

Application Workshops

Turn your knowledge into action!



Your Career Success Team



Franziska Ibele
Head of Career Success



Farooq Fazly
Career Success
Manager Hamburg



Eckhard Leifert
Career Success
Manager Düsseldorf

How Do We Support You?

Application Phase



While studying, our Career Services include ...

- ... Application Workshops, Reviews & Individual Coaching Sessions
- ... Connect you with our company network
- ... Event promotion and organisation

Graduation



When graduating from DCI, we ...

- ... Organize the Final Event and celebrate with you!
- ... Support you and your future employer with formalities
- ... Make sure you have a smooth career start

After Graduation



After graduating, we continue supporting you ...

... with our Career Services (up to 6 months after graduating)

... with becoming part of our Alumni network and

We want to stay in touch with you!

Our Mailing Address:
graduates@digitalcareerinstitute.org

How To Make A Remote Workshop Engaging

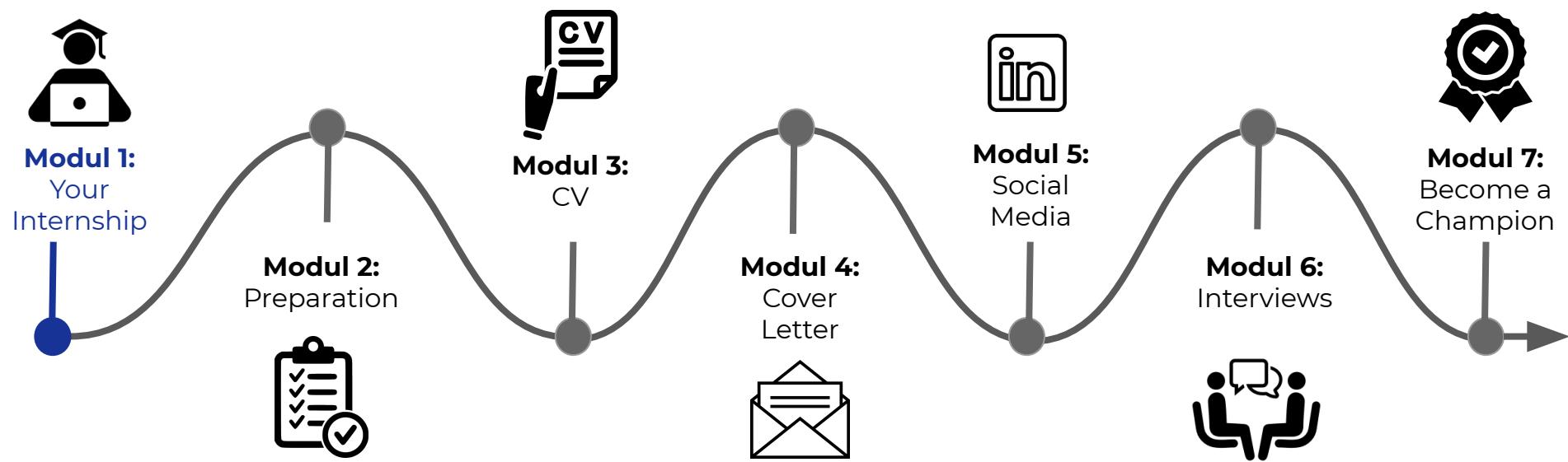
1. Let's make this a video call :)
2. Questions, comments and open discussions are welcome!
3. Please, mute yourself when you are not speaking.



Introducing Yourself

1. What's your name?
2. What's your professional background?
3. What are your expectations of today's and tomorrow's application workshops?

Application Workshops - Content





Module 1: Your Internship

You Will Finish Your Course With A 2 Months Internship!

Theoretical Part Of The Course

Internship

Your Course At DCI

- 12 Months
- **End: 20th Nov 2020**
- Preliminary certificate after finishing theory

- 2 Months = 8 weeks = 40 working days
- **Start: 23rd November**
- **End: 18 Jan 2021**
- Unpaid (because it's part of the course)
- Contract from DCI between you, company & DCI
- Final certificate after finishing internship



Module 1: Your Internship

How To Prolong Your Internship

Case A

Your internship starts a few days later than defined by the curriculum

- **Prolong your voucher (BGS)**
 - **What:** Extending internship for a short time (few days)
 - **Contract:** Between you, your employer and DCI, unpaid
 - **Next Step:** Please get in touch with us

Case B

You don't find an internship at the time that is defined by the curriculum **or** simply want to prolong your internship

- **Maßnahme beim Arbeitgeber (MAG)**
 - **What:** External period granted by Agentur für Arbeit, 6-12 weeks
 - **Contract:** between you and your employer, unpaid
 - **Next Step:** Please get in touch with your advisor at Jobcenter or Arbeitsagentur

Case C

Your employer wants to pay for your internship

- **Paid internship**
 - **What:** Always possible, flexible duration
 - **Contract:** you and your employer, paid
 - **Next Step:** Always communicate towards us and your Jobcenter agent



Modul 1: Your Internship

You Found A Job Immediately?

Congratulations - you can skip the internship and directly jump into your new job!



Did you know about the Eingliederungszuschuss (EGZ)?

The EGZ is an integration grant paid by the Agentur für Arbeit/Job Center that supports employers to hire newcomers.

Example:

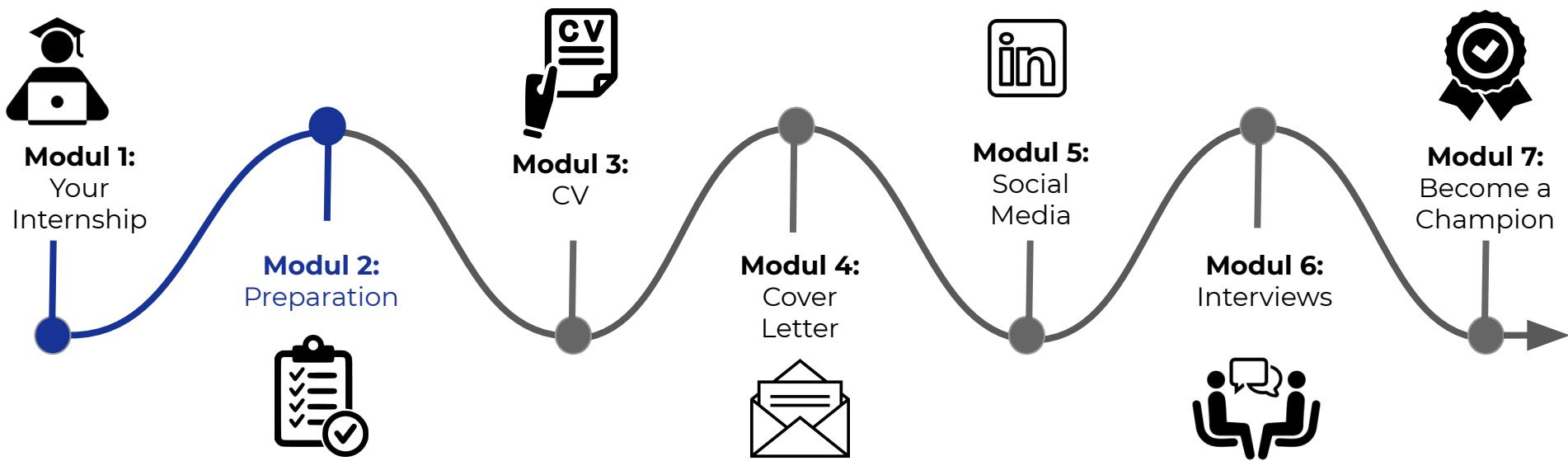
You sign a contract for 1 year - your employer can apply for a refund of up to 50% of your salary for the first 6 months of your employment.



Module 1: Your Internship



Application Workshops - Content





Module 2: Preparation

When Looking For A Job, Having A Plan Is Beneficial



Introspective - Understand yourself!

- Your strengths?
- Your goal?
- How to sell this?



Extrospective - Understand the market!

- Which industry?
- Type of company?
- Inform about different roles



Stay in the loop!

- Find mentors, connections, communities
- Let people know you are open

slido

What company would you like to work at?

- ⓘ Start presenting to display the poll results on this slide.



Modul 2: Preparation

Exercise: My Strengths Are...

Think about **2 strengths**, one you have **brought into DCI** already and one you have **developed throughout the year at DCI**.

Personal strengths I brought into DCI are...

(e.g., “problem-solving, fast learning”)

Strengths I have developed throughout the year at DCI are...

(e.g., “Intercultural communication”)



Module 2: Preparation

Time Management

1. Move step by step
2. Define “application times”
3. Prioritise
4. Plan realistic, do breaks





Module 2: Preparation

Popular Job Platforms

Job Platforms



one search. all jobs.



FIND BETTER



Europe's Developer-Focused Job Platform



Recruiting Platforms



MOBERRIES



Great jobs for great developers



Taledo



Social Media Platforms





Module 2: Preparation

How to Research Jobs

1

Research different wordings and phrases

Engineer Developer Fullstack

Frontend Shopware Entwickler,

2

Research your key skills



3

Consider positions that form interfaces to other departments

Product Owner (m/w/d)

Projektmanager (m/w/d)

Product Designer (UI/UX) (f/m/d)

4

Working Student positions could be potential internship positions

Working Students -
Frontend Developer



Good to know!

Companies do not always advertise their internship vacancies online. It can be valuable to proactively reach out to a company of your interest. You can send a speculative application or just make a call.

What to say?

"Hey, I am interested in supporting your company while learning something new - do you accept interns as well?"



Module 2: Preparation

How to Research Jobs

Exemplary Job Description: Full-Stack Developer (m/f/x)

(Source: Quandoo GmbH)

Job Description

- Contribute to the development of innovative software tools, applications, services, and platforms to enhance Quandoo's internal systems and product portfolio
- Help shape our technological development and frameworks to help achieve business goals Deliver innovative improvements and solutions and commit to delivering on time
- Continuous Identification and fixing of performance issues
- Maintaining a high awareness of industry issues and trends, particularly in regard to accessibility, usability, and emerging technologies
- Write test automation, conduct code reviews and take end-to-end ownership of deployments to production

Qualifications

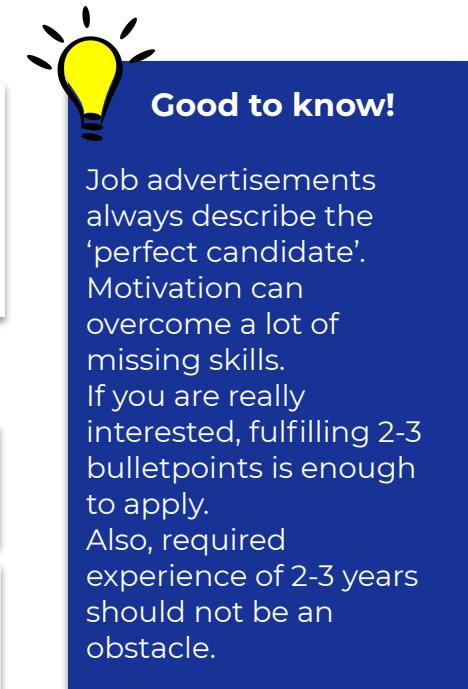
Our Ideal Frontend Engineer will have :

- Basic experience with HTML5, CSS3, and JavaScript
- Basic experience with Angular and/or AngularJS an asset or the ability to learn fast
- Nice to have: experience with build tools (Webpack, Babel, and, Gulp)
- Proactive "can-do" and "hands on" attitude
- Knowledge or experience in Agile development methodologies
- Good communication skills, high proficiency in English

Have you contributed any of these bullet points in your previous job, education or during project work at DCI?

'Must have' skills can be balanced out with 'Nice to haves'

How can your work/education background help you here?





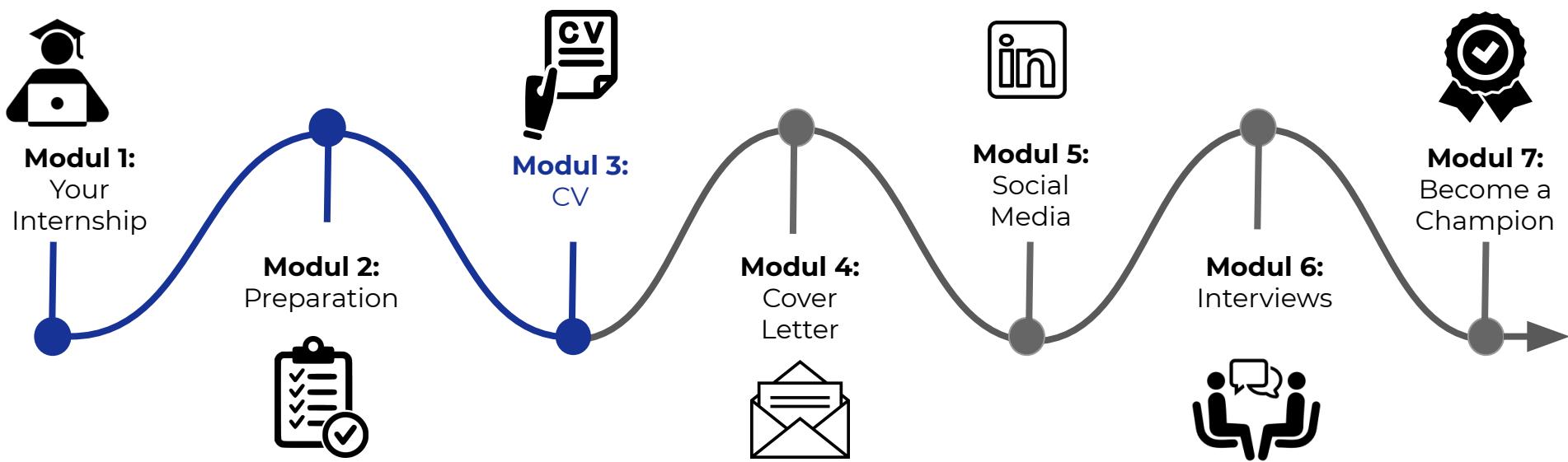
Module 2: Preparation





Coffee Break

Application Workshops - Content



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Join at
[slido.com](https://slido.com/talks/2430)
#2430

Have you ever created a CV in
your life?

slido

Join at
[slido.com](https://www.slido.com/p/2430)
#2430

Have you ever applied to the
german job market?

slido

Join at
[slido.com](https://www.slido.com/talks/2430)
#2430

Have you ever applied for a job in
the tech industry?



Module 3: CV

What Are Differences Between International And German CV's?

Differences	International	Germany
Wording	Resume	Curriculum Vitae
Length	1 page, only highlights	Longer, including all stations
Personal Data	Anonymous	Non anonymous
Photo	Non	Yes, but no longer obligatory
Summary	Summary as 'appetizer'	Not necessary
Integration	Solo	CV + Cover Letter + References



Module 3: CV

Combining Both: German & International

The German job market becomes more and more international.
These are the standards you can adapt:

1-2 pages, include all significant stations and describe them with bulletpoints

Personal data you don't need to expose: Age, Relationship Status, Nationality, Religion

A **professional photo** is beneficial, but not obligatory

A **summary** can be used as appetizer



Module 3: CV

An Exemplary Persona - Hassan Bukhari



I have studied Business Management in my home country Syria. In 2014, I graduated with a Bachelor degree.

I am now in my final phase of the DCI course and want to start searching for an internship or a job in Web Development to kickstart my career.

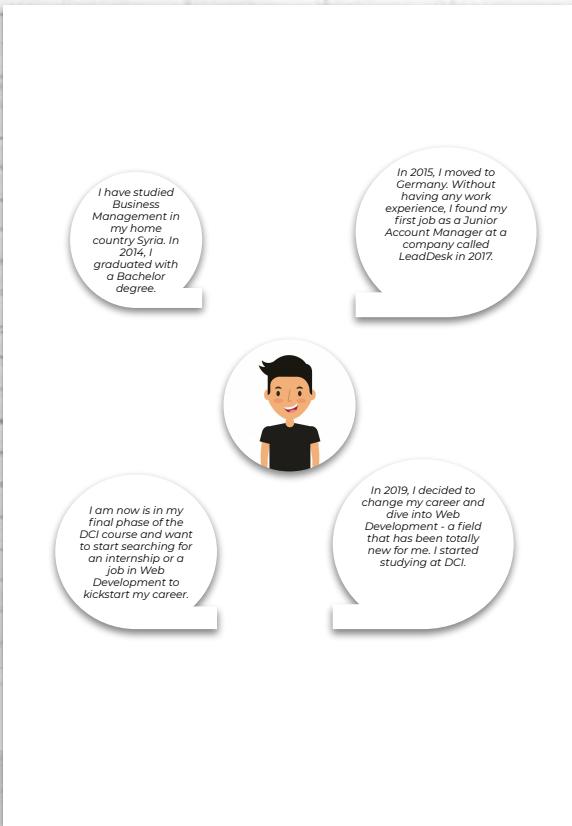
In 2015, I moved to Germany. Without having any work experience, I found my first job as a Junior Account Manager at a company called LeadDesk in 2017.

In 2019, I decided to change my career and dive into Web Development - a field that has been totally new for me. I started studying at DCI.



Module 3: CV

Creating A CV - How To Start From A Blank Page



HASSAN BUKHARI
FULLSTACK WEB DEVELOPER

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Full stack Web Developer with 2+ years of experience in Sales Management who recently graduated a year intensive training in Fullstack Web Development (MERN stack). Seeking a position to apply experience from Sales and Web Development to challenge myself and deliver solution-oriented approaches.

EDUCATION BACKGROUND

Fullstack Web Development
DCI Digital Career Institute GmbH, Berlin
11/2019 - 12/2020

- Accomplishing a one-year-full-time training including technologies from MERN stack
- Completing multiple small and one final large practical project to practise programming skills
- Taking German lessons as part of the course with a certificate in Level B2

Business Management (B.A.)
Al Booth University, Homs (Syria)
07/2011 - 03/2014

- Graduating with a GPA of 3.79
- Specializing in the Fields of International Management and Financing
- Contributing to the Campus Newsletter as Editor-in-Chief

SKILLS

Technologies:

- JavaScript
- HTML5
- CSS3
- Node.js

JavaScript Frameworks:

- React
- React Native
- jQuery

Databases:

- MongoDB
- MySQL

Version Control:

- Git
- Perforce

Others:

- Agile Development
- Project Management

LANGUAGES

Arabic: Mother Tongue
English: Fluent (C1)
German: Intermediate (B1)

CONTACT & REFERENCES

Address: Example Street 4, 10984 City
Phone: +49 (0) 123 4567891
E-Mail: hassan.bukhari@email.com

WORK BACKGROUND

Junior Account Manager
LeadDesk GmbH, Berlin
05/2017 - 08/2019

- Monitoring market trends while building sustainable, effective business relationships with clients
- Developing tailor-made packages for clients while reaching 100% of revenue targets



Module 3: CV

The Template

- We recommend using a **template** instead of a “word” document
- It allows to **organize, structure and efficiently use** your space
- Dividing your page in **2 columns** can help to highlight important aspects and reduce the number of pages
- There are **multiple versions of templates**, most of them can be downloaded for free:





Module 3: CV

The Header

HASSAN BUKHARI
FULLSTACK WEB DEVELOPER

Headline:

- The headline of your CV consists of **“Title”** and **“Subtitle”**
- **“Title”**: states your full name (prevent nicknames)
- **“Subtitle”**: states the name of the role/title you would like to apply for

Photo:

- Having a photo can be **beneficial, but is not obligatory**
- A photo should be a **professional headshot** of you
- **Don't** chose photos with low resolution or unprofessional ones
- Make sure your photo is not too big - it should take maximum **15% of your page**





Module 3: CV

Your Education

The screenshot shows a CV for Hassan Bukhari, a Fullstack Web Developer. The education section includes:

- Fullstack Web Development** at DCI Digital Career Institute gGmbH, Berlin, from 11/2019 - 12/2020. It lists accomplishments such as completing a one-year-full-time training including technologies from MERN stack, completing multiple small and one final large practical project to practise programming skills, and taking German lessons as part of the course with a certificate in Level B2.
- Business Administration (B.A.)** at Al Baath University, Homs (Syria), from 07/2011 - 03/2014. It lists accomplishments such as graduating with a GPA of 3.79, specializing in the fields of International Management and Financing, and contributing to the Campus Newsletter as Editor-in-Chief.

- Your “Education” section should include information about your **current and previous education**
- Reverse chronological: **Latest first**
- What is **not relevant** anymore is your school education. Start with the education after school.

Name/Title of the education (more important than name of the organisation)

Full name of the organisation + city

Period including month + year

Description of specialization/contributions (2-3 bullet points, beginning with a verb in gerund)



Module 3: CV

Your Projects

HASSAN BUKHARI
FULLSTACK WEB DEVELOPER

EDUCATION BACKGROUND

Fullstack Web Development
DCI Digital Career Institute gGmbH, Berlin
11/2019 - 12/2020

- Accomplishing a one-year-full-time training including technologies from MERN stack
- Completing multiple small and one final large practical project to practise programming skills
- Taking German lessons as part of the course with a certificate in Level B2

Business Management (B.A.)
Al Baath University, Homs (Syria)
07/2011 - 03/2014

- Graduating with a GPA of 3.79
- Specializing in the Fields of International Management and Financing
- Contributing to the Campus Newsletter as Editor-in-Chief

RELEVANT PROJECTS

Node-Friends
www.node-friends.de
• Creating an online professional topic
• Technologies used

To Do App
www.to-dos.de
• Creating an Application
• Technologies used

RELEVANT PROJECTS

Node-Friends
www.node-friends.de
• Creating an online Platform to allow DCI students to meet and exchange about professional topics
• Technologies used: Node.JS, JavaScript, HTML5, CSS3

To Do App
www.to-dos.de
• Creating an Application to list to do's and make a check when they are resolved
• Technologies used: React, HTML5, CSS3

- Showing some projects you have recently worked on is **not obligatory, but can help** your Web Development skills to stand out
- Chose **2-3 favorite Web Development projects** that you have uploaded on your Github/Website
- Describe the project **idea**, the **technologies** you used and if this was a group or individual project
- Link your project **URL**

Name of the project

URL/Hyperlink

Description of the idea of the project
(beginning with a verb in gerund)

Description of the technologies and tools used
(beginning with a verb in gerund)



Module 3: CV

Your Experience

The screenshot shows a digital resume template for Hassan Bukhari. At the top is a circular profile picture of a young man with short dark hair. Below it, the name "HASSAN BUKHARI" is written in large blue capital letters, followed by the title "FULLSTACK WEB DEVELOPER" in a smaller white box. The main section is titled "EDUCATION BACKGROUND". It lists two entries: "Fullstack Web Development" at DCI Digital Career Institute gGmbH, Berlin, from 11/2019 - 12/2020, and "Business Management (B.A.)" at Al-Baath University, Homs (Syria), from 07/2011 - 03/2014. Both entries include bullet points detailing accomplishments like completing projects and achieving GPA's. Below this is a section titled "WORK BACKGROUND" which lists a single role: "Junior Account Manager" at LeadDesk GmbH, Berlin, from 05/2017 - 08/2019. The tasks listed include monitoring market trends, building relationships, and developing packages to reach revenue targets.

- Your “Experience” section should include **previous work stations** such as jobs, freelance projects, internships and also volunteer work
- Reverse chronological: **Latest first**
- When explaining your tasks, also focus on the **results of your work**
- The longer an experience is in the past, the **less relevant** it is and the less detailed it should be described

Title of the role you had (more important than name of the organisation)

Full name of the organisation + city

Period including month + year

Description of tasks, contributions and results (2-3 bulletpoints, beginning with a verb in gerund)



Module 3: CV

Your Summary / Career Objective

HASSAN BUKHARI
FULLSTACK WEB DEVELOPER

CAREER OBJECTIVE
Full stack Web Developer with 2+ years of experience in Sales Management who recently graduated a 1-year intensive training in Fullstack Web Development (MERN stack).
Seeking a position to apply experience from Sales and Web Development to challenge myself and deliver solution-oriented approaches.

CAREER OBJECTIVE

Full stack Web Developer with 2+ years of experience in Sales Management who recently graduated a 1-year intensive training in Fullstack Web Development (MERN stack).
Seeking a position to apply experience from Sales and Web Development to challenge myself and deliver solution-oriented approaches.

Junior Account Manager
LeadDesk GmbH, Berlin
05/2017 - 08/2019
• Monitoring market trends while building sustainable, effective business relationships with clients
• Developing tailor-made packages for clients while reaching 100% of revenue targets

- Including a Summary/Career Objective can be **beneficial, but is not obligatory**
- It is a heading statement of your CV in which you describe your main **contributions, achievements** as well as the **professional goals**. It also states what makes you ideal for that job.
- It should be as **fact-based** as possible
- **Don't** use platitudes that you can't prove

A Few More Examples:

»Solution oriented Front-end Web Developer with background in the hospitality industry. Experienced in customer care and extremely organized being able to keep overview and structure in stressful situations. Seeking to join Acme Corp GmbH as an intern in Web Development to help ensure in time implementation of customers requirements.«

- Dedicated Full stack Web Developer trained according to MERN stack
- Seeking a position to apply practical experience from several Web Development projects
- 5+ years of experience in Sales & Marketing



Module 3: CV

Your Technology Skills

HASSAN BUKHARI

FULLSTACK WEB DEVELOPER

EDUCATION BACKGROUND

Fullstack Web Development
DCI Digital Career Institute eGmbH, Berlin
11/2018 - 12/2019

SKILLS

Technologies:

- JavaScript
- HTML5
- CSS3
- Node.js

JavaScript Frameworks:

- React
- React Native
- jQuery

Databases:

- MongoDB
- MySQL

Version Control:

- Git
- Perforce

Others:

- Agile Development
- Project Management

WORK BACKGROUND

Junior Account Manager
LeadDesk GmbH, Berlin
05/2017 - 08/2019

- Monitoring market trends while building sustainable, effective business relationships with clients
- Developing tailor-made packages for clients while reaching 100% of revenue targets

CAREER OBJECTIVE

Full stack Web Developer with 2+ years of experience in Sales Management who recently graduated a 1-year intensive training in Fullstack Web Development (MSc). Seeking a position to apply experience from Sales and Web Development to challenge myself and deliver solution-oriented approaches.

Business AI Booth
Al Booth
Graduate
Special
Contributor

RELEVANT PROJECTS

Node.js
www.hassan-bukhari.com
Creating professional tech resume
Tech resume

To Do Application
www.to-dos.com
Creating an Application to list to do's and make a check when they are resolved
Technologies used: React, HTML5, CSS3

- Your tech-skills are your **key skills** that enable you to work in Web Development
- Mention them **alone-standing**: Don't mix them up with soft-skills, skills from other areas or languages you speak
- Don't** only list your skills randomly, but cluster them logically

How to cluster your tech-skills

Cluster B - Technology stacks

Cluster A - Tools & Frameworks

CSS3/HTML5/Bootstrap
JavaScript/Es6/JQUERY
ReactJs
Node.js/Express
MySQL/MongoDB
Task runner: Webpack/
Gulp.is

HTML, CSS, JAVASCRIPT — Template engines, sass, ES6

IDE — Sublime Text, VS Code

DB — LocalStorage, MongoDB, MySQL

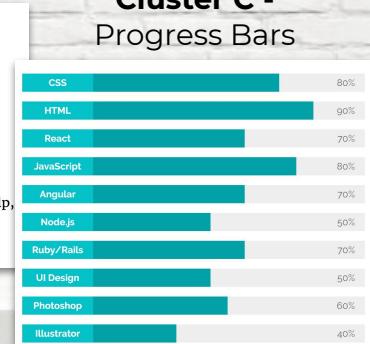
Frontend Frameworks — Bootstrap, MaterialCSS, React, MaterialUI etc. etc. (add some more)

Backend Frameworks — Express, Passport, JsonWebToken

Tools — Git Branch/PullRequest workflow, Webpack/Gulp, Trello & Project Management etc. etc. (add some more)

OS — Linux, Windows

Cluster C - Progress Bars





Module 3: CV

Your Language Skills

HASSAN BUKHARI
FULLSTACK WEB DEVELOPER

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SKILLS

Technologies:

- JavaScript
- HTML5
- CSS3
- Node.js

Databases:

- MongoDB
- MySQL

Others:

- Agile Development
- Project Management

Languages

Arabic: Mother Tongue
English: Fluent (C1)
German: Intermediate (B1)

EDUCATION BACKGROUND

Fullstack Web Development
DCI Digital Career Institute gGmbH, Berlin
11/2019 - 12/2020

- Accomplishing a one-year-full-time training including technologies from MERN stack
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- Taking German lessons as part of the course with a certificate in Level B2

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RELEVANT PROJECTS

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www.node-friends.de

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LeadDesk GmbH, Berlin
05/2017 - 08/2019

- Monitoring market trends while building sustainable, effective business relationships with clients
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- Including language skills is a **MUST have** since it can open doors
- List language skills **chronologically**, starting with the highest level
- Separate** them from technical skills
- Being **bilingual** is a skill on your CV, mention it!
(e.i.: *Bilingual Web Developer with 5+ years of experience working in an international environment...*)
- There are different **frameworks** possible, but be consistent

Frameworks:

- Mother Tongue:**
 - mother tongue, native or bilingual proficiency
- Advanced:**
 - fluent, proficient, advanced, upper-intermediate, professional working proficiency
- Mid-range:**
 - intermediate, conversational, competent, professional, limited working proficiency
- Beginner:**
 - elementary, beginner, basic, pre-intermediate, elementary proficiency

Common European Framework of Reference for Languages (CEFR)

- A set of European guidelines which are simple to understand and widely-recognized.
- Beginners are scored as **A1 or A2**
- Mid-ranged users are **B1 or B2**
- Advanced users are **C1 or C2**



Module 3: CV

Your Contact Details

HASSAN BUKHARI
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RELEVANT PROJECTS

CONTACT & REFERENCES

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Phone: +49 (0) 123 4567891
E-Mail: hassan.bukhari@email.com

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- Contact details and references of your project work are an **elementary** part of your CV
- Provide your **address incl. zip-code**
- List min. **2 different contact options** (recommended: phone & e-mail)
- Include **LinkedIn** and **Xing** profiles (hyperlink)
- **Github** or/and **website** are important to show Web Development projects you have worked on
- Remember: Only provide information you **feel comfortable with** (not necessary: marital status, nationality)



Module 3: CV

What distinguishes
'average' from
'excellent'?



Excellent

Good

Average

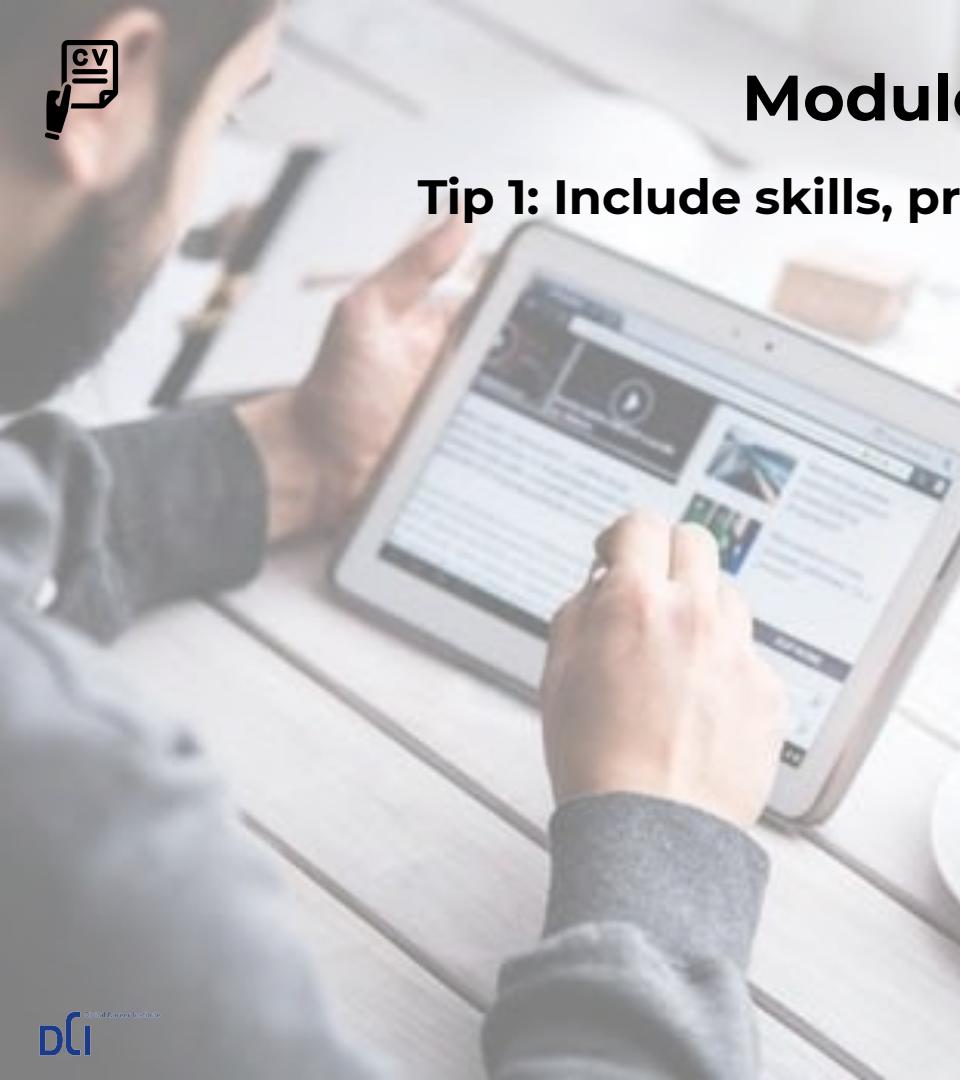
Poor

Very poor



Module 3: CV

Tip 1: Include skills, projects and references



RELEVANT PROJECTS

Node-Friends
www.node-friends.de

- Creating an online Platform to allow DCI students to meet and exchange about professional topics
- Technologies used: Node.JS, JavaScript, HTML5, CSS3

To Do App
www.to-dos.de

- Creating an Application to list to do's and make a check when they are resolved
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JavaScript Frameworks:

- React
- React Native
- jQuery

Databases:

- MongoDB
- MySQL

Version Control:

- Git
- Perforce

Others:

- Agile Development
- Project Management

Underline your technical skills with a “Projects” section and provide references (e.g. Github, Website)

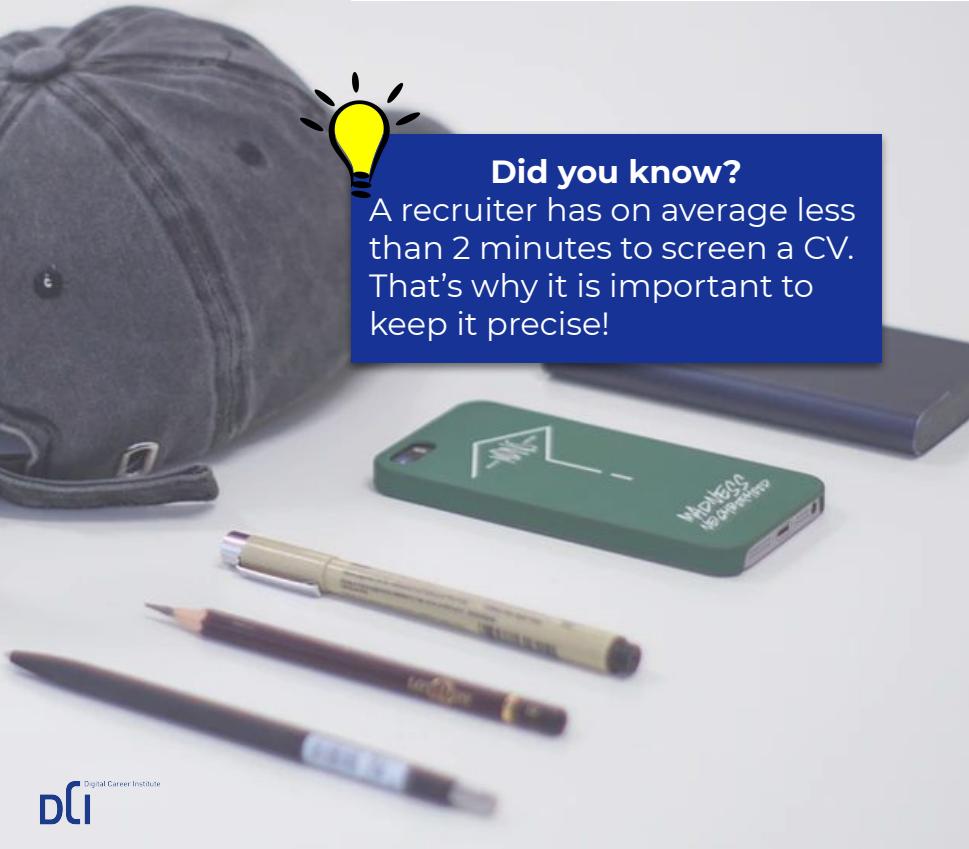
Present your technical skills alone standing





Module 3: CV

Tip 2: Ensure that the layout provides structure



Note page margins

Use **bright colours & high contrasts** (is your CV still readable when printed?)

Be **consistent in all structures**
(font-size, -style, -color, order)

Keep it **short and significant**

Use **icons** to draw attention to references

HASSAN BUKHARI

FULLSTACK WEB DEVELOPER

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07/2011 - 03/2014
• Graduating with a GPA of 3.79
• Specializing in the fields of International Management and Financing
• Contributing to the Campus Newsletter as Editor-in-Chief

SKILLS
Technologies:
• JavaScript
• HTML5
• CSS3
• Node.js
JavaScript Frameworks:
• React
• React Native
• jQuery
Databases:
• MongoDB
• MySQL
Version Control:
• Git
• Perforce
Others:
• Agile Development
• Project Management

RELEVANT PROJECTS
Node-Friends
www.node-friends.de
• Creating an online Platform to allow DCI students to meet and exchange about professional topics
• Technologies used: Node.js, JavaScript, HTML5, CSS3

LANGUAGES
Arabic: Mother Tongue
English: Fluent (C1)
German: Intermediate (B1)

To Do App
www.to-dos.de
• Creating an Application to list to do's and make a check when they are resolved
• Technologies used: React, HTML5, CSS3

CONTACT & REFERENCES
Address: Example Street 4, 10984 City
Phone: +49 (0) 123 4567891
E-Mail: hassan.bukhari@email.com

WORK BACKGROUND
Junior Account Manager
LeadDesk GmbH, Berlin
05/2017 - 08/2019
• Monitoring market trends while building sustainable, effective business relationships with clients
• Developing tailor-made packages for clients while reaching 100% of revenue targets



Module 3: CV

Tip 3: Provide Information About Hobbies

- **Avid blogger and social media user:** owner of my own blog, writing about all topics related to sport, specifically football, selling advertising space on a CPC basis
- **Organizer of regional five-a-side football tournaments:** including managing all bookings, venues and participants and helping coach my own team, contributed to the sports section in the student newspaper and social sites

Adding Hobbies to your CV can:

- help to make it more individual and can evoke sympathy on the recruiters site
- help to demonstrate relevant skills for the role
- give you something to talk about during your interview

Important Note

- Only include your hobbies if you've ticked all the other boxes
- If including them, always make sure they come at the end of your CV



Module 3: CV

Exercise: How Would You Rate The Following CVs?

- Easily readable and structured layout
- Short and relevant information
- Two columns provide clean structure
- Space fully used
- Education mentioned first
- References included (Website)
- Professional Photo

 A professional-looking resume for Kyle Ryan, a Web Developer. The resume is well-organized with sections for Career Objective, Education, Experience, Interests, and Hobbies. It includes a photo, a dark blue background, and a clear, sans-serif font.

KYLE RYAN
WEB DEVELOPER

CAREER OBJECTIVE
To be able to work for an encouraging and stable company that will assist me in developing, improving, and obtaining the necessary skills in order to become the best engineer possible.

EDUCATION

2020	BACHELOR DEGREE
2018	DIPLOMA

TECHNICAL PROFICIENCIES:

JavaScript, Python, HTML5, CSS3, CSS3 Web Programming Skills, E-Commerce, Teamwork, Verbal Communication, Object-Oriented Programming, User Interface Design (UI), Security Principles, Object-Oriented Design, Web Services, REST API, Microservices, Database Development, APIs

EXPERIENCE

WEB DEVELOPER
2020 to present | INNER Company - Somerton, NC
Key contributor to start-up company's fast evolution from selling one niche product to developing multiple products and services offered to the global financial industry.
• Led development of robust network infrastructure for ABC's new software release for speed and improved user experience.
• A 25% increase in internal revenue, leading to a 40% annual growth utilization year.
• Developed and maintained multiple databases for TechInnovate 2018 international conference.
• Help her cover age in SDN media outlet this year (Traditional, social media and tech-specific news sites).

WEB PROGRAMMER
2018 to 2019 | DIY, Company - Somerton, NC
Collaborated in a team format to develop custom software solutions for diverse industry clients.
• Helped build and enhance highly available, scalable, real-time and secure systems used by customers worldwide.
• Completed eight major projects, working closely with agile development teams to develop, test and maintain Web-and-mobile-based software applications.
• Adhered to high-quality development standards while delivering solutions on time and on budget.

EXPERTISE

Custom CMS/Themes	Framework Knowledge
Global Project Management	Ability to quickly create and apply ideas and solutions

INTERESTS

Online Games	Books
Problem Solving	Machines
Physical Activities	Coffee

HOBBIES



EDUCATION

Bachelor of Science in Information Technology, University of Chicago
Graduation Year: 2018
Degree: Bachelor of Science in Information Technology

EXPERIENCE

Software Engineer Intern, ABC Company, Somerton, NC (2018-2019)
Key contributor to start-up company's fast evolution from selling one niche product to developing multiple products and services offered to the global financial industry.
• Led development of robust network infrastructure for ABC's new software release for speed and improved user experience.
• A 25% increase in internal revenue, leading to a 40% annual growth utilization year.
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Graduation Year: 2018
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 A resume for Nicholas Brown, a web developer, which is considered poor quality. The layout is messy, with text running together and no clear structure. It includes a photo, a white background, and a serif font.

Nicholas Brown
669 35th Ave.
Portland, OR 97214
Cell: 548 322 2345
example@mail@example.com

Profile
Advanced web developer with 10 years of experience in structuring, developing and implementing interactive websites. Innovative use of technology and SEO to drive traffic and engage users. Able to complete projects efficiently and satisfy customers with attractive, user-friendly websites.

Areas of Expertise

Advanced programming and design skills	Project management
Web content management	Strong collaborative skills
Landing page development	Website optimization
SEO	Excellent problem solving skills

Work Experience

Senior Web Developer, 07/2009 — Current
NorthWest Website Development — Grand Rapids, CA
Meet with clients to gather requirements, design sites, and outline schedules.
Manage web projects with 2-5 developers.
Develop concepts, control project flow, and ensure deliverable milestones are met.

Web Developer, 07/2005 — 02/2009
STOMP Media — Grand Rapids, MI
Performed website design and development for clients in diverse fields such as medical devices, educational software, and entertainment.
Specialized in sites for new local artists, including elements such as tour calendars, ticket shop carts, music streaming, and news updates.
Worked closely with senior developer and learned advanced project management skills.

Contract Web Developer, 07/2005 — 02/2009
Self-Employed — Grand Rapids, TN
Designed websites for clients on a contract basis.
Developed project scope and created concepts.
Maintained schedules and assured on-time delivery of content.

Education

2003 University of Tennessee — Memphis, TN
Bachelor of Science Computer Science
Graduated Summa Cum Laude.
Coursework in Programming, Data Structures, and Computer Architecture.

Technical Skills

JAVA, HTML, SQL, ASP, PHP, CSS
Wordpress, Blogger, Tumblr, Twitter, Facebook
Dreamweaver, Photoshop, Coldfusion

- Word document instead of template
- No colors used
- Loads of text, not relevant enough
- Space not fully used
- No references
- No title/role
- Education is not mentioned before experience
- Tech-skills are not clustered



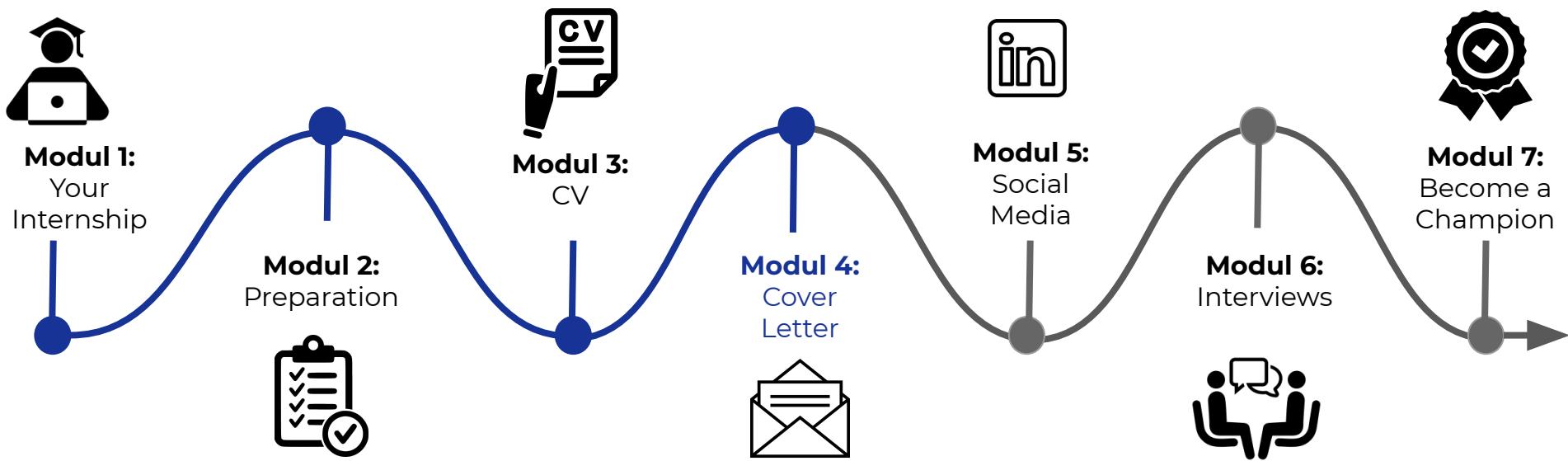
Module 3: CV

Q & A



Time for Lunch!

Application Workshops - Content





Module 4: Cover Letter

What's A Cover Letter?

The cover letter is a brief description to help introduce yourself, express your motivation, why you are fitting the job description and finally lead to the first interview

What the Cover Letter is

- An individualized document per company that builds on your CV
- Elaboration on particular skills that you acquired throughout your career and which are required for the job
- Statement of your motivation and why the company should hire you

What the Cover Letter NOT is

- It does not repeat the information written on your CV
- A standardized motivation letter you are sending to every company
- Describing your life story in an extensive way

Maria Mosemann
Marktstraße 123
12345 Berlin
mailto:mosemann@berlin.de
030 23456789

Montag, 08.06.2020

Good Employer Inc.
123 Main Street
12345 Springfield

Application as Production Manager

Dear Mr. Doe,

As a quality management expert with 10 years of professional experience, I am excited to learn of a new challenge that allows me to realize my full potential. A position as Production Manager at Good Employer Inc. would be a great opportunity for me to contribute my experience and innovative production knowledge to a company that values its employees and its products in a sustainable production process.

In my previous role as Quality Control Manager at Excellent Company Inc., I was responsible for establishing and implementing new standards in customer service and was responsible for technical support and quality control. I have also been involved in the development of new products and services, and global trade partners. I have accumulated a lot of experience in the production industry, which includes quality control, quality assurance, and improving production safety, as well as task management and quality standards. I deeply believe that I possess the necessary skills and experience to contribute to the success of your company.

My passion for quality management and my desire to work for a company that offers opportunities for personal growth and development make me a strong candidate for this position. I am always looking for ways to improve myself and my skills, and I am confident that I can bring a wealth of knowledge and experience to your company.

Careerfully motivated, I look forward to the chance to support your company. Thank you very much for taking the time to review my application. I look forward to discussing my qualifications, and I would welcome the opportunity of a personal interview.

Kind regards,
Maria Mosemann



Module 4: Cover Letter

In Germany This Can Make or Break the Application

Some Facts

- The **International Cover Letter** is typically glanced over and skimmed, at best
- The **German Cover Letter** is nearly as important as your CV. It makes your application complete
- According to researchers, almost half of German Recruiters rejected job applications that did not have cover letters

HASSAN BUKHARI
FULLSTACK WEB DEVELOPER

Irina Stogova
Quandoob GmbH
Kulturbrauerei, Schönhauser Allee 36
10435 Berlin

Example Street 4, 10994 City
+49 (0) 123 4567891
hassan.bukhari@gmail.com

Berlin, 15 October 2020

Subject: Application Junior Full-Stack Developer (m/f/x) at Quandoob

Dear Irina,

It is my ambition to work for a company that is committed to developing and optimizing the usual restaurant visit for gastronomer and customer by using software as a basis. Quandoob for me is the ultimate driver and reinventor of the digital service industry. I am extremely motivated to become part of this movement and would like to apply for the position "Junior Full-Stack Developer (m/f/x)" that I got aware of through your LinkedIn post.

During my work as a Junior Account Manager for LeadDesk GmbH I could already gain experience in delivering innovative solutions to clients. In one situation for example the client first rejected our offer. When I talked to our IT department though I managed to convince him with a customized solution that we later also successfully sold to other clients.

Meanwhile, the Web Development training at DCI has taught me the basic foundation to become a Fullstack Web Developer, for example testing and debugging of websites as an indispensable part of programming. During my time at DCI I was able to work on several projects. I have learned how to work independently, securely working using agile development methodologies. During one of my projects "Node-Friends" I was required not only to program with HTML and JavaScript, but also to learn React Native independently in a short time. Thereby I could particularly show my can do attitude as well as the ability to quickly learn new programming languages.

It excites me to have the ability of solving challenges and delivering customer oriented solutions and hereby shaping Quandoob's enhancement of it's internal systems and product portfolio. Working at Quandoob will give me the opportunity to grow my experience in building digital products and learn from the immense expertise that Quandoob has to offer likewise.

I will be graduating from DCI in December 2020 but my availability is flexible according to your earliest convenience. I am looking forward to introducing myself to you in person.

Kind regards,
Hassan Bukhari

HASSAN BUKHARI
FULLSTACK WEB DEVELOPER

CAREER OBJECTIVE
Full Stack Web Developer with 2 years of experience in Sales Management who recently graduated a 1-year intensive training in Fullstack Web Development (MERN stack). Seeking a position to apply experience from Sales and Web Development to challenge myself and deliver solution-oriented approaches.

EDUCATION BACKGROUND
Fullstack Web Development
DCI Digital Career Institute gGmbH, Berlin
11/2019 - 12/2020
Accomplishing a one-year full-time training including technologies from MERN stack
Completing multiple small and one final large practical project to practise programming skills
Taking German lessons as part of the course with a certificate in Level B2

BUSINESS MANAGEMENT (B.A.)
AI Booth University, Hems (Syria)
07/2011 - 03/2014
Graduating with a GPA of 3.79
Specializing in the fields of International Management and Financing
Contributing to the Campus Newsletter as Editor-in-Chief

SKILLS
Technologies:

- HTML5
- CSS3
- Node.js

JavaScript Frameworks:

- React
- React Native
- jQuery

Databases:

- MongoDB
- MySQL

Version Control:

- Git
- GitHub

Others:

- Agile Development
- Project Management

RELEVANT PROJECTS
Node-Friends
www.node-friends.de
Creating an online Platform to allow DCI students to meet and exchange about professional topics
Technologies used: Node.js, JavaScript, HTML5, CSS3

To Do App
www.to-dos.de
Creating an Application to list to-do's and make a check when they are resolved
Technologies used: React, HTML5, CSS3

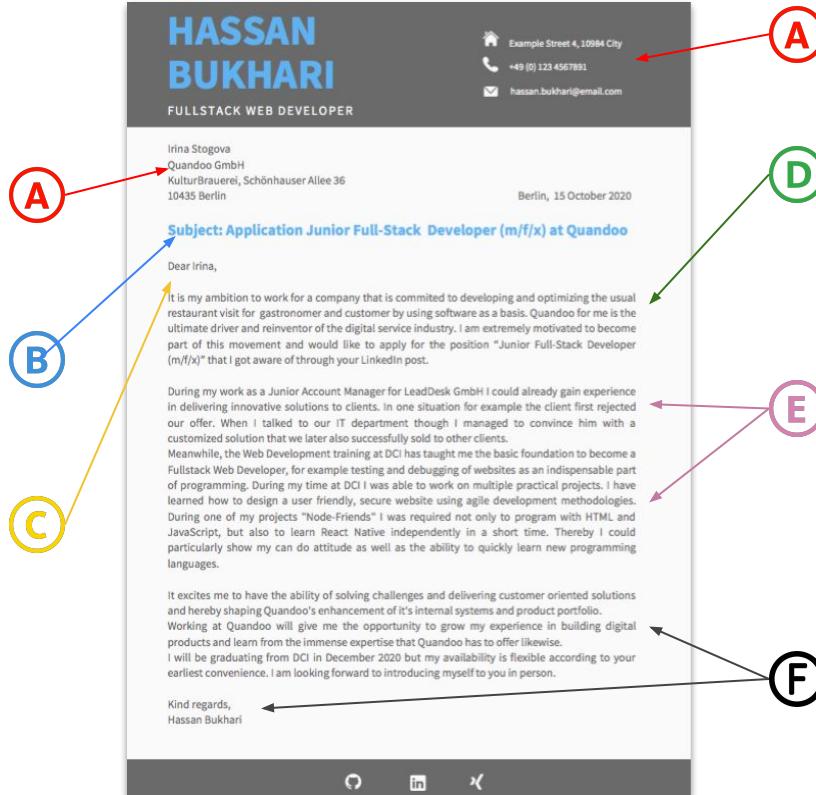
CONTACT & REFERENCES
Address: Example Street 4, 10994 City
Phone: +49 (0) 123 4567891
Email: hassan.bukhari@gmail.com

WORK BACKGROUND
Junior Account Manager
LeadDesk GmbH, Berlin
05/2017 - 08/2019
Monitoring market trends while building sustainable, effective business relationships with clients
Developing tailor-made packages for clients while reaching 100% of revenue targets



Module 4: Cover Letter

Format



Contact Information: A Cover Letter includes yours and those of the target company.

Subject: Before you start writing, describe the title of the position you're applying for.

Salutation: The salutation addresses your cover letter to the right person.

Intro Paragraph: The first paragraph should grasp the reader's attention by introducing yourself and providing the reason for the letter as well as your motivation.

Body Paragraph: Here you showcase your abilities and how you fit the company. Provide information on how can they benefit from you.

Call-To-Action & Sign-Off: The last paragraph closes the letter. It states how you will be contributing to the companies goals and provides information about your availability. Also, provide the next step.



Module 4: Cover Letter

Hassan Bukhari



HASSAN BUKHARI

FULLSTACK WEB DEVELOPER

CAREER OBJECTIVE

Full stack Web Developer with 2+ years of experience in Sales Management who recently graduated a 1-year intensive training in Fullstack Web Development (MERN stack). Seeking a position to apply experience from Sales and Web Development to challenge myself and deliver solution-oriented approaches.

EDUCATION BACKGROUND

Fullstack Web Development
DCI Digital Career Institute gGmbH, Berlin
11/2019 - 12/2020

- 1-year intensive full time training in Fullstack Web Development including technologies from MERN stack
- Project oriented training through several small projects
- German course included

Business Management (B.A.)
Al Baath University, Homs (Syria)
07/2011 - 03/2014

- Graduating with a GPA of 3.79
- Specialization: International Management and Finance
- Editor-in-Chief of the Campus Newsletter

RELEVANT PROJECTS

Node-Friends
www.node-friends.de

- Idea: Creating an online Platform to allow DCI students to meet and exchange about professional topics
- Technologies: Node.js, JavaScript, HTML5, CSS3

WORK BACKGROUND

Junior Account Manager
LeadDesk GmbH, Berlin
05/2017 - 08/2019

- Monitoring market trends while building sustainable, effective business relationships with clients
- Developing tailor-made packages for clients while reaching 100% of revenue targets

WORK BACKGROUND

Junior Account Manager
LeadDesk GmbH, Berlin
05/2017 - 08/2019

- Monitoring market trends while building sustainable, effective business relationships with clients
- Developing tailor-made packages for clients while reaching revenue targets

Quandoo

Junior Full-Stack Developer (m/f/x)

Berlin, Germany
Full-time
Department: Tech



Address: Example Street 4, 10984 City
Phone: +49 (0) 123 4567891
E-Mail: hassan.bukhari@email.com





Module 4: Cover Letter

Applying at Quandoo

Quandoo

Junior Full-Stack Developer (m/f/x)

Berlin, Germany
Full-time
Department: Tech

Reserve a table for free. 236,627,272 seated diners

Discover and book the best restaurants.

Find restaurants or cuisine

Berlin

Find

We offer diners the opportunity to discover and make reservations at restaurants via our website or mobile app. We also provide restaurants with innovative management tools that enable them to build relationships with new & existing guests, streamline their day-to-day service and maximise their overall potential.

As an employer, we strive to create a positive and inclusive working environment. We value openness, integrity and encourage our employees to enjoy a healthy work-home balance.



Discover the best
restaurants near you

Over 17,000 restaurants in 12 countries. Find and reserve the very best of them in your neighbourhood, your city and beyond.

Discover Restaurants

La Buvette
Prenzlauer Berg
French • €€€
5.7/6
126

Ilsebill
Prenzlauer Berg
International • €€€€
5.6/6
107

Bruderherz
Charlottenburg
Italian • €€€€
5.6/6
131



Module 4: Cover Letter

Applying at Quandoo

Job Description

- ➡ • Contribute to the development of innovative software tools, applications, services, and platforms to enhance Quandoo's internal systems and product portfolio
- ➡ • Help shape our technological development and frameworks to help achieve business goals Deliver innovative improvements and solutions and commit to delivering on time
- ➡ • Continuous Identification and fixing of performance issues
- ➡ • Maintaining a high awareness of industry issues and trends, particularly in regard to accessibility, usability, and emerging technologies
- ➡ • Write test automation, conduct code reviews and take end-to-end ownership of deployments to production

Qualifications

Our Ideal Frontend Engineer will have :

- ✓ • Basic experience with **HTML5, CSS3, and JavaScript**
- ✗ • Basic experience with Angular and/or AngularJS an asset or the ability to learn fast ✓
- ✗ • Nice to have: experience with build tools (Webpack, Babel, and, Gulp)
- ✓ • Proactive "can-do" and "hands on" attitude
- ✓ • Knowledge or experience in Agile development methodologies
- ✓ • Good communication skills, high proficiency in English



Module 4: Cover Letter

Content



Intro Paragraph:

- Provide the **reason** for the letter
- How did you become **aware** of the job offer?
- What **excites** you about the job, the company or Web Development in general?

We offer diners the opportunity to discover and make reservations at restaurants via our website or mobile app. We also provide restaurants with innovative management tools that enable them to build relationships with new & existing guests, streamline their day-to-day service and maximise their overall potential.

As an employer, we strive to create a positive and inclusive working environment. We value openness, integrity and encourage our employees to enjoy a healthy work-home balance.

»It is my ambition to work for a company that is committed to developing and optimizing the usual restaurant visit for gastronomer and customer by using software as a basis. Quandoo for me is the ultimate driver and reinventor of the digital service industry. I am extremely motivated to become part of this movement and would like to apply for the position "Junior Full-Stack Developer (m/fx)" that I got aware of through your LinkedIn post.«



Module 4: Cover Letter

Content



Body Paragraph:

- How does your skills **match** the positions **requirements**? How can the company **benefit** from you?
- **Hard skills:**
 - Which skills have you gained in Web Development and how can you prove them?
 - Are there any skills you have gained in your previous career that will help you in your new job?
- **Soft skills:**
 - Which soft skills have you developed during your time at DCI but also in your previous career?
 - How can you prove them?

»During my work as a Junior Account Manager for LeadDesk GmbH I could already gain experience in delivering innovative solutions to clients. In one situation for example the client first rejected our offer. When I talked to our IT department though I managed to convince him with a customized solution that we later also successfully sold to other clients. Meanwhile, the Web Development training at DCI has taught me the basic foundation to become a Fullstack Web Developer, for example testing and debugging of websites as an indispensable part of programming. During my time at DCI I was able to work on multiple practical projects. I have learned how to design a user friendly, secure website using agile development methodologies. During one of my projects "Node-Friends" I was required not only to program with HTML and JavaScript, but also to learn React Native independently in a short time. Thereby I could particularly show my can do attitude as well as the ability to quickly learn new programming languages.«

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- Contribute to the development of innovative software tools, applications, services, and platforms to enhance Quandoo's internal systems and product portfolio
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- Knowledge or experience in Agile development methodologies
- Good communication skills, high proficiency in English



Module 4: Cover Letter

Content



F Call-To-Action & Sign-Off

- Summarize what you will be able to **contribute** to the company
- When will you be **available** to start working?
- **Call-To-Action:** Propose a next step the reader can take in order to process your application
- If requested in the job offer, promote your **salary expectation.**

»It excites me to have the ability of solving challenges and delivering customer oriented solutions and hereby shaping Quandoo's enhancement of it's internal systems and product portfolio.

Working at Quandoo will give me the opportunity to grow my experience in building digital products and learn from the immense expertise that Quandoo has to offer likewise.

I will be graduating from DCI in December 2020 but my availability is flexible according to your earliest convenience. I am looking forward to introducing myself to you in person.«

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and "hands on" attitude
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Module 4: Cover Letter

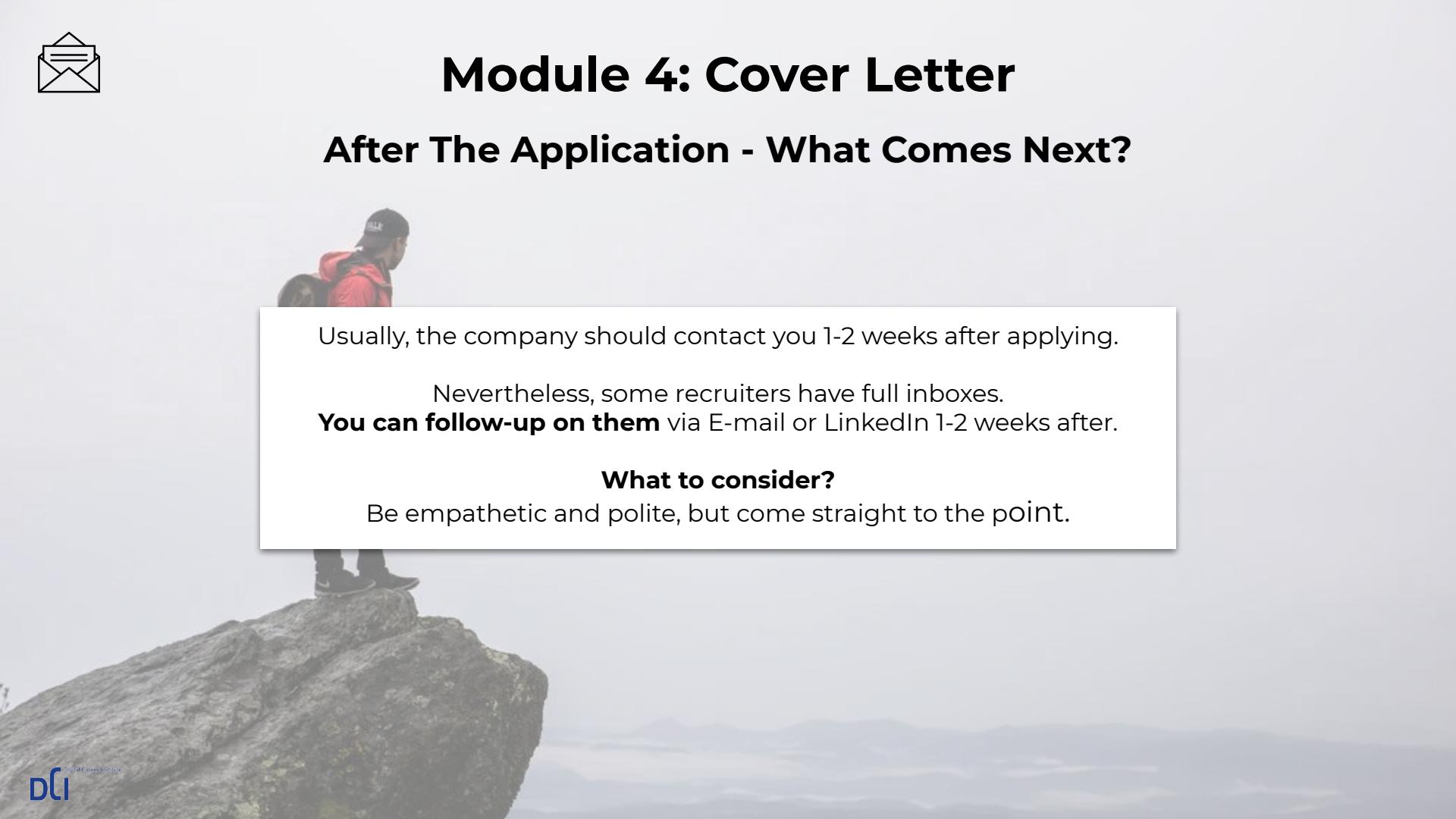
Do's and Don'ts

Don'ts	Do's
<ul style="list-style-type: none">• Repeat your CV in text form <i>Rather add context to your CV and create a story, state your motivation</i>• Find excuses for the skills you lack <i>Only focus on the skills you have, you don't need to mention those you don't</i>• Be submissive and speak in conjunctive (»I hope to get invited«) <i>Be confident, speak from the perspective of someone who's convinced</i>	<ul style="list-style-type: none">• Prove your skills by providing examples <i>Whenever you assume you have certain abilities, explain why you assume this</i>• Be authentic, only mention skills you are truly confident about <i>Don't lie about skills you don't truly know just because they are required</i>• Triple-check grammar and typos <i>Never send out an application without proofreading, this can become a deal-breaker</i>



Module 4: Cover Letter

After The Application - What Comes Next?

A photograph of a person wearing a red hoodie and a black cap, standing on a large, mossy rock. In the background, there are more rocks and a hazy landscape.

Usually, the company should contact you 1-2 weeks after applying.

Nevertheless, some recruiters have full inboxes.

You can follow-up on them via E-mail or LinkedIn 1-2 weeks after.

What to consider?

Be empathetic and polite, but come straight to the point.



Module 4: Cover Letter

What distinguishes
'average' from
'excellent'?





Module 4: Cover Letter

Tip 1: Make Your Career Change Stand Out

WORK BACKGROUND

Junior Account Manager

LeadDesk GmbH, Berlin

05/2017 - 08/2019

- Monitoring market trends while building sustainable, effective business relationships with clients
- Developing tailor-made packages for clients while reaching revenue targets

During my work as a Junior Account Manager for LeadDesk GmbH I could already gain experience in delivering innovative solutions to clients while keeping myself updated throughout, something I consider as extremely valuable for the work as a Developer as well.

Having a background in another field can be extremely beneficial and help to stand out:

- Changing careers requires **dedication, motivation, flexibility** and the ability to adapt quickly.
- Skills, specifically soft-skills you gained in your previous job or education **will matter** in your future job



Module 4: Cover Letter

Tip 3: Add References and Recommendation Letters



- **Adding References** like certificates and Recommendation Letters from previous jobs can be beneficial
- If it's not required in the job description, it is not obligatory
- **Keep in mind relevance:**
 - It should not be too far in the past
 - It should be a positive representation of relevant skills, contributions or work ethics



Module 4: Cover Letter

Tip 4: Merge Your Files into one PDF

Merge PDF files

Combine PDFs in the order you want with the easiest PDF merger available.

Select PDF files



Example: Free PDF merge online platform

- Your cover letter should be a **solid component** of each application
- **Merge** your files
 - Don't send multiple PDF files separate
 - Merge your CV, Cover Letter and References to one file!



Module 4: Cover Letter

Tip 5: Choose A Unique File Name

1. Application_Hassan_Bakhari.pdf
2. Hassan_Bakhari_Frontend_Developer.pdf

Having a unique file name will **help** hiring managers to **recognize** your application documents.

To leave a **good impression** here, you should take care of a few things:

- Describe the **document type** in 1-2 words, mentioning the position you apply for is possible
- Include your **full name**
- Waive spaces, instead you can **use “-” or “_”**
- **Clean** your file name from numbers
- Keep it as **short** as possible



Module 4: Cover Letter



We support you!

One of our Career Services is to help you improve your CV & Cover Letter.

**Please send your CV to
graduates@digitalcareerinstitute.org
until next Monday 24th of August
for feedback.**

DCI also offers CV sharing with partner companies to enhance students chances on the job market.