yellow hoodie, sitting at a desk and working on a laptop. She is looking down at the screen. On the desk next to her is a white mug with a plant in it. The background is slightly blurred.

# Job Search Methods

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While networking is an excellent way to increase your chances of landing an interview, it has to be combined with other job searching approaches.

# Traditional Job Search Methods

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Traditional job search methods include:

01

Searching websites like  
Indeed, Dice, and Monster.com

02

Searching for open positions  
on LinkedIn.

03

Working with a recruiter.



# Traditional Job Search Methods

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The popularity and simplicity of these methods means you are often one of thousands of applicants

The person reviewing the job applications will only know you by the information on your resume or job profile.



# Non-Traditional Job Search Methods

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01

## Propose that an employer create a position for your skills.

- You can mention what you observe to be the organization's challenges or areas of need, and how your skills can address them.
- This can even be done at the organization where you currently work.



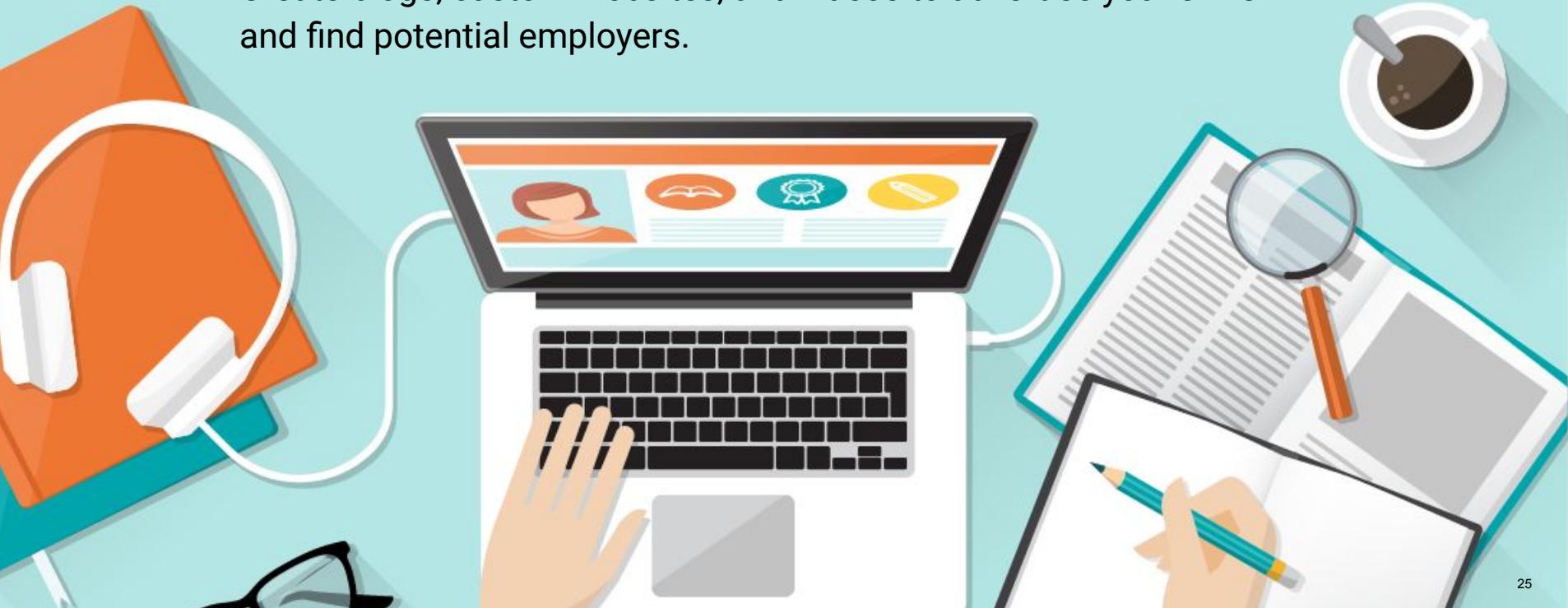
# Non-Traditional Job Search Methods

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02

**Share your skills on platforms other than LinkedIn and your resume.**

Create blogs, custom websites, and videos to advertise your skills and find potential employers.



03

### Reach out to the decision makers.

Recruiters and talent acquisition staff often manage an organization's hiring process. But they are the gatekeepers, not the ones who make the final hiring decision.

Jane Doe

123 Anywhere Ave, Everywhereville MN 00101 | 123-456-7890 | jdoe@2u.com

Hello,

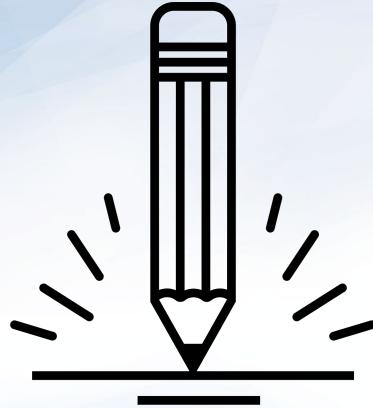
I'm an aspiring cybersecurity professional transitioning from a career in {previous career}. As I make this transition and map out my job aspirations and pathways, I came across your position and thought you would be a great person to reach out to for some advice.

I recently graduated {or about to graduate} from the Cyber Security Bootcamp at {University}, where I studied Offensive & Defensive security, web application security, and governance & compliance. I am also currently working {or worked} on some exciting new projects, including {project description}.

I would love to link up and pick your brain about how you got started, what you do at {company they work at}, and how you maintain your expertise. Let me know if you're available to grab some coffee or set up a quick phone or Zoom call sometime. Looking forward to hearing from you soon!



## Instructor Demonstration Finding a Decision Maker



## Activity: Hacking Your Job Search

In this activity, you will “hack” your job search by applying non-traditional job search methods.

Suggested Time:  
15 Minutes





**Time's Up! Let's Review.**

*Break*



# Resumes and LinkedIn



## The Importance of Resumes and LinkedIn

In today's cybersecurity job market, it is typically a requirement for all candidates to have a resume and a LinkedIn profile.



# Resumes 101

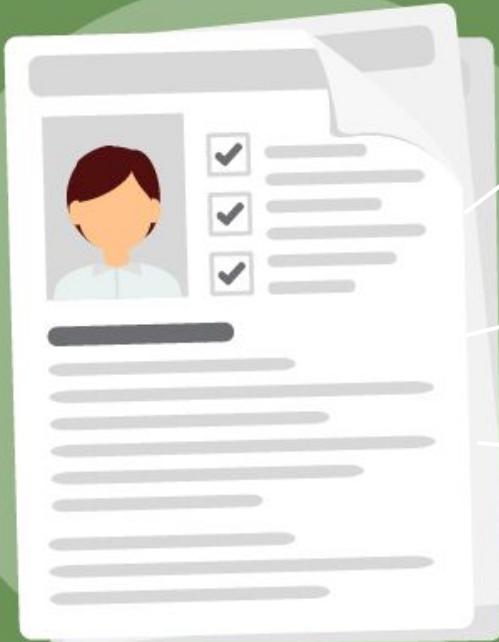
A resume is a company's first impression of you.

You should think of a resume as an opportunity to professionally show off your work experience, education, technical skills, and career accomplishments.

While having a superior resume can increase your odds of landing an interview, having an inferior resume can quickly eliminate you from consideration, even if you are qualified for a position.

# Resumes 101

Resumes should be:



## **One page in length.**

Keep resumes concise by including only relevant information. If applicable, only include the past 10 years of employment.

## **Professional in tone.**

Resumes are made professional by maintaining grammatical accuracy, making sure all information provided is correct, and using appropriate word choice.

## **Aesthetically pleasing.**

Make sure bullet points align, font types, colors, and sizes are consistent, and the content is easily digestible.

# Resume 101

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Resumes should follow this order:

- 01 Your name and contact information
- 02 Summary statement
- 03 Technical skills
- 04 Recent work experience
- 05 Educational background



# Name and Contact Information

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While this section is usually straightforward, consider the following:



Use the same name that appears on your LinkedIn. Do not use a nickname.



Do not list a home address.



Add your phone number and email.



Consider using a professional, security-based email provider such as ProtonMail.

# Summary Statement

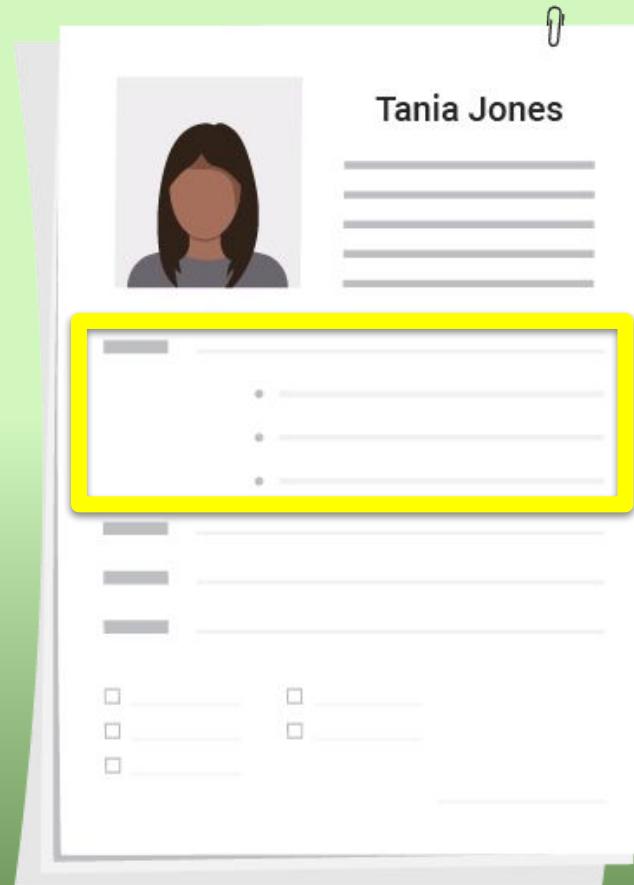
Summary statements are placed at the top of a resume to give the employer a preview of the candidate's expertise and personal motivations.



- Demonstrate your passion, professional interest, value, and accomplishments.
- Should be a short paragraph. Do not include more than four to five sentences.
- When faced with thousands of resumes, recruiters may only read personal statements before deciding to continue reading or move on to the next candidate.
- Be sure to make an impact by speaking directly and personally!

# Technical Skills

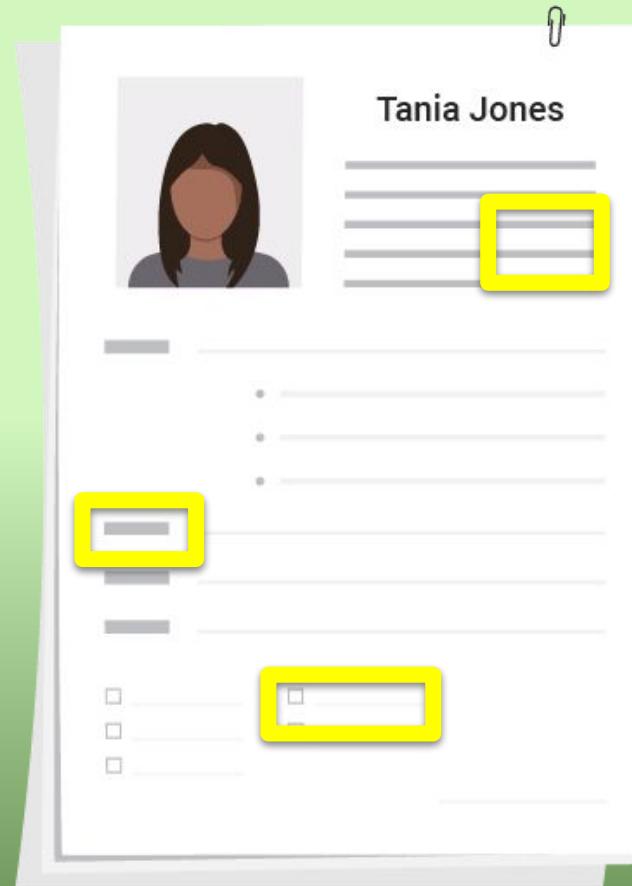
For cybersecurity job seekers, the technical skills section can be considered the most important of a resume.



- Companies use algorithms to search through resumes for matching keywords
- Having the correct skills to match these keyword searches can greatly impact the success of your resume.

# Technical Skills

Including strong keywords and skills to catch the attention of recruiters and algorithms is a process known as “optimizing your resume.”



- Keep it simple, clear, and concise.

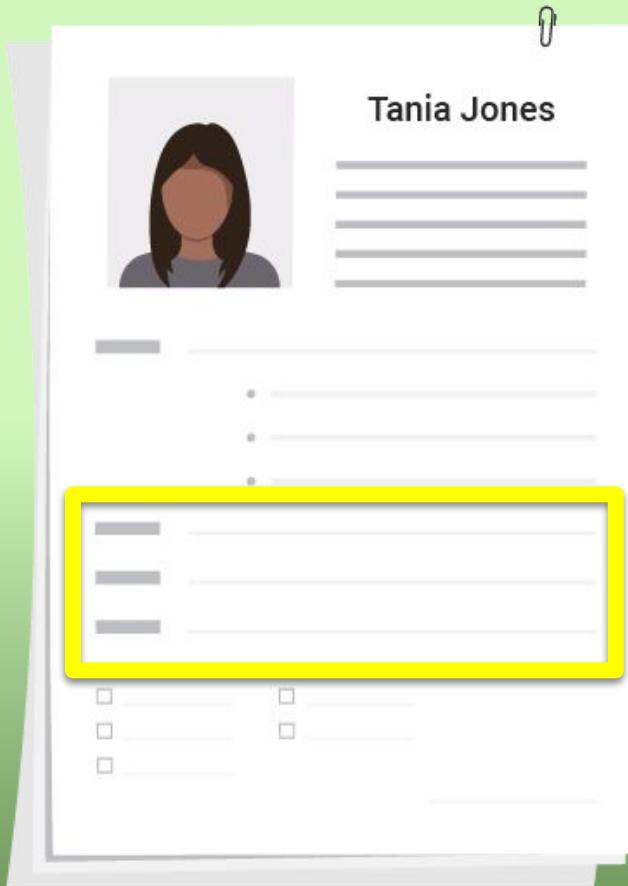


## What have we learned so far?

- Keep track of all the topics, tools and skills you've learned while it is still fresh in your memory.
- Also include non-technical skills like communications and reporting.

# Recent Work Experience

This section contains your most recent and relevant work experience.



Each role should include:

Job Title, Employer, Start and End Date, Location (optional)

- If you're still employed, enter "Present" instead of end date.

Job Responsibilities:

- Bullet points that emphasize hard skills, responsibilities, and quantifiable achievements during employment.

# Recent Work Experience

Some important notes:

Each responsibility or description should begin with an action word.

## For your current job:

Use simple present tense: manage, organize, operate.



## For past jobs:

Use simple past tense: managed, organized, operated.

Unless your experience is limited, do not include experience unrelated to the role you're applying to.

# Recent Work Experience

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When writing strong bullet points:



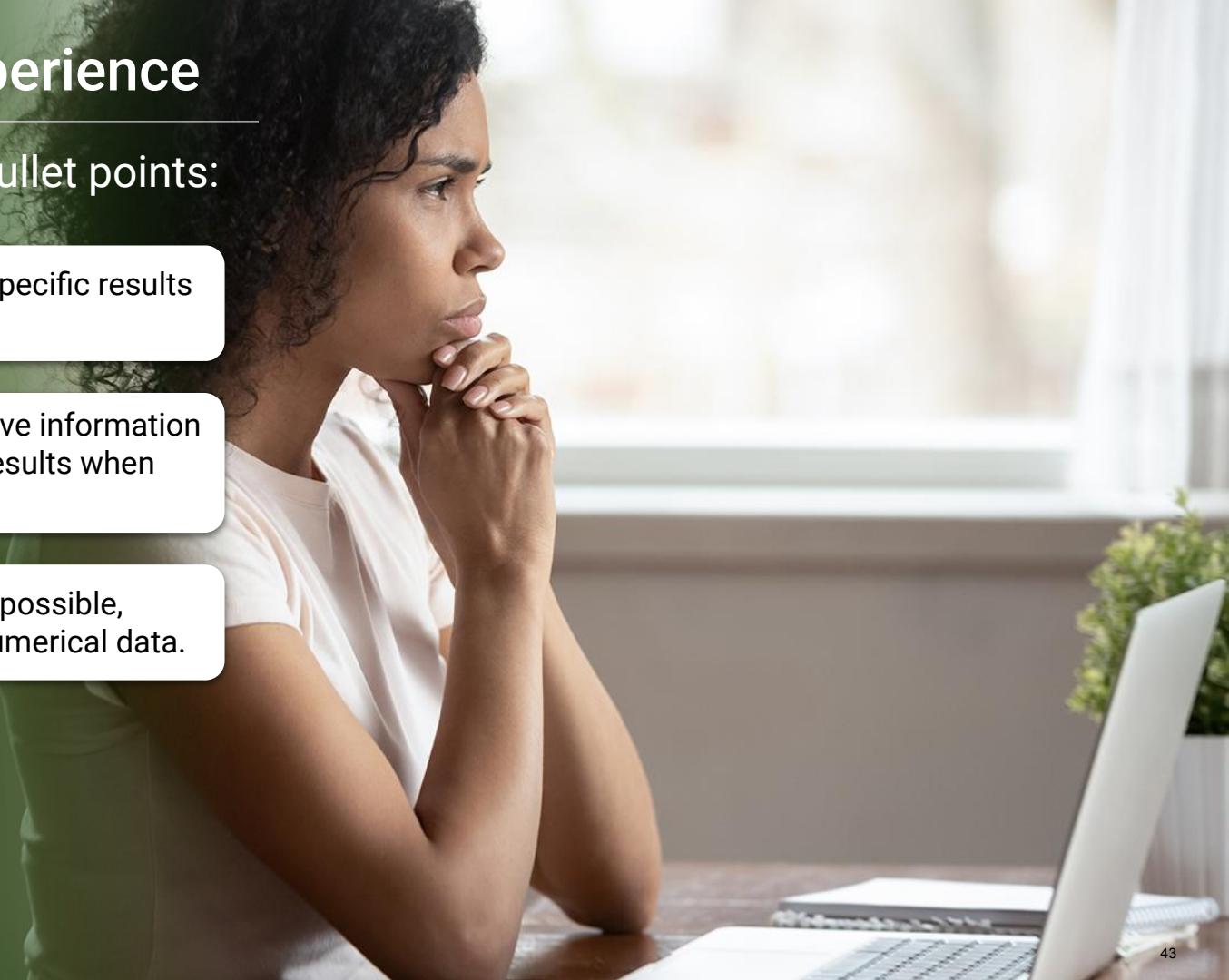
Think about the specific results of your work.



Include quantitative information to support your results when applicable.



Be as specific as possible, especially with numerical data.



# Work Experience

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Consider the following when writing about past experience. Have you:



**Improved** or created a process or product that led to increased productivity or the success of a project?



**Achieved** something tangible with limited resources or time?



**Managed** or led a team, or brought together a diverse group of people to achieve a goal?



**Presented** complex information clearly to relevant stakeholders?



**Received** awards, a promotion, or positive reviews because of your work?



# Work Experience

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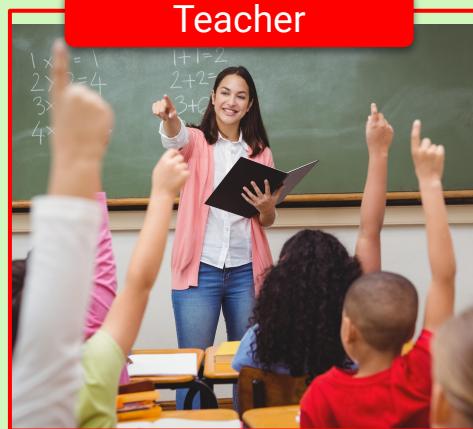
Consider the following descriptions that insufficiently describe a task or role:

Barista



Made drinks for Starbucks customers during rush hours.

Teacher



Made lesson plans.

Graphic Designer



Created award-winning logo.

# Work Experience

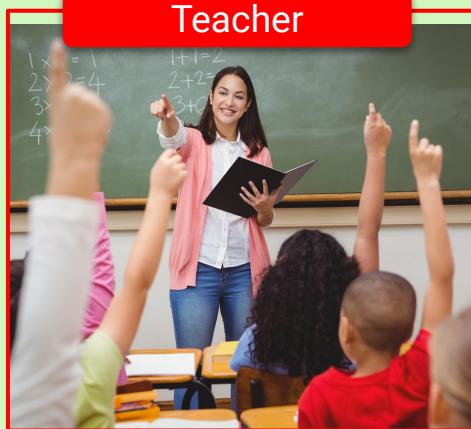
Quantitative measurements and strong action verbs improve the descriptions.

Barista



Made drinks for Starbucks customers during rush hours.

Teacher



Made lesson plans.

Graphic Designer



Created award-winning logo.

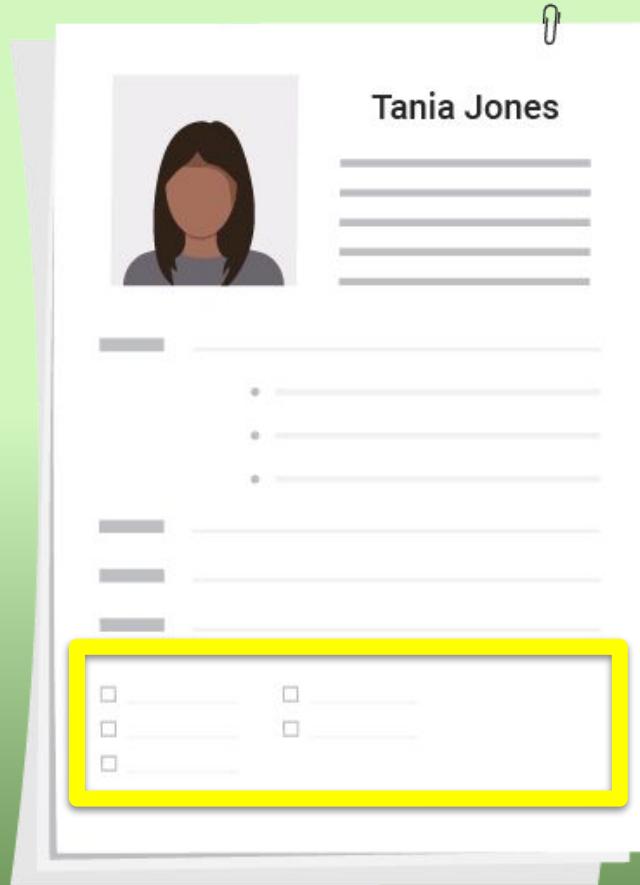
Increased Starbucks' rush hour sales by 14% over six months using suggestive up-selling strategies.

Designed and taught year-long curriculum for English Language Arts for students in grades 7–12.

Won an American Graphic Design Award from Graphic Design USA for Mudd Valley logo that was featured in Graphic Design USA December 2015 issue.

# Educational Background

Educational background section should include the following:



This cybersecurity program and the city and state.

- Include relevant coursework, tools, and projects.

College or university.

- Any degrees obtained.
- If you completed some coursework but didn't finish the degree, write: "Coursework completed toward a BA in Neuroscience."
- Include GPA if above 3.3 and grad year if within 10 years.



## Activity: Crafting Your Resume

In this activity, you will update your resume summary and experience with the best practices you just learned.

Suggested Time:  
15 Minutes





**Time's Up! Let's Review.**

# LinkedIn



## LinkedIn

Like your resume, your LinkedIn profile is a platform to demonstrate your work history, skills, certifications, and achievements.

LinkedIn also allows you to build your network of colleagues and share recommendations and endorsements.



# LinkedIn 101

A LinkedIn profile should include:

01 • Picture

02 • Headline

03 • Summary

04 • Work experience

05 • Education, certifications, and skills

06 • Recommendations and endorsements from co-workers and network



## Picture

Avoid anything distracting in the background.

Avoid photos where you are doing activities.

Minimum resolution of 72 DPI, minimum 400x400 pixel size, and no larger than 8 MB.

## Headline

Will be displayed when you post on a feed or apply to jobs.

LinkedIn algorithms use headlines to find individuals in searches.

Placing specific keywords in the headline can help optimize your profile.

## Summary

Similar to your resume statement, your LinkedIn summary should demonstrate your passion and key skills that reflect the position you are searching for.



## Work Experience

Roles should match what's stated on resume.

Use common titles that match the industry you are entering, so you appear in search results.

SEM Ninja → Search Engine Marketing (SEM) Analyst

## Education and Certifications

Content should reflect resume.

Add all higher education and certifications.

Add the Credential ID for certifications where applicable.

## Skills

The skills section is searched by recruiter search tools.

Research the exact skills and their phrasing in job descriptions on LinkedIn and from organizations you're interested in.



Ask coworkers and classmates  
to endorse you and return the  
favor by endorsing them.



## Activity: Crafting Your LinkedIn

In this activity, you will update your headline and summary, and craft a custom URL.

Suggested Time:  
15 Minutes





**Time's Up! Let's Review.**

*The  
End*