Assignment - Build Your Brand: LinkedIn / GitHub

Summary

Developing a stand-out resume, LinkedIn profile, and online marketing strategy are the three methods most useful for being seen, heard, and researched. To be successful in today's job market we have to take advantage of tools and technology to create a personal digital presence--aka, a brand that tells the story of our career, your passions (what drives you) and professional persona (attributes and strengths). It's an opportunity to tell employers, colleagues, recruiters or even clients and customers who YOU are, what it is that YOU do, how YOU work, and where YOU are headed.

There are thousands of incredibly talented and qualified people applying to the same jobs you are…and the best way to get hired is to stand out for the right reasons. Technology has changed the ways in which people are seen, heard, and researched. It used to be that having a resume with a summary of an extensive work history was enough to get a job or promotion. Now, without an online presence, the professional is invisible and lacks enhanced networking capabilities. Furthermore, questions as to whether bootcampers or the self-taught can code may be answered with a simple URL to a public repo or personal portfolio.

LinkedIn ([Optimize Your LinkedIn - Video](#))

Your resume is seen by a small and selected number of people while your Linkedin profile has the capacity to reach millions of professionals--a tremendously positive risk-reward ratio for the opportunistic and savvy job seeker ([over 95% of recruiters use Linkedin](#)). Job seekers today are able to connect with CEOs, top executives, key decision-makers and potential colleagues at companies. As a job seeker you MUST be active and not-reactive in your search. Job search boards have a very small response rate in the digital age (*according to a study by Glassdoor there's a .4% chance of getting a job you applied fo*r). Rather than waiting for a response for a job application or reacting to job-posts on job boards through the power of LinkedIn, you can actively connect directly with important people and companies of interest.

Before we start to leverage Linkedin for our Job Search--let's get to work on optimizing our profile.
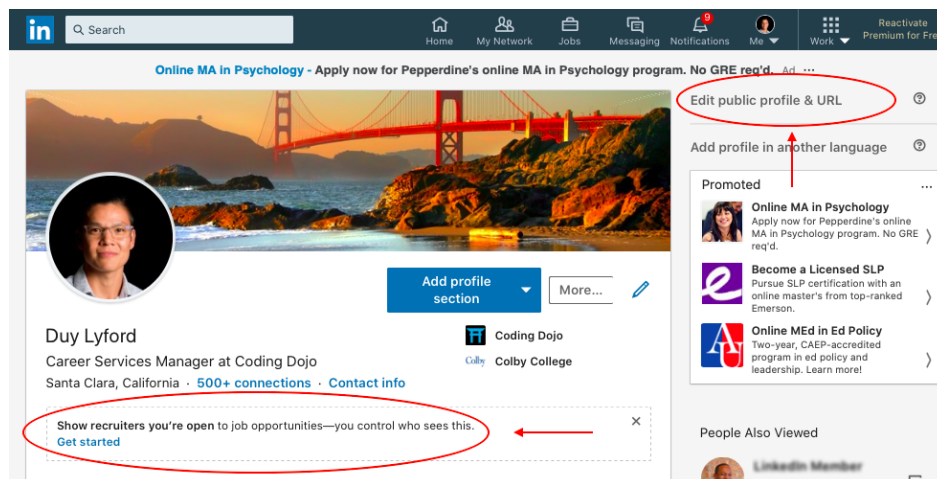
EDIT PUBLIC URL: Create a unique Linkedin URL. Linkedin automatically provides you with a unique URL that ends with a list of numbers. Remove these numbers and give yourself a public URL unique to you.

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CONTROL WHO SEES YOUR PROFILE: Make sure you make you indicate in your profile that you are active for Recruiters/Hiring Managers to view. Consider making it public to all of Linkedin. Opportunities can come from many directions!

HEADLINE: Stay away from fluff and hyperbole | Show, don't tell
Your LinkedIn profile should include a compelling headline that aligns with the industry and/or job title. Focus on the job you want. This will ensure your profile will show up on boolean/keyword searches

A software developer with 3 years of experience in Java, Python	Full Stack Engineer			
"A Software Developer	with 3 years of	Experience in Java, Python	| Full Stack Engineer"
Where relevant, use the job title you want to land	If possible, a high-level summary of experience	Mention industry-specific technologies and keywords recruiter may search for	List another job title that recruiters might search for

ABOUT YOU
Write a powerful inspiring summary using industry-specific keywords that reveal the core of who you are as a professional and the type of specialized skills you possess. An inspiring summary with industry jargon will increase your profile in boolean search AND importantly provide you with opportunity to influence readers with your industry language.
When it comes to creating your LinkedIn summary, it should not be a copy of your resume. However, your LinkedIn profile summary should chronicle your career story with a humanistic tone and first-person pronouns. You are sharing your story that people can connect to.

If you have a portfolio add the link!

Here's an example: Alumni Example 1 | Alumni Example 2 |

ABOUT

I am a self-taught Software Engineer who fell in love with coding! I enjoy learning new technologies. I came from a non-traditional background. I studied Chemical Engineering in Bolivia, and then moved to the United States to study business. I have experience in business, marketing and accounting.

My interest in computer science started when I began using accounting software at my job. My curiosity led me to read more about programming to better understand how the software itself worked. I started taking online programming courses, and I was fascinated by how coding can teach me to think, to be creative, and to go beyond my imagination.

After teaching myself to code for a year, I decided to join Coding Dojo bootcamp to gain the opportunity to work on dev teams, collaborate with others, and to help other students, I learned 3 full stacks within 3 months (MEAN, iOS, Python), and built many projects using different technologies.

SKILL SETS

LANGUAGES: JavaScript(ES6), Python, Swift, Ruby, TypeScript, CSS, HTML
FRONT END: React, Angular, jQuery, AJAX, JSON, RESTful APIs, Bootstrap, Materialize
BACK END: Node.js, Express, Django, Flask, Rails, AWS, Socket.io, OOP
DATABASES: SQL (MySQL, SQLite), NoSQL (MongoDB), Mongoose, Postgres, Django ORM

Curious about my projects? Visit my website!
Personal website: www.[name].com
GitHub: github.com/[name]

"Everybody in this country should learn to program a computer, because it teaches you how to think."
-- Steve Jobs

Work History

Add Coding Dojo to the Experience section
- Set your Job Title as "Student" or "Developer in Training."
- Add project content from your resume to this section (we'll cover this in the upcoming resume workshop

Work Experience
- Consider writing 1-3 sentences summarizing positive impacts/results/achievements but don't delve into the details of your job duties. Focus on cross-transferable skills or experiences that enhance skills that are cross-transferable or relevant to the role you are seeking in tech. Don't list job duties!

Add Skills

Add all relevant technical skills (each of the skills you listed on your resume) to your skills section - make sure to drag them above any other skills you have listed.
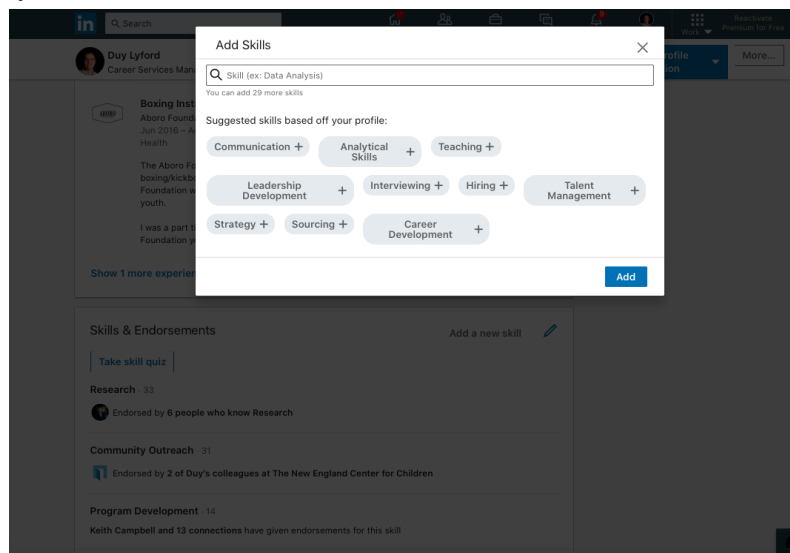
GITHUB: (OPTIMIZE YOUR GITHUB-VIDEO)
- GREAT EXAMPLES OF PROFILES w/ TOOLS TO PERSONALIZE YOURS : EXAMPLES

Do I need a Github? Yes, for multiple reasons but we'll focus on how Github is important to the job search and supporting your digital brand. Over 30,000 companies in the US use Github (including Google) because it easily allows developers to collaborate and create a history of changes that occur over time in their code (Version Control). There is a good chance you will be applying to a company and working on a team that Push/Pulls code via Git or another Version control System.

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Similar to Linkedin, there is a positive risk-reward for those who strategically utilize Github for their job search. While mostly used for code collaboration and open source code development, as a Job Seeker we can leverage the 9+ million users and the many Github repositories to elevate our job search. Linkedin is a global mosh-posh of the professional networking community--Github's community is almost strictly developers.

We'll talk about how to leverage Github to job search in the future. For now let's talk about optimizing your profile.

Profile Content
- Name
- Location,
- Linkedin URL
- Contact (optional)
- Portfolio URL (optional)
- Short professional description and keywords (tools/technologies)

COMMIT COMMIT COMMIT
There are few opportunities besides Github for aspiring developers to demonstrate their capacity to code, overcome Impostors Syndrome, and showcase passion for their burgeoning technical skills. Not only will Github be a great resource for networking and job searching but it's a powerful tool to shape your digital brand.

Try to consistently contribute/commit to Github. Here are some Repository Ideas:
- Projects
- "Forking" repos of other users
- Assignments (Coding Dojo Exams are the exception-don't commit these!)
- Algorithms

- Daily Diary
- Open Source Projects
- [What counts as a Contribution](#)? ***

*** if you do not see your contributions on the calendar check your settings and make sure to select public not private

Once you've succeeded in securing a job you may never touch Github again--that's okay but until you've secured your job and throughout your Coding Dojo Bootcamp-Be consistent and commit to Github. Don't wait until the end to upload all of your projects. You can always clean up your Github profile at a later date but you can't retroactively add contributions to your calendar.

For more information on How to optimize github specifically repositories check out this [youtube tutorial](#)