

## **Class 2**

# **Professional Branding & Interview Communication**

# Ground Rules

Observe the following rules to ensure a supportive, inclusive, and engaging classes



Give full attention  
in class



Mute your microphone  
when you're not talking



Keep your  
camera on



Turn on the CC Feature  
on Meet



Use raise hand or chat  
to ask questions



Make this room a safe place  
to learn and share

# Learning Objectives

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

**Building an Attractive Resume:**

# **Intro to the Necessary Mindset**

# Resume Screening : **A Two-Step Process**

## STEP 1



Minimum qualifications  
**Mandatory qualifications,  
the 'must-haves'.**

## STEP 2



Preferred qualifications  
**Desirable, not compulsory but makes  
you a stronger candidate**

# A good resume consists of these aspects at the minimum:



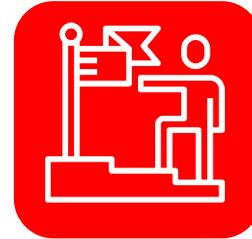
Identity/  
Personal  
Detail



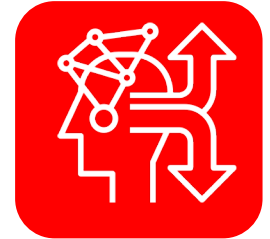
Professional  
Summary



Educational  
Background



Working  
Experience



Skills & Interest

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 | 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

# Preparing a winning resume





## Professional Summary

Benefits of a **well-written** professional summary:

- ✓ Professional summary is **like a strong handshake**.
- ✓ Allows recruiters to **understand your career narrative**.
- ✓ It leaves a positive impression and **make you stand out**.

# Professional **Summary**

Steps to prepare a great professional summary:



**1. Concise is best**



**2. Use first person narrative when writing about yourself**

# Professional **Summary**



## 3. Highlight your specialties by adding them as keywords

I am well-versed with data processing, scraping and analytics. I have strong command in various programming languages such as **Python** and **MySQL** along with analytical tools such as **BigML** and **Tableau**. 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

### Key pointers:

- ✓ Open with “I love ...”
- ✓ Determine what you’re passionate about:  
“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, \_\_\_\_.”

# Educational Background

## Sample A

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

## Sample B

### 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

**Which one is acceptable? Why?**

# Employment and Work History

What do you write if you don't have a  
“professional” experience?

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# Skills

**Weak  
example for  
software  
engineer  
candidates:**

**Strong  
example for  
software  
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

## 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



## Tips on Resume Writing

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It's fine to use resume templates as a reference. However, ensure you only use them as a guideline, **i.e. not copying them word for word.**

Most importantly, think about your **career purpose**. Find the problems you want to solve, **and tailor your resume based on the job you are applying for.**



# Class Exercise

Duration: 10 minutes

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Develop your own **professional summary** using the guides taught previously.

## **Final Tips: Why Go Online?**

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**Job market is highly competitive.**

In an age where many employers 'google' their potential hires, you must build a strong and attractive online profile. How can it help you?

**You become more searchable.**

**Additional resource for research.**

**Networking.**

# The Platforms for **Online Branding**

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## Social Networks

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



## Job Boards

Hundreds of companies use job boards as a **channel to announce their job openings**.



# The Importance of Career Networking



# Making **Contact**

There are several ways for you to make that first contact:

1. **Face-to-face meet up in an event (if possible)**
2. **Networking letters and emails**
3. **Online engagement through various platforms**

Saying the first “hi!” could be difficult for many people, but **if you prepare well**, you certainly can overcome that anxiety.

**Coming in with a purpose**, rather than completely going blind, will help other people to help you.

# Preparing Yourself for **Networking**

Rule of thumb:

You should be able to make a connection with the other party in **30 seconds or less.**

## **Develop your Elevator Pitch:**

- 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?

# Class Exercise

Duration: 10 minutes



## Create your own elevator pitch and share it to your peers!

Share it to the class after you've finished.

For those listening, identify the speaker's objectives and what's meaningful for them.

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# Preparing Yourself **for Networking**

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





**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

## Discussion

**“Tell me about yourself.”**



# Sample Interview Scenario

Make sure to answer:

- 1 Who you are
- 2 Highlight experiences
- 3 State your motivation



# Getting Ready for **Situational Questions:**

## STAR Strategy



Source: Guardian Jobs, [link](#).

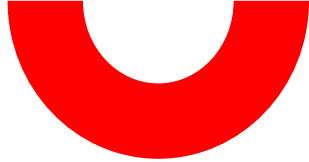



## Exercise: Interview Scenario

Duration: 10 minutes

### Behavioural Question:

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



For situational questions, it's ultimately about your ability to share your relevant experience that demonstrates how well you managed the situation using the hard and soft skills necessary to address the issue.

# Do's & Don'ts of Online Interviews





**Internet stability and  
device preparation**



**Be mindful of  
your behaviour**



**Don't leave your  
cellphone on**



**Virtual background  
preparation**



**Don't be late!**



**Don't dress too  
casually**

# Conclusion

# Key Takeaways

01.

Preparing for your career means researching, networking, learning.

02.

Start by defining your goal and purpose.

03.

Make sure your resume is complete.

04

Building a strong network is essential for your career.

05.

Interviews are about preparation.

06.

Never give up.

# Quiz

# Pop-Up Quiz!

Duration: 10 minutes

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**Let's check your understanding of this module!**

Please go to the provided quiz link to answer 10 questions related to the material you've just listened to.

The link will be shared in the Chat Box.

# Assignment

# Assignment

1. To ensure your understanding of the module, please complete the assigned multiple choice questions and essay.
2. You will pass the assignments if you satisfy the following criteria:
  - a. Demonstrate the right application of the knowledge provided in the module in completing the assignments
  - b. Answers should be logically sound, valid, and relevant to the topics at hand
  - c. Please consult the Bangkit 2022 Soft Skills Module Assessment Rubric for more detail.
3. Submit your answer by **March 28th, 2022**. Late or failure to submit will affect your final result in Bangkit Program.



## Assignment Create **your own professional summary.**

Follow the guidelines provided in the module.

Remember the key point on creating your professional summary: Articulating your personal vision, major professional skills and your interests allows recruiters to have a clear understanding of your career narrative and communication abilities.

After you have completed the task, please complete your Summary on the provided submission link.



# Thank You