

Class 2

Professional Branding & Interview Communication

- 01.** Be able to create a strong professional branding
- 02.** Recognize the importance of professional networking
- 03.** Be prepared to communicate effectively during interviews

Two Types of Projects for Technology Talent

External Digitization Projects > Developing technology products for customers
> Driving Revenue by creating new ways to deliver products & services

Internal Digitization Projects > Developing technology products for internal usage
> Reducing cost by increasing productivity & efficiency

Internal and External Digitization

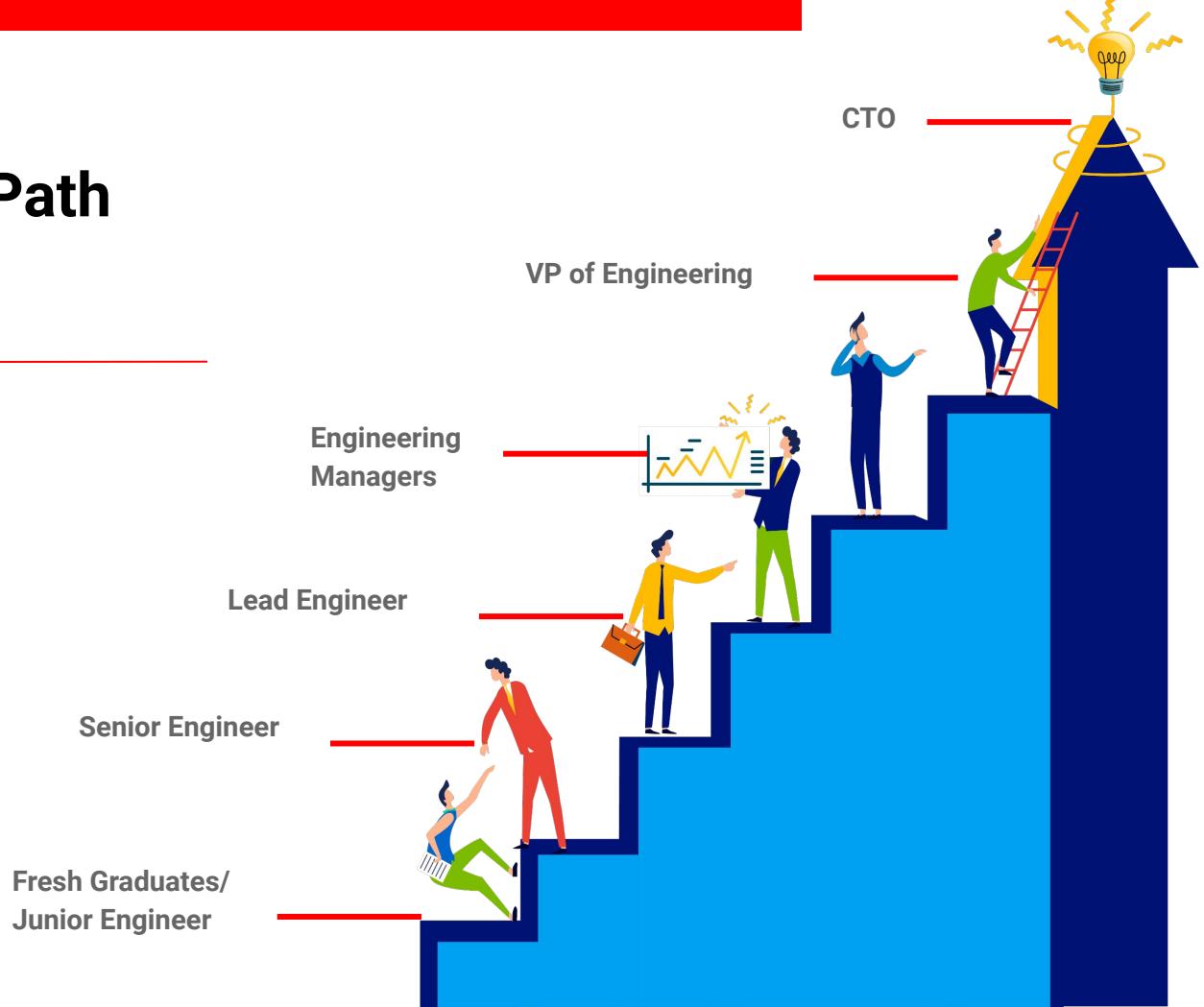
Internal

- ✓ SAP Implementation
- ✓ Online Training Module for Employees
- ✓ Customer Relationship Management Tool
- Mobile App for Leave Permit
- ✓ and Business Travel, Attendance Tracking
- ✓ Cloud System

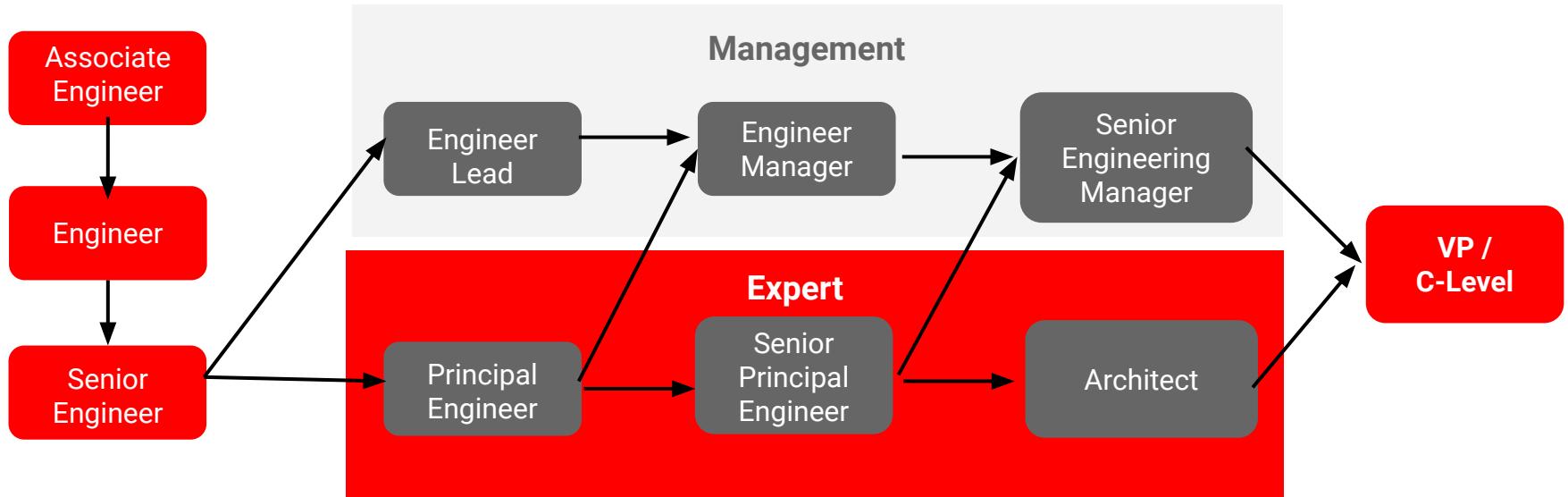
External

- ✓ Customer Help Chatbot
- ✓ Mobile App for Product's Customer Online Order
- ✓ Mobile App for Reservation
- ✓ Mobile App for Customers Loyalty Program
- ✓ Payment Gateway
- And many more

Typical Career Path for Engineers:



2 parallel tracks to advance career for CTO role:



Note: Data presented is based on Kalibrr's internal research from multiple companies in Indonesia. The actual organizational structure may vary across companies.

There are rich opportunities for technology talents like you.

**Identify the problems you wish to solve.
This should be your starting point before
looking for a job.**

Building an Attractive Resume: Intro to the Necessary Mindset

Resume Screening



- ✓ Resume screening is the process of determining whether a candidate is qualified for a role based on their education, experience, and other information captured on their resume
- ✓ It is a prerequisite for matching the job's requirements and the candidates' qualifications
- ✓ The goal of screening resumes is to decide whether to move a candidate forward – usually onto an interview – or to reject them

Resume Screening

Resume screening usually involves a two-step process based on the role's **minimum** and **preferred qualifications**. Both types of qualifications should be related to on-the-job performance and are ideally captured in the job description.

These qualifications can include:



Work experience
(Internship for students/
fresh graduates)



Education



Skills and knowledge

STEP 1

Screening resumes based on minimum qualifications

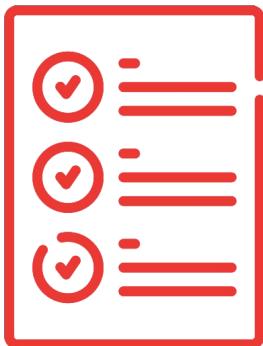


Minimum qualifications are the **mandatory qualifications** that a candidate must meet to be able to do the job. These types of qualifications are often considered knockouts because either the candidate satisfies the bare minimum criteria and can move forward, or they don't, and get screened out of the process.

Candidates that meet the minimum qualifications progress to the second step of screening resumes.

STEP 2

Screening resumes based on preferred qualifications

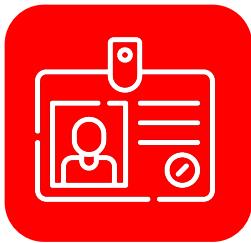


'Preferred qualifications' are characteristics that **would make someone a strong candidate for the job**. A common example of a preferred qualification is whether the candidate has prior relevant industry experience.

These types of qualifications are often called **nice-to-haves** and generally highlight qualitative characteristics rather than minimum qualifications (e.g. evidence of strong communication skills).

Candidates that meet both the minimum and preferred qualifications move onto the shortlisting step of resume screening.

A good resume consists of these aspects at the minimum:



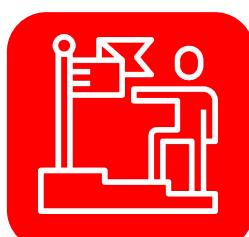
**Identity/
Personal Detail**
(Full name, email,
address, phone number)



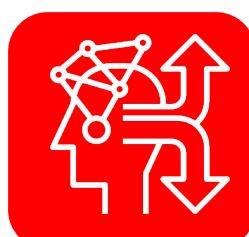
**Professional
Summary**
(Unique strengths and
career vision)



Educational Background
(Use the latest one or the
one that matches with the
job)



Working Experience
(Internship/ voluntary
projects that are relevant to
the job)



Skill & Interest
(Relevant to the job)

NAME
EMAIL@ADDRESS.COM 01602 444843
103 ADDRESS, EXAMPLE CITY, POST CODE

PERSONAL PROFILE

Take this section to briefly describe why you are interested in the role and what makes you the perfect fit. You should link your skills to their job description but don't list them all - you can save this for the work experience section. Ideally you want your personal profile to be 4-5 lines. it shouldn't be over one paragraph.

WORK EXPERIENCE

COMPANY | JOB TITLE

NOVEMBER 2021 - PRESENT

- Include your key achievements in the role and what skills you learnt
- What were your day-to-day tasks?
- Use examples and skills which are relevant to the role you are applying for
- Keep your descriptions brief, you don't want to waffle in your resume
- List your relevant tasks and skills you acquired
- Try to avoid generic phrases. Make it personal to the company and the role for which you are applying

EDUCATION BSC COURSE

NAME I FIRST YEAR AVERAGE: 68%

SEPTEMBER 2016 - PRESENT (UNIVERSITY NAME)

- In this section list the relevant modules you are studying and any grades you have
- You can mention any skills you've learnt from your modules and any achievements you have from your time at university

ADDITIONAL SKILLS AND INTERESTS

- List and briefly describe any interests or passion you have
- It's a great idea to try and include anything relevant to the job role or area which you have achieved or pursued
- Try to include any skills you learnt from this hobby
- If you have any additional qualifications relevant to the job (e.g an excel certificate), then list it

Identity

Summary

Work Experience

Education

Skill & Interest

SHEILA ANGGRAENI

JL. MAJAPAHIT RAYA NO. 16, CILACAP, CENTRAL JAVA
SHEILA.ANGGRAENI@GMAIL.COM 0859 4467 8731

PERSONAL PROFILE

I am a final year Computer Science student at the University of North Sumatra.. I have developed excellent analytical skills through my degree, and I supplement this skill through my competency in various programming languages. My determination and dedication is highlighted by my achievement in hackathons. I am now looking to further develop and use my skills in a year in industry placement, specifically in cloud infrastructure.

WORK EXPERIENCE

THE TECH CENTER| BACK-END ENGINEER INTERN

NOVEMBER 2021 - PRESENT

- Writing server scripts and API's to be utilized by front side engineers and UX designers
- Assisting and curating the structure of server side information.

EDUCATION

BACHELOR OF COMPUTER SCIENCE, UNIVERSITY OF NORTH SUMATRA

SEPTEMBER 2015 - PRESENT

- Data Analysis and Management (95%)
- Software Security (80%)

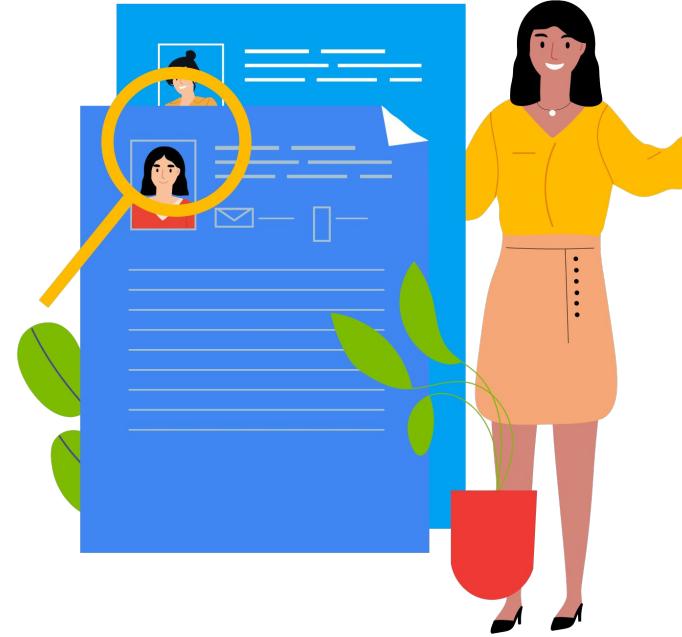
ADDITIONAL SKILLS AND INTERESTS

- Excel in various programming languages including Python, Java, Kotlin
- Winner of Forward Bank Hackathon 2021
- Runner-up of the National Youth Changemakers Program
- President of USU Computer Club, 2020 - 2021
- Trained for 8 years in taekwondo, qualified as a black belt
- Sign Language - basic level of sign language

The entry-level resume

For fresh graduates, despite not having significant full-time work experience, you can still showcase your capabilities by focusing on your **educational achievements** and **voluntary or internship experiences**.

Showcase your **university thesis, certifications and the skills you gained from your internship experience** during your university years, as long as they are **relevant** to the job for which you are applying.



The entry-level resume

Sample of a candidate profile that has been processed at a leading global technology company





FRONT END DEVELOPER

Mobile : [REDACTED]
Address : [REDACTED]

Email : [REDACTED] [In](#)

S U M M A R Y

As a graduate with degree in Computer Science, I have an enthusiasm in technology. I am a well-organized person and always make a plan ahead and strive to make sure that I manage to use my time optimally. To pursue a highly rewarding career, I'm seeking for a job in challenging and healthy work environment where I can utilize my skills and knowledge efficiently for organizational growth.

S K I L L S

• PHP (Laravel Framework)	• Firebase
• JavaScript/TypeScript (Angular Framework)	• JIRA
• Java (Spring Framework)	• MySQL/PostgreSQL
• Ionic Framework	• GIT

E X P E R I E N C E

PT VIVA MEDIA BARU September 2017 - present • Create progressive web apps using Angular Framework	PT AHLIJASA INDONESIA November 2016 - September 2017 • Client application based on iOS and Android used Hybrid Framework • Consume the API Interfaces for booking workflow • Feature that user know the schedule for booking is unavailable • Workflow when user want to reschedule the booking • Push notification in client apps • Driver and client chat workflow and the interface used Firebase Database • Upload and download video from Firebase Storage
PT TOMATECH MOBILE DEV February 2016 - April 2016 • Created basic school data, starting from create API using spring, consume API using angularJS.	
PT UNIVERSAL TEKNO REKSAYA September 2016 - November 2017 • Created Internal web apps using Laravel 4.2 framework.	

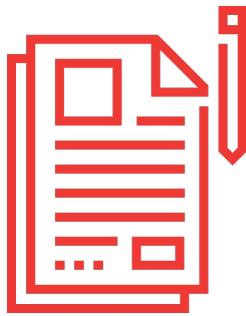
E D U C A T I O N

• 2013 - 2016 Institut Pertanian Bogor
• 2010 - 2013 SMK N 3 Kota Bogor

Preparing a winning resume

Professional Summary

Why a **well written** professional summary written is important:



- ✓ Your professional summary is like a strong handshake
- ✓ Articulating your personal vision, major professional skills and your interests allows recruiters to have a clear understanding of your career narrative and communication abilities
- ✓ Well written summaries leaves a positive impression, and the great ones stand out from other applicants

Professional Summary

Steps to prepare a great professional summary



1. Concise is best

Writing a 200-character summary is more than enough. Anything too lengthy will result in readers skimming through what you have written. Showcase your best self in powerful yet brief sentences.



2. Always use the first person narrative when writing about yourself

Don't introduce or describe yourself in the third person. Using the first person narrative makes it more personalized and approachable.

Professional Summary

Weak example :

I am a hard-working individual who enjoys working. I am excellent at meeting deadlines. I have two years of experience in business, and I would like to contribute to a business with my excellent skills and past work experience.

Why is it weak?

- Avoid vague statements that are not backed by evidence or that are too broad to carry any weight or meaning
- A professional summary needs to be punchy and should outline your personal characteristics as it is related to the role you're seeking
- All sections of a resume should be properly labelled

Professional Summary

Strong example :

Profile

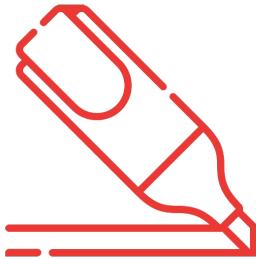
Data Scientist with over a year of internship experience. Well-versed in programming language such as Python & MySQL and analytical tools such as Excel. Able to apply customer service concepts to IT to improve user experience for clients, employees and administration. Looking for a position to develop deep learning with a company that champions creativity and freedom of innovation.

Statement

Professional Summary

3. Highlight your specialties by adding them as keywords

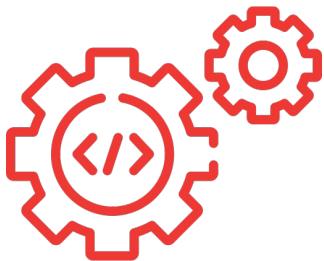
An easy way to optimize your profile is by adding keywords at the bottom of your summary. This will reinforce your skills that are relevant and recruiters will see all you have to offer. Be specific with your skills.



Sample for Android Developer:

I worked as a Senior Developer at a software company. I was responsible for the development and management of an Android Mobile App, leading a team of 4 junior developers. **Using Swift 4**, I developed the registration, login and account management screens and flows against a **RESTful API** that returned a **JSON** payload. The team achieved **80% automated test coverage** using a combination of unit tests and **Appium**.

Professional Summary



Sample for Machine Learning Engineer:

I have as a Machine Learning Engineer at one of the biggest e-commerce companies in Indonesia. I was responsible for the development of an Artificial Intelligence and leading a team of 2 junior engineers. **Using Pandas and Matplotlib**, I analyzed data library by enhancing analytics and modeling for quality visualizations. I also build algorithms based on statistical modelling procedures to maintain scalable machine learning solutions. The team achieved **120% of revenue growth** by using the advanced Artificial Intelligence that I developed.

Sample for Cloud Engineer:

I have **3+ years of experience in IT infrastructure** at a telecommunication company. I was responsible for **cloud management** and **infrastructure design**. I oversaw all systems of customer environment. Furthermore, I assisted the creation of **SLA for all Team Deployment monitoring tools**. Aside of my technical skills, I'd love to interact with people and polish my **communication skills** as I have done so successfully in my career by assisting various existing and potential customers to explain new projects.

Professional Summary

4. Show them what you love

Let your personality shine and showcase your passion for your work. Bring out interesting personal stories and relate it back to your career. Here's a great example of how you may provide a glimpse into your personal life via your professional summary:

I love building new things - taking an idea on a blank whiteboard or an early-stage prototype, and transforming it into something people value. Professionally, I've done this repeatedly at companies big and small; personally, I'm a tinkerer (robots, haunted houses, paper circuits), who's driven to help others realize that they can make anything they want in life.

I've been involved in developing consumer-grade enterprise software and product planning exercises for e-commerce needs.

Key pointers:



- ✓ Open with 'I love ...'
- ✓ Determine what you're passionate about, then fill in the blank: "I love ____ – [what it looks like]"
- ✓ Think about how your passion relates to your personal and professional life, then write it out as: "Professionally, ____; personally, ____."

Professional Summary

Several examples that you may refer to:

Experienced [Job Title] with expertise in all aspects of the cloud client environments, including monitoring, deploying custom scripts, technical support, and troubleshooting.

Highly regarded self-starter with Master's degree in [Area of study]. Offering more than [Number] years' as Front-End Developer in dynamic environments. Looking for a position to develop Android applications with a company that appreciates strong educational background and work experience.

Deadline-focused Machine Learning Engineer with broad skill range including Artificial Intelligence (AI) development, statistics and data modelling.

Experienced [Type] Data Scientist familiar with user support and root cause analysis. Advanced knowledge of [Area] operations and the dedication to see issues through to the end. Pursuing new professional challenges with a growth-oriented company.

Deadline-focused Web Developer with broad skill range including collateral design, web monitoring, and project management.

Personal Details



Weak example :

Curriculum Vitae

Address: Jl. Kelapa Lilin no. 32, Lombok, West Nusa Tenggara, Indonesia
Tel: 0813 4586 9521
Email: coolbeans007@gmail.com
DoB: 27 February 1992
Nationality: Indonesian
Gender: Male
Marital status: Single



Strong example :

Fauzan Aprilio

Jl. Kelapa Lilin no. 32, Lombok, West Nusa Tenggara
Mobile: 0813 4586 9521
Email: fauzan.aprilio@gmail.com

Heading: Full name in large, bold letters and centred on the page (not named Curriculum Vitae or Resume, as it can be understood from the document itself that it is a resume);

Email: Ensure it's professional (e.g. first and last name); No need for 'Address', 'Tel', or 'Email' prefixes (unless it improves presentation);

Address: Should not take up a lot of space, it needs to be better presented;

Others: Nationality, date of birth, gender and marital status are optional information which is best left out unless there is a particular benefit to their inclusion or required by the company.

Educational Background



Weak example :

2005 – 2011 Trisula Elementary School
2011 – 2014 Esa Harapan Junior High School
2014 – 2017 Esa Harapan Senior High School
2017 – 2021 Mulawarman University
2021 – 2022 Data Mining for Big Data Course from Sepuluh Nopember Institute of Technology



Strong example :

Education and Training

2021 – 2022 Data Mining for Big Data Short Course
Sepuluh Nopember Institute of Technology
2017 – 2021 Bachelor of Computer Science
Mulawarman University
GPA 3.6
Graduated with Distinction

Key pointers:

- ✓ Entries need to be in chronological order (i.e. most recent first)
- ✓ Remove irrelevant and outdated educational information
- ✓ Expand on important educational attainment (e.g. GPA)
- ✓ Show grade/qualification achieved;
- ✓ Don't forget: maintain the same structure and format throughout the resume!

Employment and Work History

2019 – Present	IT Support Assistant	ABC Electronics Ltd.
2017 – 2019	IT Admin	PT E-Commerce Solutions
2014 – 2017	IT Assistant	M&M Electric Vehicles
2013 – 2014	IT Junior Associate	Plaza Hotel
2013	IT Junior Associate	Packaging Products
2012 – 2013	IT Junior Associate	BD Group

Key pointers :

- ✓ Basic requirement: name of the company worked in, start and end dates (month/year format), job title and main tasks performed
- ✓ Employment history should show quantifiable achievements that highlight the successes in work
- ✓ Omit irrelevant or outdated work experiences
- ✓ Avoid excessive jargon or technical terms most readers will not understand
- ✓ The presentation of the information (i.e. layout) is equally important as the content



Strong example :

Software Engineer Intern

PT E-Commerce Solutions

Apr 2020 – Apr 2021

As a Front-End Developer intern, my responsibilities and achievements include:

- Developing Scraping and Crawling Program from various of marketplace website using Selenium and API.
- Processing raw data (CSV/XLSX/XML/JSON) into requested format in database (MySQL) using python library such as Pandas and Numpy
- Developing Automated Clustering/Grouping Program for product category using python library such as Scikit-Learn, Tf-Idf Vectorizer, Countvectorizer, KMeans
- Developing Recommender System for search function using Hybrid Algorithm (Content - Based + Gauss Decay Function)

Student Ambassador

Pasundan University

Aug 2018 – Aug 2020

- Promote and influence high-school students to pursue their study at Pasundan University.
- As the student ambassador, I successfully formed partnerships with 15 high schools in Central Java area.
- Worked under supervision of the Marketing Division of Pasundan University.

Skills

Weak example for engineer candidates:

- SKILLS
- Tableau Desktop Basic
 - SQL Server Database Intermediate
 - MySQL Advanced
 - Microsoft Windows Server Intermediate
 - Linux Server Intermediate
 - AJAX Novice
 - JSON Intermediate
 - CSS3 Intermediate
 - SQL Queries Advanced
 - Oracle SQL Basic
 - Windows Server Active Directory Intermediate
 - Linux Intermediate
 - RESTful WebServices Basic
 - Javascript Intermediate
 - Bootstrap Advanced
 - MVC Intermediate
 - Laravel Intermediate
 - PHP Advanced
 - Python Basic
 - Java Basic
 - Data Analyzing Intermediate
 - IT Project Management Novice
 - Business Correspondence Basic
 - jQuery Advanced
 - HTML5 Advanced
 - C# Basic
 - Web Design and Development Intermediate
 - Creative Thinking Advanced
 - Business Process Analysis Novice

Strong example for engineer candidates:

- SKILLS
- Web Development Intermediate
 - PHP Intermediate
 - HTML5 Advanced
 - Java Advanced
 - NodeJS Intermediate
 - jQuery Advanced
 - JavaScript Advanced
 - Android Development Advanced

- **Avoid cluttering the section**
- **Insert skills where you are most advanced and that are most relevant to the job for which you are applying**

Hobbies and Interest

Weak example :

I enjoy skiing, hiking, playing football, bird-watching and hanging out on my spare time.

Strong example (e.g. when applying for a Back-End Developer role) :

Hobbies and Interests

I enjoy reading non-fiction books, solving puzzles, and socialising with friends and family.

Key pointers :

-  Only add this section if able to demonstrate professionally-relevant characteristics
-  Providing hobbies helps to personalize the resume and showcase personality to the readers
-  Avoid disclosing political or religious affiliations
-  Avoid listing too many hobbies

Common Mistakes in Resume Writing



1. Spelling mistakes and poor grammar

Always ensure you ask a trusted individual to review your resume for mistakes. Spell-check doesn't always spot spelling/grammatical errors and it's often unable to detect the misuse of words, such as, 'diary' being mistakenly spelt as 'dairy.'



2. Using clichés

Using terms such as "good communicator;" "can-do-attitude" and "team player" without substantiating them with facts or examples will add very little (if any) value to your resume. Avoid using jargon and highlight specific key skills supported by valid examples to add credibility to your resume.

Common **Mistakes** in Resume Writing



3. Incorrect information

Dates which don't add up, incorrect personal information and/or blatant exaggerations will only discredit you if they are noticed by your recruiter or potential employer. Unintentional mistakes like writing the incorrect phone number or email address can be equally critical, as recruiters will be unable to contact you, so double-check everything.



4. Failure to tailor

Make sure you tailor your resume to each role you apply for. List skills, responsibilities and achievements that are specifically job related. Steer clear of the 'one-size-fits-all' approach and adapt to match specific requirements.

Common **Mistakes** in Resume Writing



5. Too long

Your resume is not supposed to be a novel – if the employer is not convinced after two pages; it's likely they'll not be persuaded in the next four. Keep it concise and remember: less is often more.



6. Too many skills

Highlighting too many skills or claiming to be expert in too many of them especially when lacking significant work experience makes the resume look inflated. Be honest - only write skills that you truly possess, accurately reflect your proficiency in those skills and ensure they are related to the job at hand.

Building Your Digital Presence

Why Go Online?

In the **competitive job market** where you have to compete with hundreds of highly qualified candidates, it is important to pay close attention to your **personal brand**.

In an age where many employers Google their potential hires; beyond creating a strong resume, you must build a strong and attractive online profile. Other reasons why to be online in the right way include:

1. You are more searchable.

Your online presence is akin to an online resume. Recruiters and hiring managers use online platforms to search and know more about you. So, if you don't have a presence online, your name won't surface during searches, such as on Github, LinkedIn, Kaggle, etc.

2. Additional resource for research.

Having an online profile, for instance on LinkedIn, also means that you can use the site to research companies, interviewers, recruiters, and hiring managers, which is helpful before submitting applications and showing up to interviews.

3. Networking.

Professional social networks like LinkedIn or GitHub can help you to network with other professionals and open up more career opportunities.

Understanding the Platforms for Online Branding

Typically, there are two types of platforms that you can use to brand yourselves, which are:

Social Networks

Allow you to **connect and share ideas with other professionals**; and some platforms allow you to share projects and collaborate.

Increasingly, social networking platforms are also integrating their networking functionality with a job search feature.



Job Boards

In addition to social media, hundreds of companies continue to use job boards as an **additional channel to post their open vacancies**.

Creating a profile on a high-demand jobs platform will enable you to **apply to the jobs you want through one channel**. Recruiters will also be able to **find you through the platforms' recommendations engine and by performing a resume search**.



Introduction to LinkedIn



Put simply, LinkedIn is a **social network for professionals**.

Whether you're an employee at a major company, a business owner who runs a small local shop or even a first year college student **looking to explore future career options** - LinkedIn is for anyone interested in new opportunities to **grow their careers** and to **connect with other professionals**.

Job Search

The LinkedIn homepage features a search bar at the top with a red circle highlighting the 'Search' button. Below the search bar is a large circular placeholder for a profile picture. To the right of the placeholder is a sidebar with various metrics: Who's viewed your profile (255), Connections (7,717), Manage your network, Your saved articles (4), Access exclusive tools & insights (Reactivate Premium), Sale Stock Car... (1,248 followers), Page activity (0), and Recent visitors (177).

Features

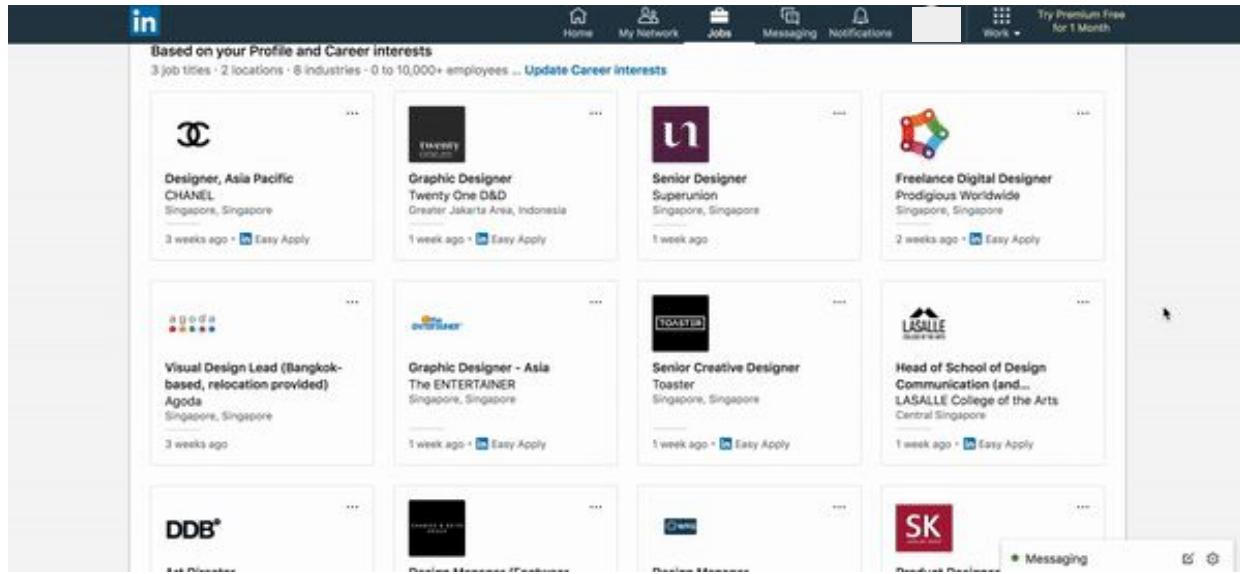
The LinkedIn navigation bar includes Home, My Network (with 1 notification), Jobs, Messaging (with 1 notification), Notifications (with 3 notifications), a user profile placeholder, Work, and Reactivate Premium. A blue box highlights the Home, My Network, Jobs, and Messaging buttons. Below the navigation bar is a feed section with a post from Dadang Hardiputra. To the right is a 'Add to your feed' sidebar listing recommendations for Wisudho Harsanto, Marc Engel, and Daymond John, each with a '+ Follow' button. At the bottom right of the page is a 'Messaging' button with a red circle highlighting it.

Homepage



**Messaging
with Your
Network**

Finding a Job



The screenshot shows a grid of 12 job listings on LinkedIn. Each listing includes the company logo, job title, location, posting date, and an 'Easy Apply' button.

Job Title	Company	Location	Posted	Action
Designer, Asia Pacific	CHANEL	Singapore, Singapore	3 weeks ago	Easy Apply
Graphic Designer	Twenty One D&D	Greater Jakarta Area, Indonesia	1 week ago	Easy Apply
Senior Designer	Superunion	Singapore, Singapore	1 week ago	Easy Apply
Freelance Digital Designer	Prodigious Worldwide	Singapore, Singapore	2 weeks ago	Easy Apply
Visual Design Lead (Bangkok-based, relocation provided)	Agoda	Singapore, Singapore	3 weeks ago	Easy Apply
Graphic Designer - Asia	The ENTERTAINER	Singapore, Singapore	1 week ago	Easy Apply
Senior Creative Designer	Toaster	Singapore, Singapore	1 week ago	Easy Apply
Head of School of Design Communication (and...	LASALLE College of the Arts Central Singapore	Singapore	1 week ago	Easy Apply
DDB®	DAVIDSON & BROWN	Singapore	2 weeks ago	Easy Apply
SK	Paragon Pictures	Singapore	1 week ago	Messaging

Discover your opportunities by using specific keywords, then filter and apply with your LinkedIn profile.

LinkedIn's Main Features

Home: showing recent posts from your connections and company pages you're following

Profile: shows your name, photo, location, occupation, summary, work experience, education

My Network: all the professionals you're currently connected with on LinkedIn

Jobs: All sorts of jobs listings are posted on LinkedIn everyday

Interests: company pages, groups, SlideShare platform for educational purposes

Search bar: find specific professionals, companies, jobs and more

Messaging: create conversation with other professionals, share attachments, photos and your portfolio

Notifications: notification feature that lets you know your account updates

Pending Invitations: other professionals invite you to connect with them on LinkedIn

Creating a GitHub Profile for **IT Talent**



GitHub is a code/open-source repository hosting platform for collaboration and version controls - akin to a cloud for code. It can host folders and any type of files (HTML, CSS, JavaScript, Documents, Data, Images).



Why is it important for programmers or IT talent to have GitHub profiles?

GitHub allows programmers to showcase their work to the public. It is one of the largest coding communities, which provides global exposure to the latest trends and relevant industry knowledge. By being active on Github, it enables you to interact with a vast community of similar professionals and helps your other professionals, peers and potential employers view your projects/work.



1. Profile Picture

drew Nesbitt

andrew

Developer Program Member

Package Management Nerd

@octobox

Somerset, UK

<https://nesbitt.io>

Block report user

Organizations



2. General Information

Overview Repositories 247 Projects 0 Stars 6.1k Followers 2.2k Following 3.1k

Pinned

[octobox/octobox](#)

Untangle your GitHub Notifications

Ruby ★ 3.8k ⚡ 314

[ipfs/package-managers](#)

IPFS Package Managers Task Force

★ 77 ⚡ 9

[24pullrequests/24pullrequests](#)

Giving back to open source for the holidays

Ruby ★ 1.2k ⚡ 441

[splitrb/split](#)

The Rack Based A/B testing framework

Ruby ★ 2.3k ⚡ 332

[librariesio/libraries.io](#)

The Open Source Discovery Service

Ruby ★ 798 ⚡ 156

[Homebrew/homebrew-bundle](#)

Bundler for non-Ruby dependencies from Homebrew, Homebrew Cask and the Mac App Store.

Ruby ★ 2.8k ⚡ 166

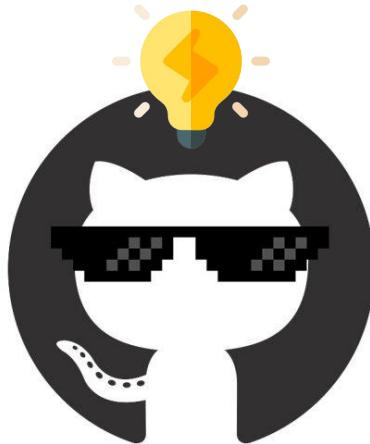
1,091 contributions in the last year



3. Repositories

4. Contribution Calendar

Creating an **Attractive** GitHub Profile



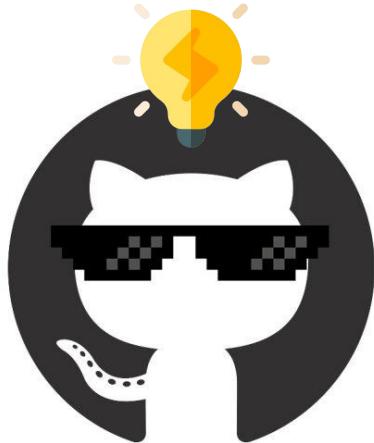
1. Regularly update your GitHub code

When you make small changes to any project/code, ensure you frequently update them on your GitHub. Potential employers often view the recency of your GitHub account to determine how active you are in coding.

2. Write clean, commented, and well-organized code

Make a README that accurately describes the goals of the project and use a well-organised filing system. Proper documentation shows the journey you took to reach your destination and helps peers/team members/employers to better understand the way you think and work.

Creating an **Attractive** GitHub Profile



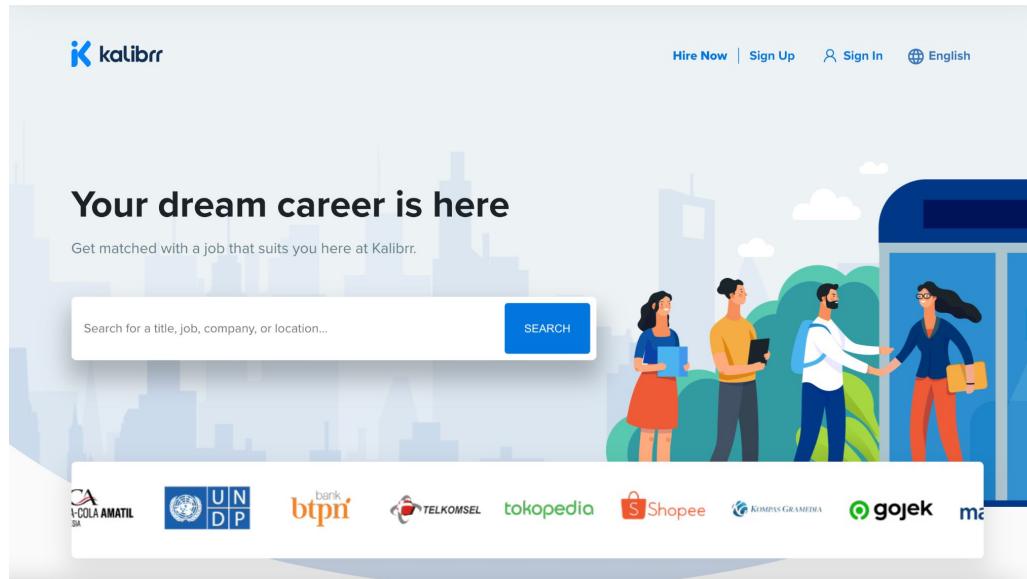
3. Utilize GitHub Pages

GitHub allows you to create a customized profile page, providing full control over the format of how you present your work to others. Creating your own profile offers a glimpse beyond your technical proficiency with greater insight into your personality and character

4. Contribute and create solutions

By participating in other members' projects, offering suggestions and solutions to help them solve their challenges, elevates the value of your GitHub profile. In addition, it hones your problem solving and coding skills, and helps expand your network by forging new connections with other members in the community.

Introduction to Job Platforms



An easier, smarter job-matching process

As a cloud-based platform, Kalibrr assesses applicants and matches them with the right jobs. Candidates can also demonstrate their skills through online cognitive behaviour and technical skills assessment that are available for free.

Kalibrr Profile

The screenshot shows a user's profile page on the Kalibrr platform. The top navigation bar includes the Kalibrr logo, a search bar, and notification icons. The left sidebar contains links for Job Board, Profile, Applications, Messages, Saved Jobs, Recommended Jobs, and Skills Tests. The main content area displays a placeholder profile picture and contact information (location, email, phone). A sidebar on the right provides options like 'Passively looking for jobs', 'Preview profile', 'Download profile', and 'Who viewed my profile?'. The 'Work experience' section details a position at Artmosphere Design from Aug 2017 to Jan 2019, describing the company's mission and services. Below this, a 'Participates in' section lists responsibilities. Language settings are shown at the bottom left, and a support button is at the bottom right.

kalibrr

Search for jobs

Job Board

Profile

Applications

Messages

Saved Jobs

Recommended Jobs

Skills Tests

English

Graphic Designer at Artmosphere Design

Aug 2017 – Jan 2019

Arтmosphere is graphic design company in Jakarta, Indonesia. Turned in by its name, Arтmosphere is made to pervade the mood of an art in multidisciplinary creative communication. The company would provide design solutions for annual reports, company profiles, calendars, packaging and brand identities.

Participates in :

- Brainstorming and research for concepts and ideas
- Explore big ideas and reference
- Responsible in creating design to final artwork

0 views

Passively looking for jobs

Preview profile

Download profile

Who viewed my profile?

Support

Kalibrr Profile

≡ **kalibrr** Search for jobs 

[Job Board](#) [Add work experience](#)

[Profile](#)

[Applications](#)

[Messages](#)

[Saved Jobs](#)

[Recommended Jobs](#)

[Skills Tests](#)

 **Graphic Design**
Universitas Bina Nusantara (Bina Nusantara University)
Bachelor's degree graduate

Safari Ranger board game final project displayed in the annual exhibition of School of Design Binus University "Kultura Kreatifa".

[Add education](#)

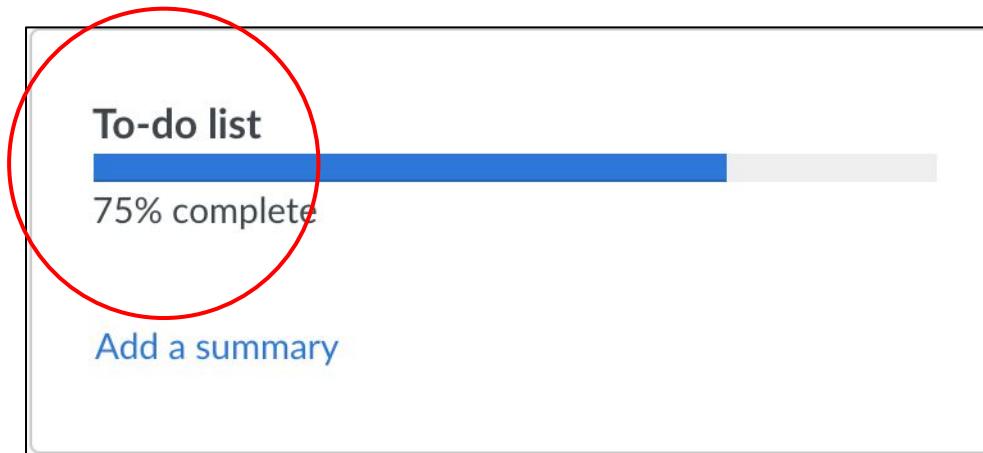
Skills • Adobe Creative Advanced

 English ▾

 **Support**

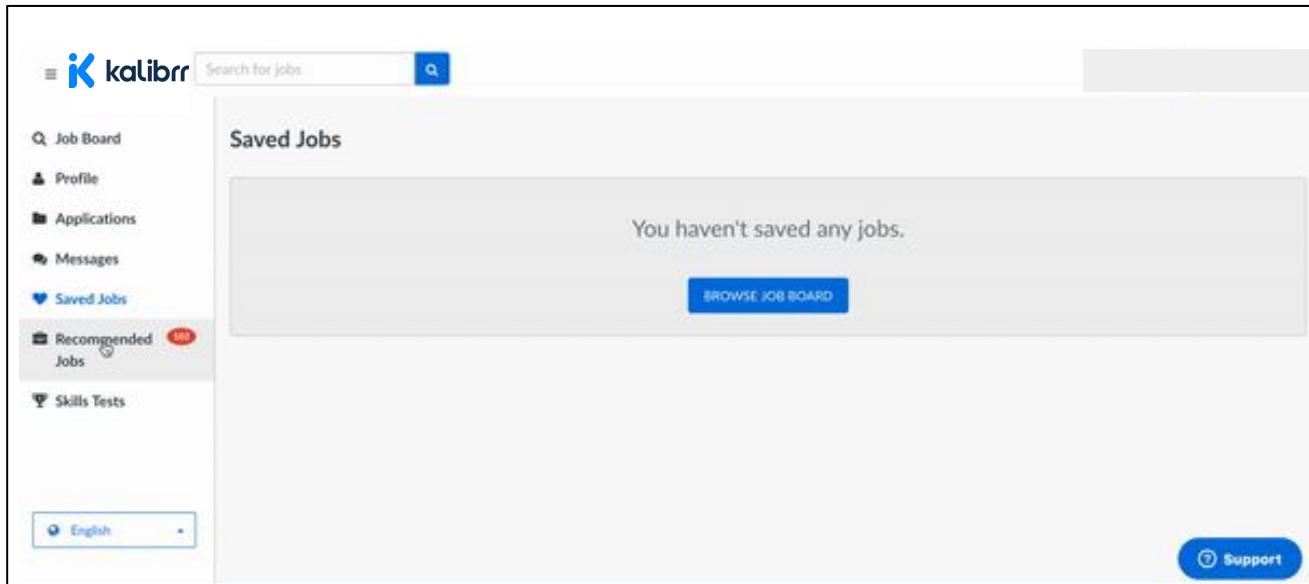
Kalibrr Profile

Candidates may identify their Kalibrr profile **completion rate** to ensure they have provided the complete information required for their profile



Recommended Jobs

Kalibrr's Artificial Intelligence matches candidates with the jobs that are **most suitable to their profiles** based on education, experience, skills etc.



Applying to the Right Job

Common mistakes candidates make is to apply for jobs that are not relevant to their skills and experiences. Kalibrr's smart filters and AI address this problem by ensuring candidates are showcased the most relevant jobs when accessing the platform.

Recommended filters for IT Fresh graduates:

1. **Location** : Choose the city/s where you are willing to work
2. **Job Level** : Fresh Graduates
3. **Job Function** : IT and Software

The screenshot shows the Kalibrr job board interface. On the left is a sidebar with links: Job Board, Profile, Applications, Messages, Saved Jobs, Recommended Jobs, and Skills Tests. The main area has a search bar at the top with placeholder text "Search for a location or job title or company". Below the search bar are several dropdown filters: Location, Job Level, Employment Type, Job Function, Education, Company, Salary, and Responds Fast. A checkbox for "Responds Fast" is unchecked. A modal window titled "Enter a location" is open, showing a list of "TOP LOCATIONS" with checkboxes next to them: South Jakarta, Central Jakarta, Surabaya, Bali, and Indonesia. The main content area displays a list of job results. One result is highlighted: "Software Developer" posted 9 days ago, applying before 28 Feb. It specifies a salary range of 5,000,000.00 - 12,000,000.00 IDR/month. There are "SAVE" and "FEATURED JOB" buttons below the listing. Other job titles visible include "Program Account Officer (PAO) /".

Answering Qualifying Questions

Recruiters often utilize qualifying (customized) questions for candidates to complete as part of their job application. These questions are your opportunity to stand out by **highlighting** your relevant experiences, skills and communication ability.

The screenshot shows a job search interface for an "Event Marketing Consultant" position. The top navigation bar includes a back arrow, the job title, a response rate of 99%, and a "+ ADD CUSTOM STATE" button. Below this, a summary bar displays the following counts: 767 Leads, 6 Applications, 13 Shortlist, 5 For Interview, 0 Offered, 0 Hired, and 397 Archived. The main content area shows a list of 6 results, with the first two applicants listed:

Rank	Applicant Name	Location	Experience	Last Activity	Applied
1	Ainna Chairunnisa	Kota Medan, Sumaters Utara, Indonesia	1 mo · Actively looking for jobs	Online an hour ago	Applied February 15, 2019
2	Boi Lubis	South Tangerang, Banten, Indonesia	3 mos · Actively looking for jobs	Online 3 hours ago	Applied February 15, 2019

Below the results, there are buttons for "EXPORT REPORT" and "PRE-QUALIFIED APPLICANTS (3)". On the right side, there is a "FILTERS" section with checkboxes for Keyword, Job Titles, Job Functions, Years of Work Experience, Educational Attainment, Schools Attended, Year of Graduation, and Skills. A "Support" button is located at the bottom right.

Approaching Hiring Managers through LinkedIn/Kalibrr



There are some candidates that may directly contact hiring managers through LinkedIn or Kalibrr asking to be considered for a job. This practice is not recommended.

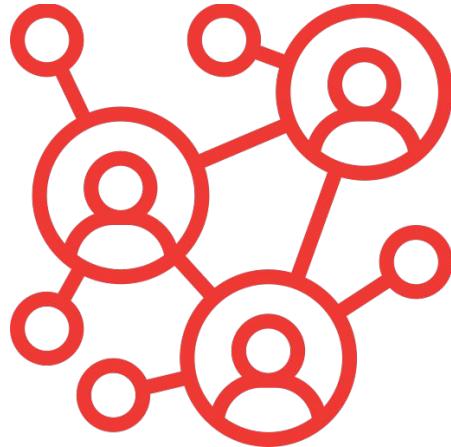
Most companies have recruitment policies that require all candidates to formally apply through their website/ listed jobs in order to be considered for an opportunity. While contacting recruiters directly may help your application to be noticed, generally it is not viewed favorably.

What is the right way to contact recruiters? **We recommend contacting recruiters with the purpose of networking or seeking advice on what is expected in their company.**

Many people, including hiring managers, welcome discussions about career development. Refer to the next section for a guide on how to approach people.

The Importance of Career Networking

Introduction to Networking



Career networking, or professional networking, is all about meeting people.

Networking is not only about **exchanging information**, but also serves as a platform to create long-term relationships with mutual benefits.

A network can start **anywhere** and with **anyone** you met or will meet, be it in person or online.

That means, even if you are just starting out, **you are already part of a network**. The next step is to learn how to **expand, maintain, and use it effectively**.

Value of Networking

In relation to career advancement, networking is an **indispensable activity**. A LinkedIn [report](#) found that 70% of job seekers were hired at a company where they had a connection.

There are various ways a strong network may help advance your career:



1. Help you create an impression

When you present your character, expertise, and competency in a public setting, it creates opportunities to forge connections with new people, who may be able to help you next time you're searching for a career. Increasing your visibility also helps people take notice of your purpose and value.

2. Connect with individuals and find a mentor

One of the best ways to explore an industry, company or position you find interesting is to learn about it firsthand. Networking will provide you with invaluable opportunities to connect with others that may help prepare you for your career goals, opportunities, and the challenges you may face.



Through these connections you may access expert advice, insights and best practices that are relevant to your needs. Be sure to maintain positive relationships with your personal and professional network, as they will largely influence your success in the future. Remember, your network is your *net worth*.

Value of Networking



3. Receive recommendations for job vacancies

“It’s not what you know, it’s who you know.” There are many job vacancies that are not publicly advertised to job seekers, and the applicants are either directly sought out or received via employee referral programs. This is because employers prefer to hire candidates that are referred by a trusted source.

By constantly engaging and expanding your network, you may discover and be recommended for career opportunities that aren’t available to the public.

Preparing Yourself for **Networking**

Rule of thumb: you should be able to make a connection with the other party in 30 seconds or less, so make your introduction as succinct as possible.

Develop your Elevator Pitch by asking yourself about the following questions:



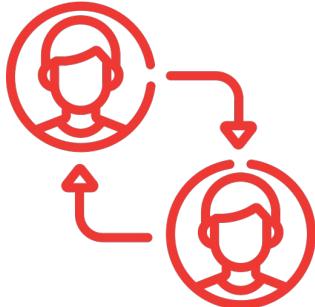
- 1. Who am I?**
- 2. What is my objective?**
- 3. What are my strengths and accomplishments?**
- 4. What is my passion?**
- 5. How to conclude the introduction?**

Preparing Yourself for **Networking**

Get comfortable with the “*Tell me more about yourself*” question and practice answering that verbally or in written format.

Making Contact

Having prepared your elevator pitch, proceed with making the first contact. There are several ways for you to make that first contact, including:



1. Face-to-face meet up in an event (when it becomes possible)
2. Networking letters and emails
3. Online engagement through webinars, conferences, and competitions

Saying the first “hi!” could be difficult for many people, but if you prepare your elevator pitch well, i.e. **you understand who you are and what you are trying to achieve by meeting the other party**, you certainly can overcome that anxiety.

Coming in with a purpose, rather than completely going blind, will help other people to help you. **Remember to act cordial, enthusiastic, and humble to anyone you've met.**

Writing a Networking Letter

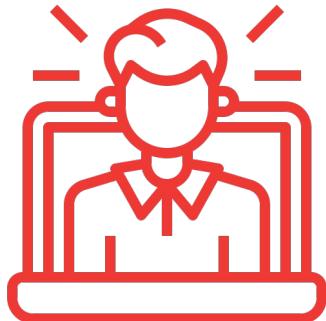
If you find an individual with whom you are interested to network, you may contact them via email or LinkedIn to request to connect with them. In your message, you may ask for their time to meet in person, speak on the phone, or simply seek their response via written reply over LinkedIn/email.

Take note of the following best practices to write a compelling networking request:

- 1. Introduce yourself and express your intention**

The most effective networking letters are those that immediately and clearly express your intention in writing to the recipient, whether asking for career advice, asking for a referral, or expressing your thanks for assistance they provided you. Don't forget to have a clear email subject line.

Ensure to properly introduce yourself, especially if you have never personally met the person. If you can establish a point of connection like a shared contact or place, this will help to engage the reader's interest. Your statement should be simple and straightforward, and avoid exaggeration.



Writing a Networking Letter

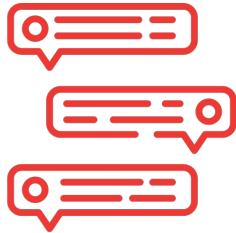
Example 1:

Good day, my name is ... and I attended the conference on ... where you were present as a speaker. I am very interested on the topic that you raised during the session, however, I still have few questions related to your talk. I was hoping to be in touch with you to ask for your further insights and sharing around the topic.

Example 2:

My academic advisor for my thesis, Professor ..., recommended you as the right person to contact regarding the working culture at ABC Company. I am writing to see if you would be willing to meet with me, either in person or by telephone, to discuss your experience at ABC Company and how I may best prepare myself in joining the organization.

Writing a Networking Letter



2. Provide persuasive context

Elaborating on the reason why you are asking the favour of their time and attention allows the contact to know what to expect when they meet you and convince themselves that their time will be well spent.

Example :

As a native Balinese with a passion for computer science, my dream has always been to help my community to improve their standard of living through the application of technology. To this end, I have majored in Computer Science at Udayana University and I'm now ready to begin exploring working opportunities. Based on your progressive and innovative tech infrastructure, I believe I can learn extensively from your company and apply my skills to make an impact in people's lives. I'd highly appreciate it if you would be willing to spare some time to share insights on your company and how I may be able to join your mission.



3. Thank the recipient

Your closing paragraph should express your gratitude for their consideration of your request and let them know how they can reach you.



4. Proofread before you send

Grammatical or spelling errors may distract the reader from your message. You must ensure that your tone and language are professional, as it is a business correspondence.



5. Use a professional email address

While this may seem trivial, many fresh graduates often overlook this point. Your email address and profile are the first things that the contact will see to identify you. Use professional email addresses, ideally comprised of your first and last name.



6. Don't be discouraged if you receive no response

Many professionals today tend to be inundated with emails and they are often reluctant to prioritize networking emails. If you do not receive an initial response, it is perfectly fine to send a follow-up via email, telephone call or LinkedIn message.

You may not always reach your intended person on the first try, however, remember that **persistence and congeniality go a long way**.

Avoid Writing These Letters on Your Next Request



• 12:06 PM

Hi

my name [REDACTED] and now looking for new opportunity in [REDACTED]



• 4:02 PM

Hi

how are you today?

I hope you are fine

Do you have any information about vacancy for me?

Thanks

Powerful Interviews:

Understanding the Hiring Selection Process & How to Prepare

Understanding the Hiring Selection Process

What does the generic recruitment process look like?

Apply - Shortlist - pre assessment - 1st Interview - 2nd Interview - Offer - Hire

What does the recruitment process look like for Software Engineers?

Resume - Coding pre assessment - HR interview (BEI) - User interview (code pairing) - Offering

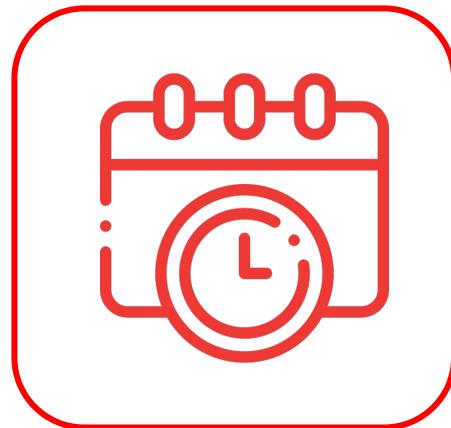
Pre-Assessment



Talk through your design process and some of your decisions.



What would you do differently if you had more time?



What would you do differently if you were under a strict deadline and you couldn't meet the project scope? Which features would you prioritize?

Technical Skills Software Engineer



Classic coding questions include:

- ✓ Write a method that reverses a String using only String API functions
- ✓ Sort an array of integers from least to greatest without any API functions
- ✓ Find the employee with the second-highest salary using SQL

Before you start writing code, always ask questions. Clarify the requirements and write them down. Draw diagrams, process flows, and other documentation to show you fully understand the problem before you start coding. This is the approach a professional will take with real-world problems, so show the hiring managers that you don't cut corners for 'simple' problems. Always look for the quickest solution so you don't lose the interviewers interest, but always discuss the ways you would refactor the solution, such as using fewer loops or renaming variables for clarity.

Powerful Interviews

Powerful Interviews: Behavioural HR Interview

Often interviewers will ask **situational questions** to measure **how effectively candidates can apply their skills** into real-word or hypothetical situations.

The objective is to force candidates **to offer specific examples or draw upon past insight** on how to utilize their job-related skills to solve real-world problems.

The best way to prepare for job interviews is **to anticipate the problems you might need to solve for the role and to practice answering how you would solve them.**

FAQs in an Interview

- ✓ Tell me about yourself ...
- ✓ Tell me about your experience in previous company (for fresh grads, tell me more about your organizational experience) ...
- ✓ What would you consider to be your biggest strength? Your weakness?
- ✓ If you are in a situation where you have to be the decision maker, what would you do?
- ✓ How do you usually work with your teammates?
- ✓ Tell me about how you work under pressure ...
- ✓ Why do you want to join this company?
- ✓ What is your expected salary?

Getting Ready for Situational Questions:

STAR Strategy



Situation

Describe the context within which you performed a job or faced a challenge at work.



Task

Describe your responsibility in that situation.



Action

Describe how you completed the task or endeavored to meet the challenge.



Result

Finally, explain the outcomes or results generated by the taken action.

Sample Interview Scenario

Introduction Question:

Tell me about yourself.

What to look for: This is your opportunity to make a strong first impression. Recruiters aim to gauge how you **present yourself to new people, speak confidently, and can offer value to the company** through your background.

Answer: I'm a fresh graduate from XYZ University, majoring in Computer Science with a 3.4 score on my final GPA. I continuously supplemented my university learning by attending industry seminar, completing internships and participating in competitive programming contests.

Throughout all 4-years of my university degree I attended industry seminars at various organizations, such as Institute A and Institute B. During my final year of university, I secured an internship at Company C where I was assigned to a 4-person engineering team to develop a product recommendation engine from scratch, which was eventually deployed to more than 3-million product users.

I'm also an avid competitive programmer. In 2020, I reached the finals of a machine learning hackathon hosted by Company D. As part of the competition, I was grouped with 2 strangers from product design and management disciplines. Through teamwork, communication and problem solving we created a working algorithm that was commended by the company's senior management.

These combined experiences have created a strong foundational knowledge, practical experiences and the exposure of how to work with others to solve complex technical and business problems.

I'm seeking an opportunity to solve impactful problems and work alongside talented individuals passionate about technology. I believe your company's culture and commitment to creating innovative products is an environment where I may thrive and add value.

Sample Interview Scenario

Hypothetical Profile

Fico is a fresh graduate from a university in Makassar who is currently looking for a job in Machine Learning Engineering. Throughout his university journey, Fico was active in attending workshops about technological trends and skills that are held at his university or third-party organizations. Despite not being active in student organizations, he was selected as a finalist in a hackathon competition during his last year of college and took a 3-month internship program at a local startup company.

Two months after graduation, Fico is invited to an interview for a leading startup in Jakarta, and the following is an example on how Fico answered several questions.

Sample Interview Scenario

Approach the “tell me about yourself” question as an elevator pitch. For this question avoid walking through your resume in detail, as it may evolve into a monologue that would bore your interviewer.

Interviewers want to quickly learn about your character and strengths. As a rule of thumb, introduce yourself in less than 2 minutes. You may not be able to cover all your qualities and experiences, therefore, it is important to practice your introduction to make it effective.

Reference these pointers to emulate Fico answers in the previous slide:

1 Who you are

Introduce who you are and show off your strengths. This introduction is where you provide a glimpse of your defining personality

2 Highlight experiences

Point out any relevant experiences you may have. Don’t assume the interviewers have thoroughly read your resume. Your elevator pitch should highlight a couple of points that may make you stand out

3 State your motivation

End your introduction by telling the interviewers the position you want and why

Sample Interview Scenario

1 I'm a fresh graduate from XYZ University, majoring in Computer Science with a 3.5 score on my final GPA. I continuously supplemented my university learning by attending industry seminar, completing internships and participating in competitive programming contests.

Throughout my university degree, I attended industry seminars at various organizations, such as Institute A and Institute B. During my final year, I secured an internship at Company C where I was assigned to a 4-person engineering team to develop a product recommendation engine from scratch.

2 I'm also an avid competitive programmer. In 2021, I reached the finals of a machine learning hackathon hosted by Company D. As part of the competition, I was grouped with individuals from product design and management disciplines. Through teamwork, communication and problem solving we created a working algorithm that was awarded by the company's senior management.

These combined experiences have created a strong foundational knowledge, practical experiences and the exposure of how to work with others to solve complex technical and business problems.

3 I'm seeking an opportunity to solve impactful problems and work alongside talented individuals passionate about technology. I believe your company's culture and commitment to creating innovative products is an environment where I may thrive and add value.

Sample Interview Scenario

Behavioural Question:

Tell me about your experience dealing with pressure or working under stressful conditions.

What to look for: Recruiters know that nobody is perfect—everyone has been under stress at one point in their life. In this question, recruiters are interested to learn how the candidate responds under pressure and what techniques/ways did they use to manage stressful situations e.g. prioritizing tasks, finding solutions, seeking guidance from mentors/leaders etc.

Answer:

During my internship at XYZ company, I had been assigned project C that was originally scheduled for completion in 30-days, however, my supervisor instructed to have it completed within 20-days. At the time, I was simultaneously working on my thesis and I had organized my schedule around the initial timeline. After further review of the task, I realized it was possible to complete within a shorter time frame, however, it required requesting my supervisor to provide her feedback within 24-hours instead of the initially scheduled 48-hour timeframe. I also adjusted my schedule so that during that 24-hour project feedback period, I could work on my thesis. I successfully completed my project and thesis on time, by prioritizing my tasks, finding solutions and reaching an effective working process with my supervisor.

For this question there is no real right or wrong response, it's ultimately about your ability to share your relevant experience demonstrating how well you managed the situation.

This question reveals:

- How self-motivated are you when the job gets tough, and/or when you do not feel in control?
- How do you step up and unravel the challenges of the project?
- What actions do you take to ensure timelines are met on schedule?

There is a special formula you may utilize when answering behavioral interview questions:

The STAR Method. The STAR format stands for **Situation, Task, Action, Result:**

S

During my internship at XYZ company, I had been assigned project C that was originally scheduled for completion in 30 days, however, my supervisor instructed to have it completed within 20 days.

T

At the time, I was simultaneously working on my thesis and I had organized my schedule around the initial timeline.

A

It required requesting my supervisor to provide her feedback within 24-hours instead of the initially scheduled 48-hour timeframe. I also adjusted my schedule so that during that 24-hour project feedback period, I could work on my thesis.

R

I successfully completed my project and thesis on time, by prioritizing my tasks, finding solutions and reaching an effective working process with my supervisor.

Preparing for Pair Programming Interview

Pair Programming

Pair programming is an agile software development technique in which two programmers work together at one workstation. One, the driver, writes code while the other, the observer or navigator, reviews each line of code as it is typed in. The two programmers switch roles frequently.

Generally, the test aims to understand:

1. How well the candidate **understands and deconstructs the challenge** that was assigned.
2. How well the candidate **thinks through possible solutions**.
3. How well the candidate **communicates and collaborate with the candidate** through the process.

What does pair programming look like in an interview?

- Build out a sample feature on a simple app set up.
- Build out a sample feature on the company's code base.
- Solve a code challenge together.
- Hunt and fix the bug/s presented in a given code base.



Do's in Pair Programming Interview

- **Be prepared.** Check the company's web/mobile applications to better understand their products and the programming language/s they use.
- **Make it seem like a normal pairing day.** Instead of treating it as a technical interview, enter with the mindset that it's just like a pairing "test drive".
- **Communicate effectively with your partner.** Talk to your pairing partner about your approach and the solution you have in mind. This lets them know you communicate your ideas well. Always have an open-mind and don't force your ideas. Staying open to others ideas and feedback shows that you can work well in teams.
- **Focus on solving the problem.** Pay attention to the cues of your partner. Your interviewer will either agree to your approach or let you know if you're doing something wrong.

Do's & Don'ts of Job Interviews



Preparation before interviews

In the interview process, preparation is the name of the game. As aforementioned, companies are seeking for technical and cultural fit. That means the job candidate is **expected to have an understanding of the position, the organization and their own professional skill set or industry.**

Be it **offline or online**, there are steps that you need to prepare for a successful interview.



Know the company and the interviewer

Do your research on the company. Find out **what technologies and frameworks** they use. **What are their 2 or 3 year initiatives? What markets** and domains do they work with? Research gives you not only good talking points and shows your interest in the company, but also helps you pinpoint where your skills align with the job requirements.

While researching the company, **look up your interviewer on LinkedIn**. Knowing a little bit about this individual can help you tailor your answers in a way the interviewer will best understand. For example, an **HR person may not understand technical jargon** whereas a lead software engineer would welcome it. Lastly, **know the interviewer's name** and use it somewhere in the interview. **Remember that you're speaking to another human being**, and using someone's name **shows respect** and **expresses interest** in possibly working with this person.



Prepare answering behavioural questions

Spend some time to practice answering behavioural questions that the interviewers might ask. Entering an interview unprepared could result in a missed opportunity.



Brush-up your skills

Take the time to refresh your knowledge and skill-sets that the company is looking for and even beyond that to be successful in the interview.



Internet stability and device preparation

Ensure that you have a good and stable Internet connection before joining in an online interview, as they can make or break your interview's success. Prepare yourself with a secondary connection by using tethering so that the interview session would run smoothly. Always double check your device, whether it's your microphone or a web camera, as well as your interview software to prevent device failure during an interview.

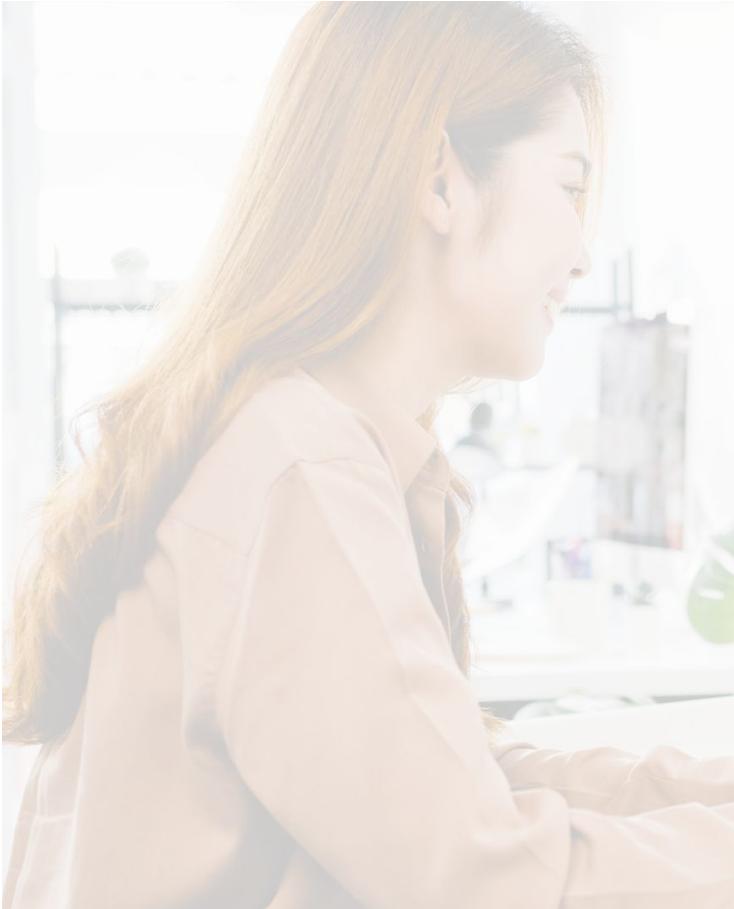


Virtual background preparation

Specific for online interviews, your video background can be another source of impression for the interviewers.

Your virtual background should show a clear or a plain background so the recruiter would not be distracted.

During the Interview





Leave a good first impression

You never get a second chance at a first impression. Remember to exude confidence and present yourself with high levels of **energy and enthusiasm**. While a firm handshake is the norm for offline interviews, **a smile, proper greetings, and looking straight to the camera consistently during online interviews** give a good impression of you and will set you up for a successful interview. In the modern workplace, digital talent will be working closely with stakeholders, other developers, and business teams. Interviewers will place just as much importance on **communication skills** as they will on your technical capabilities.



Understand basic body language cues

During social and professional interactions with other individuals, be it online or offline, **body language can be a window to the soul**. Remember, an online interview is still a professional interview. Just because you're at home **does not mean that you can neglect professional etiquette and gestures**.

Always maintain good posture, avoid distracting behavior, and use hand gestures appropriately. Don't forget to smile! If you can, notice body language cues in your interviewer. For example, you may find your interviewer clear their throat or become impatient during a long-winded answer. If you can dial in on the interviewer's body language cues, you can keep your interviewer engaged, maintain good momentum, or even turn the tide of a poor interview.

Things not to do during job interviews





Don't arrive late

Prepare your time carefully and leave a cushion for unexpected delays. Being late can be a deal breaker and create the impression that you might be an irresponsible individual, especially if the interview is online.



Don't ignore the gatekeepers

When you are invited to interviews at offline venues, even the receptionist or administrative worker may be asked their opinion about the impression you have made. Engage everyone you meet, and make them feel appreciated.



Don't leave your cellphone on

Do not leave your cellphone on during the interview, or glance at it at all. Most of us unconsciously get distracted by messages and alerts coming into our phone, so ensure you stay focused by switching off your phone.



Don't display negative body language

Refrain from leaning back, slouching or displaying disinterest through your posture. Lean slightly forward to engage your interviewer(s) and show an active interest in what they are saying.



Don't speak in a monotone

Modulate your voice to show emphasis and excitement when making a point. Employers look for energetic and engaged employees.



Don't look at your watch or elsewhere

If you monitor the time or looking at other directions beyond the interviewers' eye level in an obvious way, it might be perceived as an indication that you are bored, anxious, or just simply inattentive.



Don't dress too casually

Err on the side of overdressing to demonstrate that you are serious about the opportunity. Being interviewed from your home is not an excuse to wear informal attire.



Don't rush to respond to questions

If you monitor the time or looking at other directions beyond the interviewers' eye level in an obvious way, it might be perceived as an indication that you are bored, anxious, or just simply inattentive.



Don't act nervous or dejected

Don't act nervous or dejected if things aren't going perfectly. Retaining your confidence when you are stumped by a question can demonstrate that you will work well under pressure. Saying confidently that the question is a great one and that you will need to give it further thought to answer it fully is acceptable. Review what to do if you can't answer an interview question, so you don't panic if it happens.



Don't use angry tones

Don't reflect an angry tone in your voice if your interviewer has taken a combative stance. Pressure can be a test of how you will retain your composure under fire. Maintain a civil tone at all times.

What to do after job interviews

Inquiring about a job after an interview takes finesse. You don't want to appear desperate or risk annoying the interviewer, but you do want to demonstrate that you are interested in the job. When your initial follow-up contact doesn't bring immediate results, it's important to exercise patience while waiting to hear back about a job.





Follow-up Emails

If you prefer, send a follow-up email to the interviewer to ask about the position. Follow the timeline the hiring manager gave you. If they didn't give you a timetable, email within 7 to 10-days after the interview. If you don't receive a reply after 7-days, follow up with a call to the employer to inquire about the position.

Conclusion

Key Takeaways

01

Preparing for your career means researching, networking, learning and ensuring you are ready for success

02

Start by defining your goal and purpose, and understand the problem you want to solve in your career

03

Make sure your resume is complete; you should use keywords and relevant experiences to make your application stand out

04

Building a strong network is essential for your career. You'll never know what opportunities you may receive from the people you meet

05

Interviews are about preparation, finding information about the company and practicing your responses

06

Looking for a meaningful career is the first step of your professional journey, do your best, never give up!

It's not about falling in love with the solution, but falling in love with the problem.

If you can, find a job where you're solving a problem you love.



Further Readings

Samples of Bad and Good Resumes

Android Engineer

Good Resume

Experienced Hire



WORK EXPERIENCE

Dec 2017 - present

Maximo Consultant
Talan Infodinamika

- Configuration & Customization of IBM Maximo Enterprise Asset Management.
- Configuration & Customization of IBM Maximo Anywhere mobile app.
- Create manual training for over training purposes.
- Experience in Maximo Anywhere Testing (ST & UAT).

Sep 2017 - Dec 2017

Business Analyst
Aero Systems Indonesia

- Gathered & translated customer's requirements.
- Analyzed & documented process information using visual diagram in the form of business process model(BPMN or Flowchart notation).
- Created Customer Requirements Specification(CRS)/SD & System Requirements Specifications(DRS)/SD.
- Created user interface & screen flow(UD).
- Defined project scope and boundaries.
- Collaborated with development and quality team to developed project/product based on design specification.

Sep 2015 - Sep 2017

Product Support Engineer
Aero Systems Indonesia

- Provided technical support for Garuda Indonesia airline operation, application, crew & schedule management.
- Communicated with customers to identify & resolve problems, complaints, and performance issues for most cases.
- Ensure the 99.9% of A319/A320 products apply.
- Conducted post-flight analysis to identify potential errors or applications.
- Analyzed customer's requirements for customer's change request purposes.
- Collaborated with management team as part of Pre-flight Transition process in ITSM & product support activities.

Mar 2015 - Sep 2015

Business Analyst
Aero Systems Indonesia

- Gathered & translated customer's requirements.
- Analyzed & documented process information using visual diagram in the form of business process model(BPMN or Flowchart notation).
- Created Customer Requirements Specification(CRS)/SD & System Requirements Specifications(DRS)/SD.
- Created user interface & screen flow(UD).
- Defined project scope and boundaries.
- Collaborated with development and quality team to developed project/product based on design specification.

Dec 2013 - Jun 2014

Process Computer
Posco CT&E

- Provided technical support for manufacturing information system in steel manufacturing industry.
- CAx/CAE development for Basic Oxygen Furnace (BOF) and Ladle Furnace(LF) automation system.
- Efficient communication through Steel Making Plant report.

Jul 2011 - Aug 2011

Sharepoint Administrator
Bank Indonesia

- Sharepoint Content Management.

EDUCATION

Jun 2008 - Aug 2013

Informatics Engineering
Institut Teknologi Sepuluh Nopember (Sepuluh Nopember Institute of Technology)

Very Satisfactory

PERSONAL STATEMENT

Currently IBM Maximo Consultant at Talan Infodinamika, the largest local IBM Maximo implementer operated in Indonesia. Had previous experience as Business Analyst, Product Support & IT Operations on major industries including public services, airline, IT and steel manufacturing industries.

Core Competencies :

- Business Analysis, Business Process Analysis, Product Support, IT Operations, Knowledge Management, UI/UX research, IBM Maximo Enterprise Asset Management, IBM Maximo Anywhere.
- Business Analysis
- Knowledge Management
- Linux
- Java
- MS Office
- SQL
- Web Mining
- BPMN
- IT Service Management

SKILLS

www.kallter.com

SKILLS	<ul style="list-style-type: none">• UML Tools• HTML• CSS• Python
SEMINARS AND TRAININGS	
Mar 2014	PLC SCADA Basics Training
	Posco CT&E Indonesia
May 2015	TIBCO BusinessWorks Integration (M-BWI)
	Aero Systems Indonesia
Apr 2016	Red Hat System Administration I (RH124)
	Global Knowledge Indonesia
TEST SCORES	
Jan 2015	TOEIC
	Result: 860
Mar 2012	TOEFL - ITP
	Result: 477
CERTIFICATIONS AND LICENSES	
Apr 2011	Pelatihan Mikrokontroler
	Institut Teknologi Sepuluh Nopember
Apr 2016	Red Hat System Administration I(RH124)
	Global Knowledge Indonesia
Jan 2018	IoT - Maximo Asset Management
	IBM
Oct 2017	Business Analysis Foundations: Business Process Modeling
	Unisilang
Oct 2017	Requirements Elicitation and Analysis
	Unisilang
ASSESSMENT RESULT	
Taken Oct 2017	App Knowledge
	Result: Good
Taken Oct 2017	Organizing
	Result: Good
Taken Oct 2017	Attention to Detail
	Result: Outstanding
Taken Oct 2017	Data Interpretation
	Result: Good
Taken Oct 2017	Logical Reasoning
	Result: Good
Taken Oct 2017	Persuasion Skills
	Result: Good
Taken Oct 2017	Giving Directions
	Result: Satisfactory
Taken Oct 2017	Computer Troubleshooting Fundamentals
	Result: Good

Android Engineer

Good Resume

Fresh Graduates



PROGRAMMER

Skills	Platforms	*Windows *LinuxMint *Kali Linux
Frameworks	Laravel	*Spring Boot *Yii2 *Codeigniter
Databases	MySQL	*MS Access *SqlServer *Postgresql
Languages	C C++ Java PHP Vb.Net	
Tools	Netbeans MS Visual Studio Dev C++ STS CodeBlock Sublime Text	

Social Task

- Member of Education Department FTIE(Fakultas Teknik Informatika dan Elektro)
- Teaching Assistant (Object Oriented Programming)
- Participant of Google Code Jam 2017 (Round 1)
- Participant of Indonesia National Contest 2016 held by BINUS University
- Participant of Gemastik in Section Programming 2017
- Participant of Compfest in Section Programming 2016 held by University of Indonesia.

Achievements/Awards

- Top 50 Kode Indonesia 2017
- 3rd Winner of Artechno Programming Competition 2016 Regional North Sumatera
- 5th Place of Techphoria 2017
- 5th Place of ItobaFest Programming Competition 2017
- 14th Place of Bukalapak Programming Contest Session 5
- Finalist of Ideafuse Programming Competition 2017 held by STMIK – STIE MIKROSKILL
- 1st winner of HIMASTI Programming Competition 2017

Education

Del Institute of Technology
• Information System

2014 –
Present

Web Projects

- Made a few web-based projects, including Teknisi Kita and House Helper websites, using Java and PHP.

References

Available on request

Android Engineer

Bad Resume



BACHELOR DEGREE OF COMPUTER SCIENCE

CONTACT

Duta Wacana Christian University
Information Technology:
2014-2018

EDUCATION

SKILLS

Communication
Negotiation
Presentation
Teamwork
Ms. Office
Web Design
SAP
SPSS

SEMINAR AND TRAINING

- SAP Course 2018
- I Serve Class 2018
- Micro Service Seminar 2018
- Network and System Security Seminar 2015

EXPERIENCE

INTERNSHIP

2017 || IT Support @ PT. Fasa Centra Artajaya

Ensure the computer and application can function normally, backup and secure data, maintain system security, and help company to run event in other city

ORGANIZATIONAL

2014-2017 || IFGF ICare Leader

Manage weekly meeting, lead discussion, care to all members, and motivate members to do good things.

2017 || Coordinator of Sponsorship in Line Robotic Competition

Looking for potential companies, explain the event, and convince companies to join as sponsors.

Cloud Engineer

Good Resume



raissa maringka

WORK EXPERIENCE

Jul 2017 - Aug 2018 Computer and Piano Teacher
Manado Independent School

Jan 2012 - May 2012 **INDUSTRIAL APPRENTICESHIP**
PT Nusantara Compnet Integrator, Sipil, Jakarta

EDUCATION

May 2007 - May 2010 Dharmo Putra Advent Junior High School
GPA: 33.6

May 2010 - May 2013 Tunas Jakampurna Vocational High School, Bekasi
Major in Computer Technology and Networking GPA: 35.6

Jul 2013 - Mar 2017 **Technology Information Technology**
UNIVERSITAS KLABAT
Magna Cum Laude GPA: 3.81

PERSONAL STATEMENT

A recent graduate of Information Technology with IT skills combined with organisational skills and strong communication, who is interested to work in the information technology field.

SKILLS

- Choir Directing • Classroom teaching • Computer knowledge - MS Office (Word, Excel, PowerPoint) • Music sheet encoding converting into instrumental using Finale Software • Performs Classical and Pop Music • Playing musical instruments (piano & violin) • Coaching (voiced) • Driving
- HTML • CSS • JavaScript • CSS3
- Android Studio
- Basic Android Development
- Software Troubleshooting and Networking
- HTML
- C++

AFFILIATIONS

Jul 2013 - Jul 2015 **Pianist and Singer**
The UNKLAB Chor
One of Organization Ministry in my College in Uniklab

Jul 2015 - Jul 2016 **President**
Student Association of Computer Science UNKLAB

Nov 2016 - Mar 2017 **Multimedia**
1000 GURU MANADO

Oct 2015 - present **Conductor and Pianist**
The Remnant Voice

VOLUNTEERISM AND NON-PROFIT WORK

Nov 2016 - Mar 2017 **1000 GURU MANADO**
Teacher Volunteer
We have project every 3 months to visit schools in rural area to encourage the students, supports the materials of the schools and to motivate them.

ASSESSMENT RESULT

Taken Oct 2018 **HTML + CSS (Advanced)**
Result: Needs Improvement

Taken Oct 2018 **App Knowledge**
Result: Outstanding

Taken Oct 2018 **Windows Knowledge**
Result: Satisfactory

Taken Oct 2018 **Typing Speed and Accuracy**
Result: Outstanding

www.kalibr.com

(Circular Placeholder)

Taken Oct 2018 **Attention to Detail**
Result: Outstanding

Taken Oct 2018 **Practical Math**
Result: Outstanding

Taken Oct 2018 **General Computer Knowledge**
Result: Outstanding

Taken Oct 2018 **Logical Reasoning**
Result: Satisfactory

Taken Oct 2018 **Following Instructions (Verbal)**
Result: Outstanding

Taken Oct 2018 **Persuasion Skills**
Result: Good

Taken Oct 2018 **Computer Troubleshooting Fundamentals**
Result: Good

K www.kalibr.com

Page 1 of 2

Page 2 of 2

Cloud Engineer Bad Resume



WORK EXPERIENCE

Jun 2015 - present **cloud engineer**
accavis technologies solutions

EDUCATION

Sep 1996 - Mar 2002 **Electrical Engineering Telecommunication**
Universitas Brawijaya (Brawijaya University)

ASSESSMENT RESULT

Taken Mar 2017 **Organizing**
Result: Outstanding

Machine Learning Good Resume



EMPLOYMENT

Machine Learning Engineer

A Job Thing Sdn Bhd – Yogyakarta, Indonesia (Sep 2018-Present)

Working under its Indonesia office: PT Mau Kerja Indonesia

Key Responsibilities:

- Built data warehouses to serve 3 applications
- Built web scraper with the queue system using BeautifulSoup and Celery
- Optimised existing content search engine using Elasticsearch
- Identified and built content quality reviewer using word-vector
- Identified and built content recommendation model using a hybrid model in 2 products
- Deployed high availability machine learning API
- Built job ads push notification

Key achievements:

- Delivered search results within < 500 milliseconds
- Increased click rate of contents in mobile apps by 30% within 3 months
- Contributed to 3% of total job applications

Teaching Assistant

Faculty of Computer Science, Brawijaya University – Malang, Indonesia (Sep 2014-Feb 2015)

- Compiled teaching materials

- Gave a tutorial on how to make documentation during the software engineering process
- Assessed student performance on lab activity

Web Programmer Intern

PT Optima Intermedia – Malang, Indonesia (Jun 2014- Aug 2014)

Analysed, designed, and developed a content management system for news portal

EDUCATION

National Central University – Taoyuan, Taiwan (Sep 2016-Jul 2018)

Master of Science – 3.88/4.00

Computer Science and Information Engineering

Machine Learning (96/100), Introduction to Data Science (90/100), Data Mining on Biological Data (91/100), Intelligent Surveillance (84/100)

Master thesis: Analysing US company bankruptcy model using Random Forest, Support Vector Machines, KNN, Naive Bayes

Brawijaya University – Malang, Indonesia (Sep 2011-Jul 2015)

Sarjana Komputer (Bachelor degree) – 3.56/4.00

Informatics

Calculus (3.5/4.0), Probabilistic and Statistic (4.0/4.0), Advanced Computational Mathematics (3.5/4.0), Pattern Recognition (4.0/4.0), Artificial Intelligence (3.0/4.0), Data Mining (3.0/4.0), Information Retrieval Systems (4.0/4.0)

TECHNOLOGIES

Programming Languages

Python, Matlab, PHP, C#

Frameworks, Libraries, and Tools

AWS, logstash, ElasticSearch, Redis, NumPy, sci-kit-learn, MySQL, SQLite, spaCy, gensim, celery, beautiful soup, selenium, sghost, dash, Ganiconic, Flask, Nginx, Supervisor, keras, tensorflow

Classification, Regression (Support Vector Regression), Natural Language Processing (word vector, named-entity recognition), Information Retrieval (recommendation system), Web scraping, SQL, Data extraction and transformation, Deep Learning (Multivariate time series classification using MLSTM FCNN)

Machine Learning Bad Resume



DAFTAR RIWAYAT HIDUP <i>Curriculum Vitae</i>				
Data Pribadi / Personal Details				
Nama / Name	:			
Alamat / Address	:			
Kode Post / Postal Code	:			
Nomor Telepon / Phone	:			
Email	:			
Jenis Kelamin / Gender	:			
Tanggal Kelahiran / Date of Birth	:			
Status Marital / Marital Status	:			
Warga Negara / Nationality	:			
Agama / Religion	:			
Riwayat Pendidikan dan Pelatihan <i>Educational and Professional Qualification</i>				
Jenjang Pendidikan <i>Education Information</i>				
Periode	Sekolah/ Universitas	Jurusan	Jenjang	SKHU/IPK
2001 - 2007				22.3
2007 - 2010				33.5
2010 - 2013				47.6
2014 - 2018				3.78
Pendidikan Non Formal / Training – Seminar				
1. Evolve Machine Learners, Machine Learning Course 2. DQLab Data Science Online Learning Platform 3. Workshop Data Preparation with Python 4. Seminar Data Democracy 5. Tokopedia Tech A Break Application of Machine Learning 6. Workshop Data Visualization with Python 7. Workshop Neural Networks for Natural Language Processing 8. Kata.ai Online Meetup What is The Real State of AI Research in Indonesia				

Riwayat Pengalaman Kerja *Summary of Working Experience*

1

Tahun : 2013
Instansi / Perusahaan : PT Induro Internasional
Posisi : Operator Produksi
Job Deskripsi : Chemical Industri

2

Tahun : 2015
Instansi / Perusahaan : PT Visionet Data Internasional
Posisi : Project Administrator
Job Deskripsi : Manage Population EDC, Report, and Billing

Kecakapan Berbahasa *Language Proficiency*

No	Bahasa	Kemampuan			
		Membaca	Menulis	Berbicara	Mendengar
1.	Indonesia	√	√	√	√
2.	Ingris	√	√	√	√

Kemampuan *Skills*

- Supervised Learning (KNN, SVM, Random Forest)
- Boosting (AdaBoost, GradBoost, XGBoost)
- Neural Network (CNN, Transfer Learning, RNN)
- Unsupervised Learning (Clustering, Dimensionality Reduction, Autoencoder)
- Python, R for Data Science
- scikit-learn, PyTorch
- Natural Language Processing (NLP)
- Excel
- Tableau
- MySQL
- Unity3d
- Adobe Illustrator
- Adobe Photoshop

Executive Summary

Have knowledge in Office, Design, Data Science, NLP, and Machine Learning.

Additional Reading on Online Branding

How to Make Your Digital Profiles More Attractive to Recruiters

Be it on LinkedIn, Kalibrr, Github, or other social media platforms, the key to attractive profile is to **provide a complete profile about you and what you have truthfully achieved so far.**

A complete profile doesn't just give recruiters the basic info they need like your major or organizational experience. Use every part of your profile to showcase your skills. Elaborate on your achievements and how they can help you look as a valuable candidate.

Follow these tips to stand out from the crowd.

Effective Online Branding

1. Choose a Professional Photo

Naturally, you want to make a good first impression on anyone who views your profile, and a big part of that lies on the picture you choose. LinkedIn is not Instagram, so you should opt for a professional-looking photo rather than a casual shot, where you can show professionalism and trustworthiness.

Focus the picture on your face and choose the right clothes, background, and lighting, for your profile picture.



Don'ts



Too dark, face is hard to see



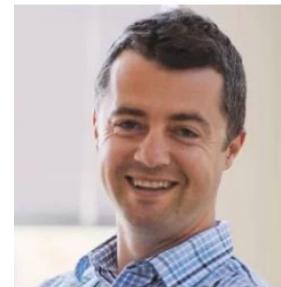
Too much body, workspace is cluttered



Do's



Good lighting, facing the camera



Simple background, framed into the face

Effective Online Branding

2. Write a Strong Professional Summary

Like on Resume, your summary is the first (very short) pitch. Leverage the beginning of your profile to help give a clear impression that you're the person other people want to talk to.

Use concise sentences, don't go beyond 3 paragraphs, avoid jargons, write in the first person (I, me), and use keywords and skills that other people might be interested to know more.

Follow this guide to write your first professional summary

- a. Describe your strengths and qualities, be clear about your expertise, explain what you're passionate about, and talk about the work you do.
- b. Include past accomplishments and projects, elaborating on your preferred working style and your business values.
- c. Show numbers and hard facts. This will help other people gauge your success and show potential recruiters the value of what you can do for them.
- d. Include words and phrases that recruiters might use when looking for candidates who have your skills, e.g. machine learning, cloud development, etc.
- e. Show your passion and relevant interests in your summary. Further, giving a peek into your personal life can help build a stronger sense of social capital as well.

First and foremost, I love writing code. Ever since writing my first program in Python and manipulating it to produce a desired output, I have been obsessed with the idea of using software to solve practical problems. Software engineering is a never-ending puzzle that I am passionately engaged in solving. I believe in the power of programming to transform and improve the lives of people around the world.

For my first professional contract, I was given the opportunity to lead a full UI/UX overhaul of a small start up's website. My second contract involved injecting HTML/CSS/JavaScript on popular merchant websites via a browser extension. This contract quickly turned into a full time offer and I have been happily expanding my role as a software engineer ever since. Today, I am a senior engineer at Sling TV working on the front end of our home site, www.sling.com. Most recently, we have been implementing a micro front end into our customer acquisition flow so that it can be dynamically composed using demographic data and allow for CI/CD deployments to bring features to market faster.

Even when I leave the office, I tend to continue writing code at the house. Most recently I have been working on a website for my band, Collidoscope. I play the piano/synthesizer and I find a beautiful crossover between my software and my music. Both pursuits challenge so many aspects of the intellect: creativity, organization, sequential processing, problem solving. This is what keeps me up at night, a never ending thirst to create beautiful, powerful things and share them with the world.

Skills/Interests: JavaScript, Node, React, Redux, Webpack/Babel, StyledComponents, CSS, HTML, Git, GitLab, SQL, PostgreSQL, TDD, Cucumber, Jasmine, Gerkin, wdio, ingnx, Docker

Source: LinkedIn Profile, James Alan Hatch

Why This Works:

- Elaborates their work history while explaining his purpose.
- Describes a current project to explain their role and value
- Shares his personal story and relates how it contributes to his professionalism
- Uses keyword-rich language (UI.UX, HTML, CSS, etc.)

Effective Online Branding

3. Highlight your life's best work

This section is where you delve deeper into the works you've done that you couldn't explain thoroughly in the summary. **List them down chronologically**, from the most recent to the oldest, and make sure to **elaborate on your responsibilities, achievement, and other notable figures**.

If you don't have any professional track record yet, internship, organizational experience at your university, or even the thesis you did are good substitutes. Make sure to include relevant keywords that describe your field of expertise and help hiring managers to know you better.

Experience

Communication Intern

Central Bank of Indonesia

Aug 2017 – Sep 2017 · 2 mos

L. M.H. Thamrin No. 2 Jakarta Pusat

Intern at Currency Management Department

> Assisted socialization about the authenticity of Rupiah to students at Raimuna Nasional 2017, SMAN 70 Jakarta, and SMK Eka Wijaya Cibinong

> Participated in the making of Rupiah minisite's content to educate society about authenticity of Rupiah See less

Education

Universitas Padjadjaran

Bachelor's degree, Public Relations/Image Management, 3.71

2014 – 2018

Activities and Societies: Komunitas Musik Fikom (KMF), Hima Humas Fikom Unpad



- Publication and Documentation Division of Gogosori Vol. 2 (2014)
- Publication and Documentation Division of A90ustic (2014)
- Head of External Division of FIKOM class of 2014 Inaguration Night Event "FLIGHT" (2014)
- Head of Public Relations Division of Malam Keakrabanan Hubungan Masyarakat 2015
- Public Relations and LO Division Music FestiFile (MFF) 2015
- Sponsorship Division of The I Way Festival 2015
- Media Partner Division of EntrePREneur 2015
- Vice Chairman of Gathering and Charity The 4th Padjadjaran PR Fair 2015
- Research and Development Division of the Public Relations Orientation (PRO) 2016

Effective Online Branding

4. Request Endorsements and Recommendations

What other ways to prove your skills and accomplishments other than having people testify on it? Endorsements are a quick and easy way for your network to help show others where your expertise lies.

Positive recommendations written by previous employers, clients or colleagues can show a hiring manager what kind of individual you are and what your strengths are. Hence, maintaining relationship with your network is of utmost important.

Skills & Endorsements

VoIP · 23

Rowan Moser Group and 22 connections have given endorsements for this skill

Service Delivery · 19



Endorsed by 7 of Ananto Widhi's colleagues at Citi

IT Management · 17



Endorsed by 2 of Ananto Widhi's colleagues at Gojek

Effective Online Branding

5. Review and Update Your Profile

The more complete your online profile is, the better your chances to be found and contacted. Update regularly and be sure to proofread each section. Linking your online profile to your Resume makes it easier for recruiting managers to learn more about you and your qualifications.

Like networking, updating your online branding is a continuous activity. Don't delay doing this until you really need it.

6. Bottom Line: Make Your Profile About How You can Help Others

Your profile should show how your skills and competencies are valuable in solving others' needs. Be consistent with your strongest skills and leverage all profile sections to provide evidence on how you apply those skills.

Linkedin and Job Platform Profile Example 1

Insider.
Monash University
See contact info
500+ connections

Connect **Message** **More...**

Global citizen that believes in disruptive technology to help people for the better good. True believer in education and self-learning as the best investment that you can make. Looking to connect for any awesome project and collaboration

Experience

Insider
2 yrs

- Partner**
Jul 2018 - Present - 8 mos
Shareholder of Insider, holding voting interest for critical business decisions. As a partner, I share Insider's ethos and vision, and actively participate in their long-term mission, helping the company plan and culture.
- Senior Strategic Account Manager**
Mar 2017 - Present - 2 yrs
Greater Jakarta Area, Indonesia
Meet Insider, First Integrated Growth Management Platform (IGMP).
- Inside Growth Management Platform (IGMP)**
IGMP helps digital marketers drive growth across the funnel, from Acquisition to Activation, Retention, and Revenue. Leveraging real-time... See more

Startup Founder
Founder Institute
Aug 2016 - Nov 2016 - 4 mos
Greater Jakarta Area, Indonesia

Education

Monash University
Bachelor of Business Information System, Minor in Financial Information System, High Distinction (16.4/0)
Sep 2013

Awards

- GE Capital Bellamy Award
- GE Capital Excellence Award
- Monash University Academic Society Certificate
- Information Technology International Merit Scholarship

Achievement

- Best project in FIT3134 - IT Based Entrepreneurial Business Model - Carpooling system
- Highest grade in FIT2002 - IT For Business (Semester 2, 2012)
- Highest grade in FIT2002 - Project Management (Semester 2, 2012)
- Highest grade in FIT3196 - IT Governance and Strategy for Business (Semester 2, 2012)

Licenses & Certifications

Google Analytics (IQ) Certification
Issued Mar 2017 - Expired Sep 2018

LinkedIn Profile

EXPERIENCE

CEO, Co-Founder
Exalt Atelier
JUL 2013 - NOV 2016 (1 year 5 months) | JAKARTA, INDONESIA

Co-founded a digital agency providing services on Website Design and Development, Mobile App Development, and Digital Marketing. Exalt Atelier is originally created as a software house so that we can create our own tech startup.

Roles:

- Developed 2 in-house tech startups
Labelo [www.labelo.co.id]
Labelo is a website to help people find complete information, prices, reviews, news, photos, videos of a product easily in one single place.
- **Rekomen** [www.rekomen.id]
Rekomen is a website to help millennials (age 18-35) share and discover product recommendations from friends and influencers with give-back commissions.
 - Top 20 Finalist in Founder's Institute Program
 - Part of Startup Weekend Jakarta 2016 - Viva News
 - Part of Startup Weekend Jakarta 2016 (Startup Weekend)
 - Website is in MVP stage and built using Laravel framework
- Helped over 20 clients to grow their online businesses, improve their social media presence, and increase online conversions. Websites built are using WordPress, WooCommerce, and Laravel. Games built using Unity.
- Led small team of 5 people using Agile methodology project management

EDUCATION

Monash University
Bachelor of Business Information System
FEB 2011 - DEC 2013 | MELBOURNE, AUSTRALIA

Academic Performance

- GPA: 3.56/4.00
- High-Distinction Average
- Minor in Financial Information System

Received Several Academic Awards

- GE Capital Bellamy Award
- GE Capital Excellence Award
- Golden Key International Honour Society

Best Startup Project - FIT3134, IT Based Entrepreneurship

- Won the best project in the unit, ShareTheRides - Car pooling system to solve Jakarta never-ending traffic. Granted shortlist to one of Melbourne's best startup incubator, Angelcubed.

Achieved the top marks (and prizes) for the following subject

- FIT2002, Project Management
- FIT3136, IT Governance & Strategy for Business
- FIT1013, IT for Business

Founder
Founder's Institute
SEP 2016 - NOV 2016 (3 months) | JAKARTA, INDONESIA

Founder Institute is a Silicon Valley based incubator program for startups. I was selected as one of the participants to build a global enduring technology company.

FOUNDER INSTITUTE

Rekomen [www.rekomen.id]
Rekomen is a website to help millennials (age 18-35) share and discover product recommendations from friends and influencers

Resume

Linkedin and Job Platform Profile Example 2



Linkedin Profile

Associate Director at EY
Greater Jakarta Area, Indonesia

Associate Director at EY
May 2016 - Present · 10 mos
Greater Jakarta Area, Indonesia

Founder
REALISTIC
Sep 2016 - Present · 2 yrs 6 mos
Greater Jakarta Area, Indonesia

REALISTIC / Running on Effective-Efficient Analysis Statistic.
We help company to monetized data. Right campaign to the Right customers...
Below the Line Advertising as our marketing distribution channel in retail industries

VP Partner Acquisition and Revenue Assurance
PT. Digital Artha Media
Jan 2016 - May 2016 · 5 mos
Greater Jakarta Area, Indonesia

Mendiri e-cash by DAM CORP is fintech corporation that aimed to empower fintech solution to consumers and businesses for better life.

Education

QCenter, Chicago, Illinois USA
Delivery Sales School
2014 - 2014

Sekolah Tinggi Manajemen PPM
Master (MBA), Marketing Management
1999 - 2000

Sekolah Tinggi Ilmu Ekonomi Keuangan & Perbankan Indonesia (STEKPI)
Bachelor in Economics, Finance & Banking
1993 - 1998

Licenses & Certifications

> Technology Delivery Lead, Kuala Lumpur, Malaysia
Issued Jan 2016 · No Expiration Date

> Delivery Sales School, St.Charles, Chicago, Illinois
Accenture
Issued May 2014 · No Expiration Date

Resume

West Jakarta, DKI Jakarta, Indonesia
+62817119690 · stevenjohn@gmail.com

WORK EXPERIENCE

Vice President, Program and Tech Lazada
Lazada Group is a privately-owned e-commerce company founded by Rocket Internet in 2011. As of 2014, Lazada Group operated sites in Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam and had raised approximately US\$47 million over several investment rounds from its investors such as Tesco, Tengeloh Holdings, Samitive Partners, JPMorgan Chase, Investment ABK Inneva and Rocket Internet. As of April 2014, Alibaba Group became a strategic partner of Lazada Group and has a plan to expand Lazada's expansion plans in Southeast Asia.

As a Vice President of Program and Tech, some of Steven's key work:
- Building and Managing a mid-size tech team including: Developers, BI, Product, PMO, and Corporate IT
- Bringing the best of Alibaba tech solution to Southeast Asia

Product Owner Tokopedia
Tokopedia is one of Indonesia's biggest online marketplace. Launched in 2009, Tokopedia provides a customer-to-customer (C2C) retail by providing a platform for individuals to buy and sell products online and open a shop or store.

As a Product Owner at Tokopedia payment tribe, some of Steven's responsibilities:
- Managing a team of 20+ people including: Developers, UX Designers, Front End Engineers, and QA Testers
- Collaborate with business stakeholders as well as the project team to create and maintain release roadmaps based on projected team velocity
- Setting and maintaining detailed short and long term timelines and managing the project backlog
- Leading the product progress at the end of every sprint to accept or reject completed work

Strategic Planner Garusa Online
Garusa Online is an Indonesian food delivery startup. Steven helped the start-up in scaling and expanding their business into Indonesia's market. Some of his achievements:
- Set up an Indonesian food delivery team. Steven helped the start-up in scaling and expanding their business into Indonesia's market. Some of his achievements:
- Set up operation team and procedure for game distribution on software game - Scale up the software distribution from 1,500+ to 8,500+ active users - Did preliminary research for the new payment business

Business System Lead Coco Cola Amatil
Steven was collaboratively with development and business practitioner in implementing new initiative and process improvement. Some of the projects that he handled are: Supplier Financing, Collaborate with external financial institution to provide financial services between suppliers and Coco Cola. Through this project, Steven helped the company to reduce the cost of capital by 20% and the time to get paid by 40% in return of better cash flow for supplier. AP Automation in order to improve efficiency. He implemented a new way to automate the invoice creation process. This solution will minimize the average invoice processing time with 10x operations. Coco Cola will use OCR (Optical Character Recognition) to read the document and extract the data. Steven also implemented a new system for the payment process that are consumed by management to gauge delivery KPIs such as speed to market and schedule adherence. Helping colleague in building and testing the system to support the payment process. Steven also worked on the back-end system for the payment process. Project Automation Work, collaborated with functional team to deliver SAP PO Automation, which reducing the time spent for the payment process by 20%. Additionally, this automation project produce efficiency and enhances communication between procurement and vendors.

Software Engineer Accenture
Steven was an Accenture as technology consultant and responsible in providing consultancy services for Accenture clients. One of Steven's routines is working closely with clients in defining and implementing new practical solutions that are useful for both operation and management level. Below is his career road map

EDUCATION

Business Information Management
Universitas Binaan Nusantara
GPA: 3.84

SMAK 1 BPK Penabur

PERSONAL STATEMENT

Professional outside, passionate inside. An ex-blue-chip professional who is in love with start-up and disruptive idea in tech industry. Steven spent a mix of Consulting, Business Development, and Product Management roles over the last 6 years.

Additional Reading on Networking

Network Anywhere, Network Now

- Networking opportunities occur **on a daily basis** and can occur during a brief conversation with someone on an elevator to an arranged meeting with a professional or even through online channels.
- You don't have to wait until you almost reach graduation. **The earlier you begin**, the more time you give yourself to connect with people in the industry you are looking to work within. You will have a better chance of talking or meeting with someone that you want to meet when you have been referred by a mutual contact.
- The bottom line is: **each of your contact can lead to new ones**, thus guiding you to more opportunities.

Establishing a Network

Begin by **identifying all the people** that you come in contact with through your activities so far. These can include:

- **University network**

The faculty of your university, especially those who taught in your major, should be a part of professional network.

- **Family members, relatives, and extended family**

Keep your family informed of your career goals. You never know who will be able to help you through these people who have known you throughout your life.

- **Friends, classmates, and alumni network**

Check the class or alumni directory of your university for possible connections. If you were in a club or organizations, ensure that you remain connected to them.

- **Professional associations, communities, and career events e.g. Codepolitan, Kubernetes, Tech in Asia**

Get to know the professional communities in your city. With the ease of technology, a simple online search will land you a couple of association names. Go to their conferences, many of which are free or modestly priced, and introduce yourself to other attendees. Become an active member, for example by serving on a committee. It will also give your colleagues a chance to see you in action.

Career Networking Examples

To better illustrate how strong networking can help your career, read through several examples below:

Relation to You	Field	Connections
Brother	Web Developer	Knows someone who is in need of your service to create a website for their product
Lecturer	Software Engineer	Can act as a referral and provide you a letter of recommendation to the company you are applying to
Fellow Member in Association	Machine Learning	Has a strong professional relationship with the recruitment manager at the company you are interested in

Purpose of Informational Interview

There are two main goals of conducting informational interview, which are:

1. Gathering information

Talking to other people determines whether or not a potential career or company is a good match for your skills and interests. This is the best way to get a realistic picture of the profession, industry or company. They can describe to you the particular culture of their organization, the type of jobs within it, typical career paths of employees and provide a clear description of their own career. These insiders can also serve as key contacts in your future job search.

2. Developing long term relationships

Merely conducting a fifteen minute conversation will not reap results. Making a lasting impression by sending thank you notes, maintaining contact, and following up are the keys to maintaining a network with the individuals with whom you conduct informational interviews. The more you build your network and nurture it, the more paths will open up for you.

Preparing Yourself for Networking

After understanding the importance of building a solid network from early on, you need to put networking into action. In preparation to making that first contact, be it offline or online, the first step everyone needs to master is to know how to introduce yourselves.

Rule of thumb: **you should be able to make a connection with the other party in 30 seconds or less**, so make your introduction as succinct as possible.

Develop your Elevator Pitch by asking yourself about the following basic questions:

1 Who am I?

Example: "Hello, my name is ... I am a final year student at the University of ..., my major is ... I am interested in ..."

2 What is my objective?

Example: "I am interested in building on my competency and interest in by joining an internship in a socially impactful company."

3 What are my strengths and accomplishments?

Example: "My education at ... taught me to think critically and improve my understanding in the field of data science and analysis. I have applied those skills in my involvement within the [organization] as we work to help the campus community by creating a virtual personal assistants."

Preparing Yourself for Networking

4

What is my passion?

Example: "I want to make an impact to other people through the product that I've created."

Or: "I believe being a part of the machine learning troop in this company will allow me to understand human needs and desires in a more comprehensive way, and I will be able to create a life that is more comfortable and preferable than before."

5

How to conclude the introduction?

Example: "I am interested in bringing my ideas into reality through internship opportunities. Do you happen to know any open opportunities?"

Or: "Could you tell me about some of the trends pertaining to machine learning that I need to learn?"

Remember to personalize your pitch for the situation and to whom you are speaking.

Get yourself comfortable with the "*Tell me more about yourself*" question and practice answering that verbally or in written format using the questions listed in this module.

Informational Interview

Once you have landed that meeting and introduced yourselves, let the conversation flow naturally with the other party. One method that you can apply to keep the conversation going is by treating it as an interview.

Informational interviewing provides a means to learn about a specific industry firsthand from individuals that have worked in the field. It is the process of conducting exploratory informational conversations with persons who can provide you with career advice and introduce you to others who can assist you with your goals.

Most people like to provide information to those entering into the field and enjoy talking about their own work, so don't feel intimidated when asking questions.

The key to a successful interview is to be enthusiastic and prepared. If you have made a positive impression, and a position opens up in the future, you may be in line for a job interview.

Informational Interview Questions

Generally, your questions can be classified around **three major categories**: career preparation, the content and responsibilities of the person's job, and trends in the industry and profession. For starters, try these questions. You can venture to other questions, but make sure that you adjust your questions carefully depending on who you are talking to and your target career field.

1. What are your main responsibilities as a ...?
2. What is a typical day (or week) like for you?
3. What do you like most about your work? What do you like least?
4. What current issues and trends should I know about?
5. What are some common career paths in this field?
6. What kind of accomplishments tend to be valued and rewarded in this career path?
7. How do most people get into this field?
8. What is the profile of the person most recently hired at my level?
9. What skills are most valued in this profession/industry?
10. I've heard that the salary range for my level is around ... Does this fit with what you've seen?
11. What advice would you give someone who is considering this type of job?
12. Can you suggest anyone else I could contact for additional information?

Networking Etiquettes: Tips to Maximize Your Network

1. Do it now

A lot of people neglect to build their networks until they're desperate, such as when they have lost their job or they're looking for a career change. When it comes to networking, it pays to be proactive. Since you never know when you might need it, it makes sense to have an active career network, even if you don't need it today.

2. Do your research

Going to events, conferences, and meetings doesn't just mean being present. If you know certain people who are attending or speaking at an event whom you know you'll be interested in meeting, then you should do research on them ahead of time. When you do your homework, you can skip the small talk and get right into the meaningful conversation you're looking for in the first place.

Networking Etiquettes: Tips to Maximize Your Network

3. Create a strong impression

In addition to coming prepared with questions for other people, prepare to answer the questions they'll ask you. Practice your elevator pitch, as well as answering questions about your career goals. Keep a copy of your resume with you just in case a networking encounter leads to deeper possibilities.

4. Don't let shyness stand in your way

Regardless of your being introverted or extroverted, meeting new people is indeed nerve-wrecking. But having the confidence to approach people and join in on conversations has a lot to do with simply being prepared. Approach every event you attend with a game plan, starting with knowing who you want to talk with and why. Then, challenge yourself to connect with each of them. People really are willing to talk to you, especially if you're the first one to say hello.

Networking Etiquettes: Tips to Maximize Your Network

5. Let exploring for advice and information be your focus

Many people use networking as an opportunity to hard-sell themselves. You should be using networking to make new connections and leave great impressions on those contacts. Stealing the spotlight to talk about all the amazing things you've done is not how you connect with someone -- save that for your job interview.

6. Keep up with your personal brand

Don't think that networking will stop when the conversation ends. It's inevitable that your new connections will look you up online to know who you really are. They might check your social media profiles, or even Google you. And when they do, you'll want to have an active, interesting, and thoughtful online presence for them to browse.

That's why, in addition to regularly seeking out new connections, it's also important that you continuously develop your personal brand online.

Networking Etiquettes: Tips to Maximize Your Network

7. Send thank-you notes

After a networking session ends, remember to ask for their contact information. This way you can show your appreciation by sending thank-you notes as a follow up to informational interviews and career fairs. Doing so not only shows your courtesy but will also create a favorable impression for the employer and may lead to future opportunities.

8. Keep your network alive

Networking is an ongoing process that will take time and nurturing. This means keeping in touch with established contacts, constantly reaching out to new ones, and becomes an integral part in your career success.

Networking Etiquettes: Tips to Maximize Your Network

9. Quality over quantity

How valuable your contacts are is more important than the number of connections you have. The right connections can help you get inside information on a company, refer you for a job, or provide career advice. Even if you have known a lot of people, at the end of the day the depth of relationship and trust between you are the ones that matter.

10. Don't be afraid to ask for help

Networking is not a place for you to ask people to get you a job. However, do ask them for possible leads, other people they know that you might add to your network, and any advice or other information you seek.

Thank-You Email Sample

Even if the time spent networking with someone does not result in a job, you should still share your thanks for that person's time.

Generally, a thank-you letter can be broken down into 3 components:

1. Reminder of the meeting (date, place, the advice)
2. An explanation/evidence of how their help has made an improvement on your mindset/career
3. Promise to provide update some time in the future.

Example:

Dear Mr/Ms/...,

Thank you for spending time with me last Thursday to discuss your career and the field of data science.

I was extremely appreciative of the experience you've shared on how to land a job in this field. Your description of your duties helped to clarify the distinction between the many fields of IT and each role expectations. I also appreciated your tips on entering into this field, and will plan to follow up immediately with the contact names you shared with me.

Once again, thank you for your assistance. I thoroughly enjoyed our visit, and will keep you posted on my progress.

Sincerely, ...



Networking Offline or Online?

With ease of technology, many people have opted to rely on LinkedIn or other social networking platforms to find and engage with other professionals to build their networks. While this can save time and energy, a balance between face-to-face networking and its digital equivalents is the most effective strategy.

If you want to be successful in building a strong network of connections, you need to open yourself to as many opportunities as possible, and that means utilizing every strategy you can.

Here's why offline networking remains important when it becomes available again:

1. Personal interaction is easier to manage than online interaction

Nonverbal communication, including body language and tonal inflections, can clue you in to a person's intentions and feelings, and you won't be able to find it in a digital realm.

2. Not everyone uses LinkedIn

3. People remember faces, sounds, and other physical impressions more than walls of texts

Additional Reading on Hiring Process

Understanding How to Prepare for the Process

- How to prepare for **Application** stage?

Ensuring Resume is strong, **researching** companies that are solving problems/vision/mission aligned with yours, carefully reading job posts to ensure you meet requirements, then applying for job by completing the whole application including any questions/online assessments you need to answer.

Beyond that, **network**. Find people you know that work in your target company, ask to meet, ask for introductions. If you don't know anyone, find out if the company has any events/meetups - attend them, ask questions and express your interest in working there.

Understanding How to Prepare for the Process

- How to prepare for **Interviews** stage?

Whether it's phone interviews or in-person interviews, the best way you can prepare is **researching** as much as you can about the industry, the competition, the company (what makes them unique), the products/services, the division you will be entering, the leaders/people in the division, the role you are being interviewed for - and how to succeed in your role.

Beyond that, network. Talk to friends, mentors, acquaintances that can provide you with insight into what will be expected of you during that specific interview process.



Understanding How to Prepare for the Process



- How to prepare for **Offering stage?**



Once you successfully pass the interviews and you are presented with an offer, it is important to know how to respond. As always, **research** what are the market rates for professionals with experience and expertise as yourself. Don't limit your research to salary survey guides (they aren't always appropriate), but talk to other people in your cohort. One good place to explore online are job platforms where salaries are published. On Kalibrr for instance, some clients publish salaries so you can begin to gauge what to expect for similar roles.

Beyond market rates, it's important to know what's important to you. Always prioritize what you can learn, the value you can add, and your passion for the problem you are solving versus simply picking the job that pays most. If you are working in a role where you are learning, adding value and solving a problem you care about you will be successful.

When you are successful in your role - money will come.

Understanding How to Prepare for the Process

- How to prepare for **Hiring stage:**



Once you are hired, what can you do?

Prepare yourself to succeed. Find out what will be your greatest priorities when you start the role, whether it's **learning** new platform/coding language/design methodology/project management process or **working** on specific project - if you can start before you enter. By giving yourself a head start, you will be able to move faster, learn faster, deliver value and create impact at a greater rate than your peers. You will stand out.

Remember, getting Hired is first goal. Passing Probation Period (usually 3-months) is second goal. Continually being trusted with greater responsibilities to positively impact the organization being the endless goal.

Thank You

