



CodeClan

Bridging the digital skills gap

CV Workshop

Lorraine Rew - Industry Talent Manager

Fiona Henderson - Careers Service Assistant

Overview & Objectives_

- Introduction to Careers Service Team
- CodeClan Student Placement Data - Tracking Success

Today's Learning Objectives

1. To create a technically focused CV which:
 - **showcases your job candidacy**, your learning, experience & achievements, previous experience and transferable skills, training, qualifications & successes
 - optimise your new tech profile towards success for interview selection
2. Understand what the tech industry looks for in a CV and what our partners care about
3. Review CV structure, layout and some recommended templates
4. Create your personal statement & LinkedIn profile

Introduction

Lorraine Rew - Industry Talent Manager

**15 years
experience**
6 yrs in house // 9 yrs in tech agency

www.linkedin.com/in/lorrainerew

Feel free to connect with me!

Previous Role:

Senior Talent Acquisition
Executive - Skyscanner

March 2012 till April 2018

Glasgow, UK



Introduction

Fiona Henderson – Careers Service Assistant

**8 years
experience**
5yrs in house // 3yrs in Tech

www.linkedin.com/in/fiona-henderson

Feel free to connect with me!

Previous Role:

Apprenticeship Careers
Specialist - QA Apprenticeships

Edinburgh, UK



CodeClan Employment Stats

- CodeClan has **280+** Employer Partners
- **80%** of our graduates from the last 6 months of cohorts have secured jobs with our partners
 - (over the last financial year Aug to Aug)
- **Average** CodeClan graduate salary = **£24-26k** + benefits (offers can range **£20-30k**)

Current average time to offers accepted:

last updated 27/9/19

★ Partner (P) vs Non Partner (NP) hires
(cohorts over the last 6 months)

83% partner
17% non partner
(2019/20 target is 75%)

★ Current average time-to-offer accepted**
**cohorts over the last financial year

33% after 15 days
50% after 30 days
63% after 45 days
71% after 60 days
79% after 90 days (target is 75%)
90% after 180 days (target is 90%)

You make it happen - this is your job search!



CodeClan Employment Stats_

Some of our top hiring partners include_

Top Hiring Partners - All Time

PARTNER NAME	RECORD COUNT
Tesco Bank	35
Inoapps	23
Craneware	21
JP Morgan	20
Scottish Government - Directorate for Agriculture and Rural Economy	15
Zonal Retail Data Systems Limited	14
Registers of Scotland	11
Bemo	8
Gecko Engage	8
Administratate	8
Arnold Clark	7
Scottish Government - Social Security	7
Airts	7
Scottish Government - Marine Scotland	7
Scottish Government - Digital Directorate	7



IT & TECHNICAL CV template



What does the tech industry look for?

In a competitive
job market...

52%

of Talent Acquisition leaders say the
hardest part of recruitment is screening
candidates from a large applicant pool

- ★ recruiters & hiring managers screen applications quickly
- ★ they know the types of profiles they are looking to shortlist for interview
- ★ your CV & online profile has to grab the attention of both digital search bots and human recruiters

DO's & DON'Ts

DO

- 👍 choose a good template / layout
- 👍 use a simple font
- 👍 keep your profile original & honest
- 👍 outline your technical skill set
- 👍 2-3 pages max (1 is fine if written and displayed well, 2 is ideal)
- 👍 make sure your links work (LinkedIn, GitHub, Heroku, websites)

DO

- 👍 keep it simple & be concise
- 👍 use bullet points to break up blocks of content (*the best CVs are ones you can glance at and immediately see what someone is really about*)

Remember your CV is being compared with and selected from (sometimes) hundreds for interview - so focus on the detail but be concise about your successes, achievements and previous roles
- 👍 save your CV as your name and as a pdf so it's easily viewable on any device and won't change when opened

DO's & DON'Ts

DON'T...

- 👎 write in the 3rd person i.e. he is, she is
- 👎 use unprofessional email addresses
- 👎 try to include everything
- 👎 use common templates - be original (e.g. pages isn't the most helpful)
- 👎 forget your CodeClan projects!!
- 👎 try to squeeze content into 1 page
- 👎 use bright colours



CV Structure

- **Contact/Links:** email, phone, LinkedIn, GitHub repo, active social media sites or web pages
- **Personal Profile:** highlight strengths, focus, skills, experience, motivation/objective - make the reader capture who you are and make them want to read on - demonstrate your WHY!
- **1st page:** focus on technology / technical education and CodeClan (keep to 2 pages if you can)
- **Projects: WHAT, WHY & HOW:** provide brief or scope / your approach / tools used / result achieved and link to GitHub
- **Employment/Career History:** be SMART (specific, measurable, action-oriented, results/delivery-driven, time-driven) - this helps you be concise but impactful about your experience (what you were good at, your key successes, achievements and ownership)
- **Education/Qualifications/Training**
- **Interests, hobbies, side projects (optional):** keep it brief, honest and consider your self-learning and passion for tech/coding/solutions - shows personality and initiative

Personal Profile Statements

Personal Profile

Let's start, you can use...

Sitting at the top of your CV, your profile is the first thing a recruiter or hiring manager reads (aside from looking for your technical experience) so it needs to hold their attention and encourage them to read on.

Write 2-3 sentences that describe:

- your **WHY** - your motivation, interests, drivers, passions, areas of tech focus
- your aptitude & interest in tech/software development
- convey your personality and your added value
- describe your existing achievements/career or education
- why should the reader continue reading?
- ***this is your elevator pitch about your candidacy for interview!***

A few examples to get you thinking...

Personal Statements

PERSONAL PROFILE

I am a software developer with a passion for learning new techniques and using them to solve problems. I gained an interest in programming during my Masters degree in Computational Physics. After spending three years in retail leadership, learning how to drive standards and coach colleagues, I'm now pursuing my passions by completing an intensive professional software development course.

PERSONAL STATEMENT

BA(Hons) Risk Management graduate with 4 years experience of leading digital transformation projects in the public sector (14 years public sector experience in total). Certified agile project manager (DSDM) and expert in customer centric and Service Design principles.

I've had a lifelong love of technology, my interest in software development has grown steadily over the past 5 years through exposure to different types of software and development methods in my previous job roles. Ultimately working in local government digital transformation projects no longer satisfied my curiosity to build technology that truly met users needs. Now, as a newly trained software developer, I'm excited to combine my past experience with my new skillset to become an effective, enthusiastic and efficient contributor to Scotland's growing tech sector.

PERSONAL STATEMENT

I chose to turn my world on its head.

Why? I had a comfortable job, good pay and working for a great company who practiced their good values.

I chose to step outside my comfort zone because I was too comfortable. I needed a challenge. I had always been in awe of programmers and their skills but was slightly scared of their abilities. The only way to find out whether I could do it was, well, to do it.

And I love it, and I want to get better.

I am a motivated and enthusiastic individual who is focused to be the best programmer I can be.

I genuinely believe in principles - in integrity, honesty, compassion and conscientious workmanship. If we live these values and pay them forward how can we go wrong.

PERSONAL PROFILE

Software Developer with supervisor experience in customer service and target driven roles.

A problem solver who adopts a growth mindset, I am now pursuing a career in development following a long standing passion with technology.

Dedicated to enhancing my new technical skills on a continued path of learning, I'm inspired to use technology towards user focused solutions.



What does the tech industry look for?

SOFT SKILLS & personal descriptors - use your 16 personalities

You might include:

- passions, motivations, what drives you to work in tech
- are you a self-starter? solutions focused? user-focused? data-driven? particularly interest in specific sectors, technologies or products?
- show your initiative, innovative, creativity, analytical approach, growth mindset
- the type of problems or technology or products you enjoy most?
- what type of complex challenges or work do you want to make impact on?
- evidence of your continuous development & learning

Pitch yourself as a valid candidate for the role you're most interested in!



Your CodeClan Project_

DO include your CodeClan Projects

- They demonstrate your practical application and understanding of what you've learned while at CodeClan
- They showcase your technical project abilities as well as soft skills such as teamwork, learning, failure, deadlines, planning, organisation as well as potentially identifying where you fit best in a full stack team.
- Sets you apart and displays your solo, group and pair projects - created from scratch!. It's an impressive achievement in 5 days so consider adding the project timeline and include detail about your app's technical functionalities - **what you've used data / technology to create!**
Think about adding technical real estate to your CV!
- They provide you with strong interview & presentation examples!

Examples of describing your projects...

TECHNICAL EDUCATION

Data Analysis Course, CodeClan, July - October 2019

Undertook a 14 week immersive course at CodeClan in Data Analysis, including analysing real world data sets and presenting business-focussed insights to clients.

Skills Gained

- R
- Data Visualisation
- Python
- Creating dashboards
- SQL
- Presentation and
- Git and Github
- HTML and CSS
- Cleaning datasets
- Statistical inference
- Time series models
- Predictive modelling
- Machine learning
- Text mining

PROFESSIONAL SKILLS

- R programming
- SQL programming
- Statistical analysis
- Problem solving
- Data Analysis
- Statistical modelling
- R Shiny,
- Google Analytics

PERSONAL PROFILE

Professional scientist with 10 years experience working in a commercial biotechnology environment, I have a deep interest in the correlations between sets of data and how to use them to drive business decisions.

Highly organised with passion for statistics and data visualisation, I use my analytical skills and common sense to deliver insightful projects in a creative way to exceed client expectations.

I am committed to a collaborative and positive data-focused team working approach to problem solving.

TECHNICAL EDUCATION

CodeClan, Edinburgh

14-week instructor-led intensive course over 500 hours

- Data visualisation (R Shiny, Power BI)
- Statistical methods and statistical modelling
- Working with data: taking raw datasets, cleaning data, manipulating data and data visualisation.
- Key methodologies for data analysis using R, SQL and Python
- True data analysis and statistical analysis to solve industry problems
- Data security, ethics, governance and GDPR
- Developing best practice to become a data analyst

Projects:

App usage analysis project - using R

This end to end data project involve the analysis of app user behaviour with the aim to find trends in the data which could indicate increase of activity or patterns in user retention.



Showcasing Your Projects _

Technical Education

TRAINEE SOFTWARE DEVELOPER

CodeClan | Glasgow, Scotland | April 2019 - August 2019

CodeClan is an intensive 16-week Professional Software Development course following Agile principles, involving 800+ hours of coding. I completed numerous solo and group projects and developed a fundamental understanding of the following technologies and skills -

- **Languages** - Java, JavaScript, Ruby, SQL, HTML5, CSS3
- **Technologies** - Vue.js, React, MongoDB, PostgreSQL, Express.js, Node.js, Sinatra, Leaflet, Google Charts, Web APIs, Git & GitHub
- **Skills & Principles** - Test Driven Development, Agile Development, Full Stack Web Development, Object Oriented Programming, RESTful APIs, Pair & Mob Programming, UX/UI Design, SOLID Principles

Projects

WORLD QUIZ

Group Project | JavaScript - Vue.js - MongoDB | July 2019

An educational full-stack game, with quizzes on flags, capitals, currencies and continents. Features include -

- A profile to track users' progress using charts and maps
- Fully explorable 3D globe implemented with WebGL Earth
- All questions, answers, and quiz topics are built dynamically from an external API and are not hardcoded

https://github.com/DafyddLlyr/World_Quiz

INTERNATIONAL BEER TRACKER

Solo Project | JavaScript - Vue.js - Leaflet | June 2019

An interactive map to track beers, breweries and worldwide beer trends. Built in a weekend using Vue, Leaflet, Google Charts, Open Beer Database API and the RESTCountries API. Features include -

- Filter data on the map by style, category, country or brewery
- Select a random beer and the map will fly to that location
- Insight and analysis is given when a beer is clicked on, in the form of charts and statistics

https://github.com/DafyddLlyr/International_Beer_Tracker

SPENDING TRACKER

Solo Project | Ruby - Sinatra - SQL | May 2019

A web-app which offers insights into spending to allow users to better control their finances. Features include -

- Dynamic insights into the users' spending patterns
- Add and manage transactions, merchants and categories
- Users can "round up" transactions and add this to a savings pot
- Dashboard view allowing users an overview of their spending

https://github.com/DafyddLlyr/Spending_Tracker



Showcasing Your Projects_

ABOUT ME.....

I'm adventurous and passionate about pushing boundaries and collaborating to find innovative ways of developing software and technology that will have a positive impact on our world and our communities. I am seeking a career in the tech industry because I want to continuously learn and be challenged to step outside my comfort zone every day.

TECHNICAL TRAINING.....

Software Development Course

CodeClan | Jan- Apr 2019, Glasgow

CodeClan is a private SQA accredited digital skills academy. The immersive 16-week course teaches the fundamentals of software development including the essential tools, Agile methodologies and best practices for a developer.

Software Development Projects:

Hill Street Gallery | Individual Project | 5-Days

github.com/eloisecovery/hill_street_gallery

Ruby web application with multiple UIs for admin and public users. Built according to the MVC design pattern, business logic written in Ruby, back-end using a PostgreSQL database, front-end views and controllers in HTML and embedded Ruby parsed into Sinatra web framework, designed with CSS.

City Slicker | Individual Project | 2-Days

github.com/eloisecovery/city_slicker**cityslicker.eloisecovery.nowsh****
Vue.js JavaScript web application using an external API (JSON) and Google Charts to display statistics comparing quality of life data to help users find cities that best match their needs. Vue components integrating JavaScript logic, HTML with embedded Vue.js and CSS.

Explore our Solar System | Group Project | 5-Days

github.com/eloisecovery/solar_system_app

Full-stack Vue.js JavaScript web application. Business logic written in JavaScript, back-end using Express and MongoDB database, front-end Vue components integrating JavaScript logic, HTML with embedded Vue.js and CSS. I built the Space Training quiz feature incorporating Vue dragabble. The quiz manager generates a unique order of planet quizzes and answers for each quiz.

TECHNICAL SKILLS

Object Oriented Programming (OOP)

SOLID principles & the four pillars of OOP

Test Driven Development (TDD)

Unit, System and Integration testing

Ruby web development

RESTful APIs using Sinatra and PostgreSQL

JavaScript full-stack development

Vanilla JavaScript, React, Vue.js, Node.js, Webpack, Express, MongoDB

Java

Object Relational Mapping with Hibernate and Spring Boot Framework

Python

Python3

Version Control & Cloud Deployment

Git, ZEIT Now

Test Suite

MiniTest, Mocha, Chai, Junit, Selenium, Protractor, Cypress

Agile Development

Pair & Mob programming, SCRUM, sprints, daily stand-ups and Kanban

Intro to User Experience Design & BDD

.....SYSTEMS & SOFTWARE

Windows, Mac OS & Linux

Adobe Design & Production Suite

Photoshop, InDesign, Illustrator, Premiere Pro, After Effects

Video Editing

Final Cut Pro

Sound Editing

Reaper, Logic Pro X, Audacity

Profile

Software Developer with a breadth of experience in textile design, education and business. I have always explored how to harness digital media throughout areas of my work and this year I have extended the inquiry further with a leap into software development. It has challenged me to think in new ways about digital content, how we can manage, display and interact with all types of data with innovation and creativity. I am excited about my transition into software development and incorporating my visual and communication skills as much as possible.

CodeClan, Glasgow November 2018 – March 2019

16-Week Professional Software Development Course - SQA Level 8 Accredited

The course is an intensive introduction to software development using Agile methodologies, test-driven development and object oriented programming and involves 800+ hours of instructor led coding, pair and mob programming and up to date best practices to teach the fundamentals of development.

Languages: JavaScript, Java, Ruby, HTML, CSS,

Databases: PostgreSQL, MongoDB

Frameworks: Sinatra, Express, React, Spring

Methodologies: Agile, TDD using MiniTest, Mocha and JUnit, SOLID principles

Approaches: Daily stand ups, solo and group full stack projects, GitHub for sharing codebases and introduction to UX design.

Software Development Projects

Plant Life: Solo project (5 days)

Created a plant shop inventory app using object oriented programming with **Ruby** using an **MVC pattern**. I devised user stories for the app, focusing its use for a small business owner. The user is able to view, edit, create and delete individual plants in stock using **CRUD** functions and **RESTful routes**. The app is backed by **PostgreSQL** database. [View app](#)

Star Wars World: Group project (5 days)

Built a Star Wars app in **Java Script**, using an existing **JSON API** (SWAPI) to populate our app, presenting information on Star Wars and creating multiple choice quizzes using a **MongoDB** database. As product owner I supported the team to manage our workload into sprints using lean methods of Kanban and a Trello board to record our steps. [View app](#)



Showcasing Your Projects

CORE SKILL AREAS

R Programming - Statistical Analysis - Data Science - SQL - Predictive Modeling & Regression - Data Visualization - Aerospace & Medical Device Manufacturing and Operations - Supplier Quality - Lean Manufacturing - Material Resource Planning - Quality Metrics - Root Cause Analysis - Audit Training - AS9100 - ISO 9001/13485 - Financial Forecasting - Risk Analysis - Estimating Methodology

TECHNICAL EXPERIENCE

CodeClan - Edinburgh, UK

Data Analysis Student - July 2019 - October 2019

- R Coding - R Studio
- Data Visualization with R Shiny - dashboards, interactive apps, & widgets
- Predictive/Statistical Modeling & Regression
- Data Wrangling - cleaning, preparing, & manipulating data from multiple sources
- Version control - using Git & Github

PROJECTS

Bioluminescent Plankton Migration - Wilderness Scotland: Analyze migration patterns to predict the best opportunities to view glowing plankton for a sustainable wilderness tourism company

Dashboard Implementation - Topolytics:

Group project - provided a large dataset of waste management data by a local start-up and tasked with finding insights & creating an interactive dashboard to enable data exploration. This enabled real-world data analysis experience cleansing data and searching for correlations, then using these discoveries to visualize the issues.

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Skills Gained

- | | | | |
|------------------|-----------------------|-------------------------|------------------------|
| • R | • Data Visualisation | • Cleaning datasets | • Predictive modelling |
| • Python | • Creating dashboards | • Statistical inference | • Machine learning |
| • SQL | in RShiny | • Presentation and | • Text mining |
| • Git and Github | • HTML and CSS | communication | • Time series models |

Projects

Ethics Presentation - 'Should Facial Recognition Software be Regulated?'

Gave a 15 minute presentation on the ethical challenges surrounding facial recognition technology and the role regulation could play in resolving them. Used RMarkdown and CSS to create a customised slideshow. Demonstrated presentation and storytelling skills, as well as an awareness of current issues in Data Analysis. Received good feedback from instructors as to the high quality of my presentation.

https://github.com/jennywales/ethics_project

Waste Management Dashboard

Asked by client to discover anomalies in dataset of waste management movements in Wales. Cleaned and manipulated dataset using R. Explored the dataset for outliers and unusual patterns. Visualised the data in both graphs and maps, using Leaflet to produce interactive maps. Created an interactive dashboard using RShiny to present the insights found to the client. Client was highly impressed by the insights found and professed interest in taking our work further.

https://github.com/jennywales/waste_project

PROFESSIONAL SKILLS

- R programming
- SQL programming
- Statistical analysis
- Problem solving
- Data Analysis
- Statistical modelling
- R Shiny
- Google Analytics
- Git and Github
- Cross-departmental project management
- Customer management
- KPI set up and monitoring
- Project Management
- Line Management

TECHNICAL EDUCATION

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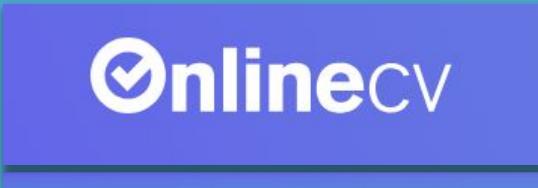
Projects:

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Online CV template builders we recommend and loved by CodeClan students





Cover Letters



Cover letters can be an important component of putting together a strong application and a worthwhile exercise in introducing yourself and improve your chances of securing an interview.



Some Feedback Advice From CodeClan Employer Partners & Advice About Making A Strong Job Application _



- ★ *"The important takeaway with regards CodeClan applications is that the **covering letter and CV** are so important. The cover letter needs to be polished, well formatted and get across their personality. I'm looking for a sense of personality more than ever."*
- ★ *"The CV must be good - but one important thing we notice is that sometimes the embedded links (to external resources like the **GitHub repository or LinkedIn** etc) aren't added correctly and therefore did not work."*
- ★ *"Their GitHub repository is important too. We do check! One applicant said that "**he was constantly working on his personal project**", but when we checked his GitHub account there had been no commits for over two months."*



Cover Letters



**ALL
ABOUT
THEM**

CVs



**ALL
ABOUT
YOU**



Cover Letters to Accompany Your CV _

- Be personal - address it to a specific person if you can (ask the Careers Team or ask Google!)
- Customise it for the company and role you are applying to
- You can focus on the company's product, software, culture/technical culture, business goals, areas of expertise and why they appeal to you
- - how can your experience, background & interests add value to their team?
- Make it compelling - it focuses on them more than it focuses on you
- Research the company; show them some genuine interest
- Match their role requirements with your skills, experience, technical interests (your Why)
- Share unique information not already on your CV
- Make it compelling - it focuses on them more than it focuses on you

In other words, why should they select you for interview?



Next steps

- CV Review 1:1s - review of draft 1 with Lorraine/Fiona
 - (all reviews should be completed by Week 14)
- Speed Networking: Final CVs need to be submitted by Monday of Week 15 to share with attending partners
- Please send CVs to careers.service@codeclan.com

