CoGrammar

Personal Brand and Job Search

SKILLS FOR LIFE
SKILLS BOOTCAMPS

Department for Education

Data Science Lecture Housekeeping

- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly. **(FBV: Mutual Respect.)**
- No question is daft or silly - **ask them!**
- There are **Q&A sessions** midway and at the end of the session, should you wish to ask any follow-up questions. Moderators are going to be answering questions as the session progresses as well.
- If you have any questions outside of this lecture, or that are not answered during this lecture, please do submit these for upcoming Open Classes. You can submit these questions here: **Open Class Questions**

Data Science Lecture Housekeeping cont.

- For all **non-academic questions**, please submit a query: **www.hyperiondev.com/support**
- Report a **safeguarding** incident: **www.hyperiondev.com/safeguardreporting**
- We would love your **feedback** on lectures: **Feedback on Lectures**

Lecture Objectives

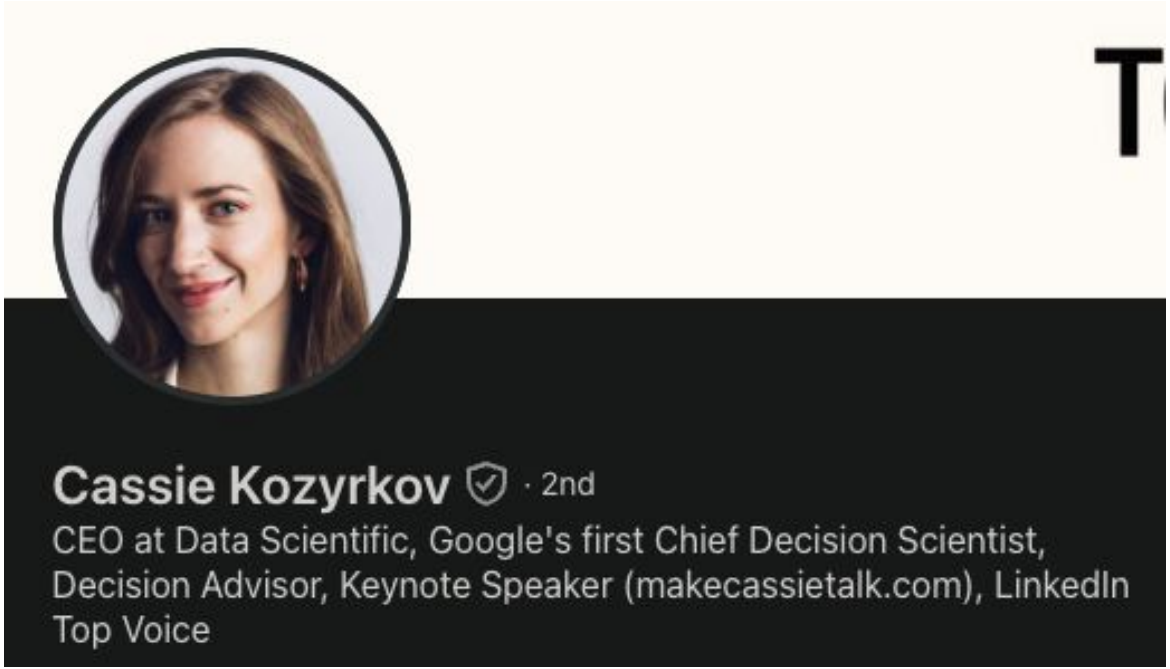
- Understand the importance of personal branding in the data science job market and learn how to define your unique value proposition.
- Master strategies for developing a consistent personal brand across online platforms, showcasing your data science projects effectively, and networking with industry professionals.

Lecture Objectives

- Acquire practical skills for conducting a successful data science job search, including targeting positions, preparing for interviews, negotiating offers, and creating an action plan for landing your dream role.

Your Unique Value Proposition

- ★ Let's start by defining what makes you unique as a data scientist.
- ★ Identify your strengths, skills, and experiences that set you apart.
- ★ Craft a compelling narrative that showcases your value to potential employers.
- ★ Example: "As a data scientist with a background in psychology, I bring a unique perspective to data storytelling and communication."


Cassie Kozyrkov · 2nd
CEO at Data Scientific, Google's first Chief Decision Scientist, Decision Advisor, Keynote Speaker (makecassietalk.com), LinkedIn Top Voice

About

Speaker, writer, and CEO (and former Chief Decision Scientist at Google).

I'm a data scientist and leader with a mission to democratize Decision Intelligence and safe, reliable AI.

I'm also a popular keynote speaker - help yourself to this form if you're keen to have me at your event: http://bit.ly/makecassietalk.

I bring a unique combination of deep technical expertise, analytics management experience, and ability to lead organizational change. I've provided guidance on more than 100 projects and designed Google's analytics program, personally training over 20000 Googlers in statistics, decision-making, and machine learning.

Primary skills: data science, decision science, public-speaking, leadership, strategy, process architecture. Academic expertise: statistics, decision theory, machine learning, artificial intelligence, experimental game theory, industrial organization, behavioral economics, psychology, neuroscience.


Top Voice
ta Science
and AI
Harvard
Business
Review
acm
50
Most Powerful
AI Influencers
Steve Nouri · 2nd
Generative AI Founder | Advisor @ Fortune 500 | 1.6 Million Followers
| Keynote Speaker

I'm a data science enthusiast who loves exploring the world of AI and innovation. I feel fortunate to have had the opportunity to contribute to this amazing field and learn from others in the community.

As someone who believes in the power of knowledge-sharing, I enjoy speaking, educating, and engaging with others in various technology forums. I'm grateful to have over 1.4 million people following my journey and learning alongside me.

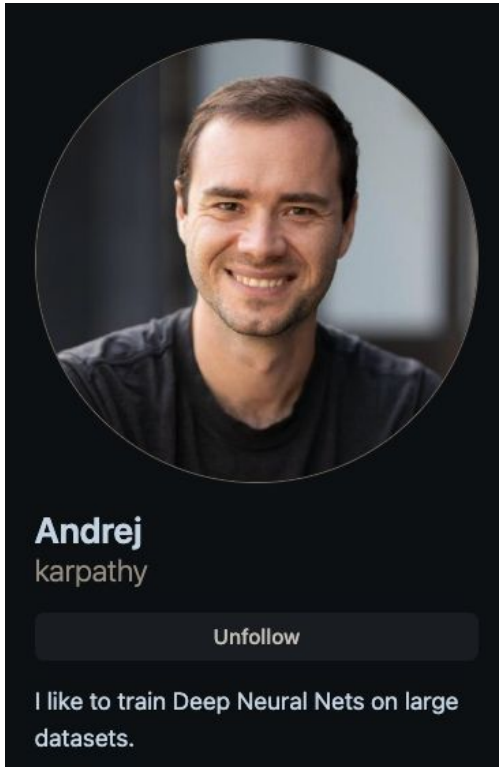
One of my proudest achievements is founding AI4Diversity, a non-profit initiative that aims to bring diverse communities together to learn about AI and promote responsible implementation. With more than 10,000 volunteers worldwide, we're making a difference together!

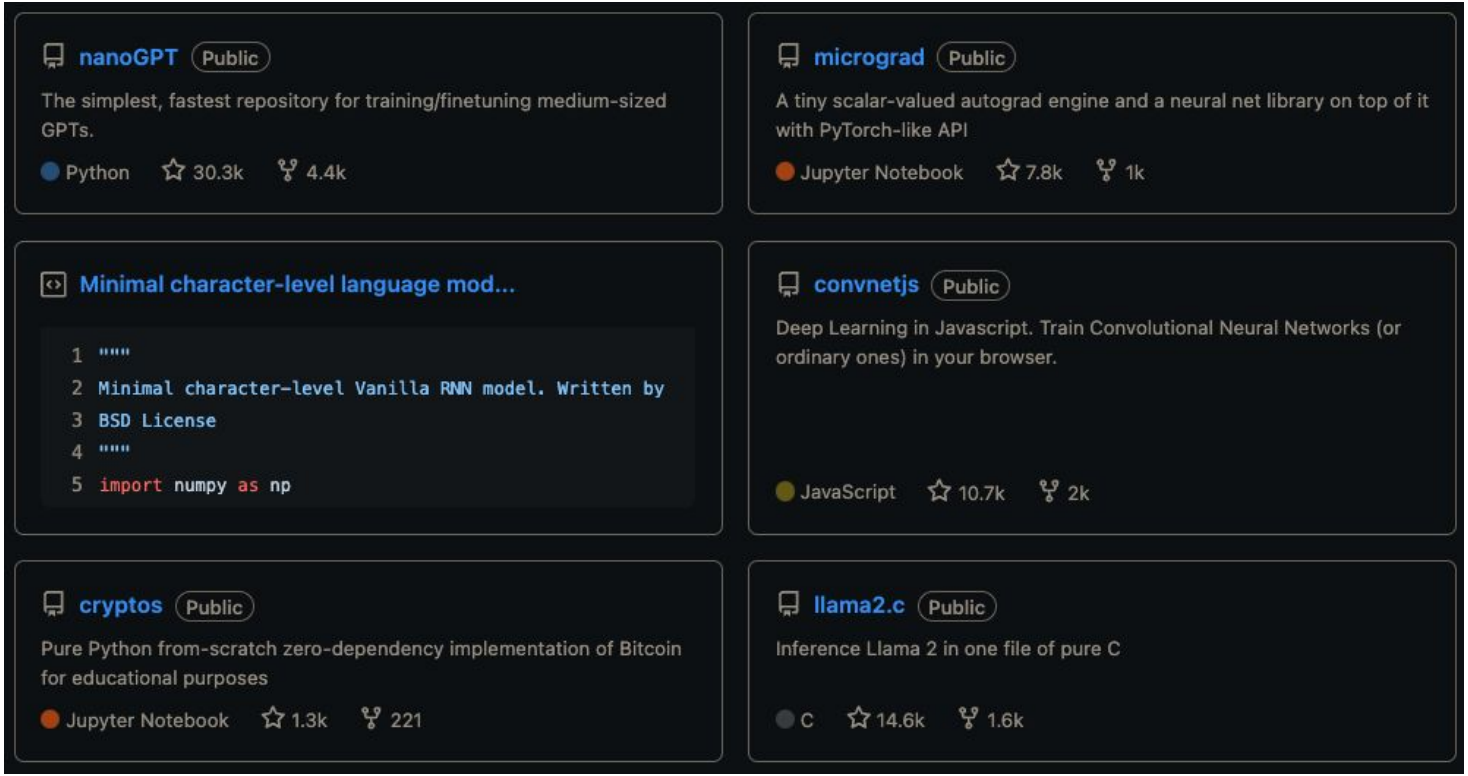
Building Your Brand Online

- LinkedIn: Your professional face to the world
  - Optimize your headline, summary, and experience sections to highlight your data science skills.
  - Engage with the data science community by sharing insights and joining relevant groups.

Building Your Brand Online

- GitHub: Showcase your technical prowess
  - Create a well-organized repository of your projects.
  - Write clear READMEs and maintain a consistent coding style to impress potential employers.


Andrej
karpathy
Unfollow
I like to train Deep Neural Nets on large datasets.


nanoGPT Public
The simplest, fastest repository for training/finetuning medium-sized GPTs.
Python 30.3k 4.4k
micrograd Public
A tiny scalar-valued autograd engine and a neural net library on top of it with PyTorch-like API
Jupyter Notebook 7.8k 1k
Minimal character-level language mod...
"""
Minimal character-level Vanilla RNN model. Written by
BSD License
"""
import numpy as np
convnetjs Public
Deep Learning in Javascript. Train Convolutional Neural Networks (or ordinary ones) in your browser.
JavaScript 10.7k 2k
cryptos Public
Pure Python from-scratch zero-dependency implementation of Bitcoin for educational purposes
Jupyter Notebook 1.3k 221
llama2.c Public
Inference Llama 2 in one file of pure C
C 14.6k 1.6k

Building Your Brand Online

- Portfolio Website: Your digital home base
  - Design an engaging and user-friendly website that showcases your projects and personality.
  - Include case studies that demonstrate your problem-solving process and the impact of your work.

Building Your Brand Online

- Social Media: Expand your reach
  - Twitter: Share your thoughts, engage in discussions, and follow data science influencers.
  - Medium: Write technical blog posts to establish your expertise and attract a wider audience.

Highlighting Your Projects

- ★ Choose projects that showcase your diverse data science skill set.
- ★ Provide clear explanations of the problem, your approach, and the results.
- ★ Use visualizations and interactive elements to make your projects stand out.
- ★ Example: "In my sentiment analysis project, I used NLP techniques and created an interactive dashboard to provide actionable insights for businesses."

What is the primary goal of personal branding for data scientists?

A. To showcase your unique value proposition

B. To highlight your education

C. To list all your skills

D. To compare yourself to other data scientists

Which online platform is best suited for showcasing your technical skills?

A. LinkedIn
B. Twitter
C. GitHub
D. Medium

When highlighting your data science projects, what should you focus on?

A. Using complex jargon

B. Providing clear explanations and results

C. Including as many projects as possible

D. Focusing solely on the tools used

What is the purpose of a portfolio website for data scientists?

A. To replace your resume

B. To showcase your projects and problem-solving process

C. To list all your certifications

D. To include personal hobbies and interests

When engaging with the data science community on social media, you should:

A. Share insights and engage in discussions

B. Promote your services constantly

C. Criticize other data scientists' work

D. Avoid expressing your opinions

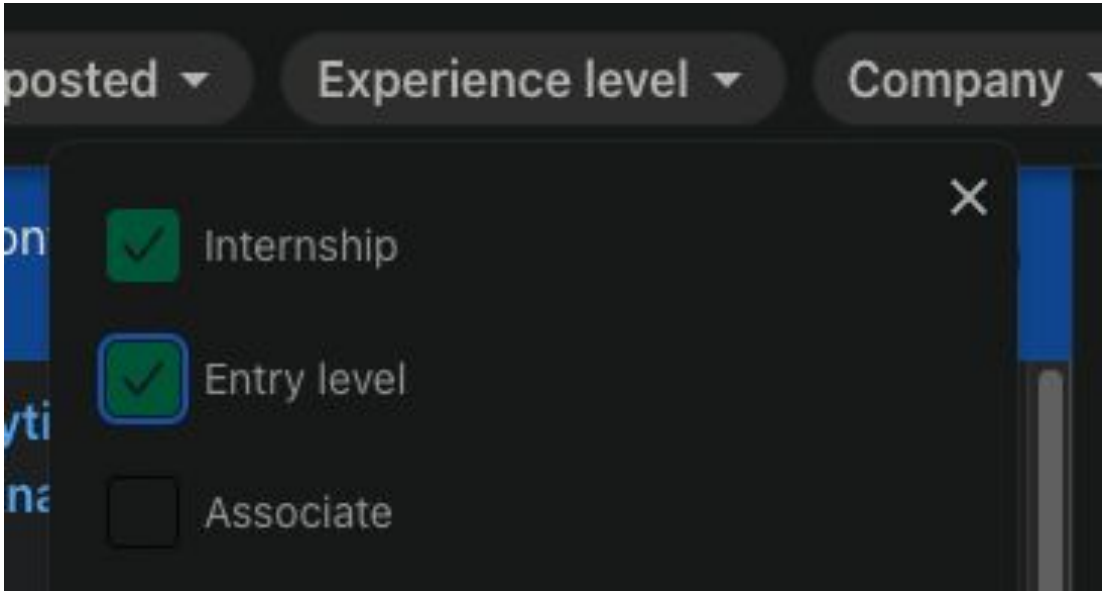
Let’s Breathe!

Let’s take a small break before moving on to the next topic.

CoGrammar

Job Search Strategies

- Identify target companies and positions
  - Research company culture, mission, and data science initiatives to find the best fit for you.
  - Match your skills and interests with job requirements to tailor your applications.


posted
Experience level
Company
Internship
Entry level
Associate

Job Search Strategies

- Tailor your resume and cover letter
  - Highlight your most relevant projects, skills, and achievements for each position.
  - Customize your application materials to show your genuine interest and fit for the role.

Job Search Strategies

- Leverage job boards and recruitment agencies
  - Utilize platforms like LinkedIn Jobs, Indeed, and Glassdoor to find opportunities.
  - Connect with specialized data science recruitment agencies to access exclusive job openings.

Ace Your Interviews

- ★ Technical interviews: Show off your coding skills
  - Practice coding challenges and brush up on data structures and algorithms.
  - Familiarize yourself with common machine learning concepts and techniques.
- ★ Grokking the ML interview

Ace Your Interviews

- Behavioral interviews: Highlight your soft skills
  - Prepare STAR (Situation, Task, Action, Result) responses to common questions.
  - Showcase your communication, problem-solving, and teamwork skills through examples.

Ace Your Interviews

- Case studies and take-home assignments: Demonstrate your problem-solving process
  - Approach case studies with a structured framework and clearly document your steps.
  - Manage your time effectively and focus on delivering a well-thought-out solution.

Negotiating Offers Like a Boss

- ★ Research market rates for the role and location to know your worth.
- ★ Prepare a negotiation strategy based on your unique value proposition.
- ★ Evaluate offers holistically, considering compensation, benefits, and growth opportunities.

Negotiating Offers Like a Boss

- ★ Research market rates for the role and location to know your worth.
- ★ Prepare a negotiation strategy based on your unique value proposition.
- ★ Evaluate offers holistically, considering compensation, benefits, and growth opportunities.

Data science intern salary in United Kingdom

How much does a Data Science Intern make in United Kingdom?

Average base salary

£19,814 Per year

The average salary for a data science intern is £19,814 per year in United Kingdom. 19 salaries reported, updated at 23 February 2024

Is this useful? Maybe

Junior data scientist salary in United Kingdom

How much does a Junior Data Scientist make in United Kingdom?

Average base salary

£33,363 Per year

The average salary for a junior data scientist is £33,363 per year in United Kingdom. 65 salaries reported, updated at 1 March 2024

Is this useful? Maybe

Data scientist salary in United Kingdom

How much does a Data Scientist make in United Kingdom?

Average base salary

£50,948 Per year

The average salary for a data scientist is £50,948 per year in United Kingdom. 2.4k salaries reported, updated at 4 March 2024

Is this useful? Maybe

How much does a Senior Data Scientist make in London, United Kingdom?

Updated Mar 14, 2024

Experience: All years of Experience

Industry: All industries

Very High Confidence

Total Pay Range **£65K - £104K**/yr

Base Pay	**£61K - £86K**/yr
Additional Pay	**£5K - £18K**/yr

The estimated total pay for a Senior Data Scientist is £81,282 per year in the London, United Kingdom area, with an average salary of £72,155 per year. These numbers represent the median, which is the midpoint of the ranges from our proprietary Total Pay Estimate model and based on salaries collected from our users. The estimated additional pay is £9,127 per year. Additional pay could include cash bonus, commission, tips, and profit sharing. The "Most Likely Range" represents values that exist within the 25th and 75th percentile of all pay data available for this role.

Data Science Manager Salaries in London

Updated 14 Mar 2024

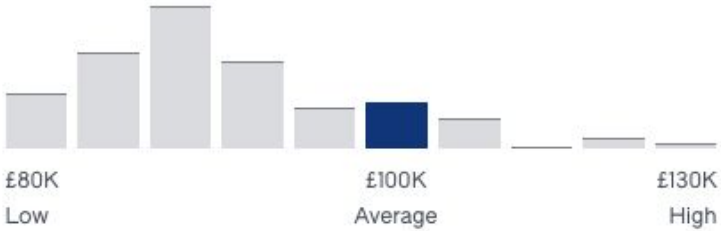
Very High Confidence

Base Pay Range

£73K - £105K/yr

Average Base Pay

85 salaries



Conclusion and Your Next Steps

- ★ Recap the key takeaways for building a strong personal brand and conducting a successful job search.
- ★ Take action now: Update your online profiles, reach out to mentors, and start applying for your dream data science roles.
- ★ Continue learning and growing through the resources provided and your own exploration.

When identifying target companies and positions, you should:

A. Apply to every data science job listing

B. Focus on job titles only

C. Research company culture and match your skills with requirements

D. Ignore company mission and values

How should you tailor your resume and cover letter for each job application?

A. Use the same generic resume for all applications

B. Highlight your most relevant projects, skills, and achievements

C. Include every project you've ever worked on

D. Focus on your hobbies and interests

What should you do to prepare for technical interviews?

A. Practice coding challenges and review data structures and algorithms

B. Memorize answers to common questions

C. Focus solely on machine learning concepts

D. Ignore the importance of coding skills

When approaching case studies and take-home assignments, you should:

A. Provide a brief, high-level solution

B. Use a structured framework and document your steps

C. Spend minimal time on the assignment

D. Focus on showcasing your knowledge rather than problem-solving

When evaluating job offers, what factors should you consider?

A. Only the salary

B. The job title and company name

C. Compensation, benefits, and growth opportunities

D. The opinions of others

CoGrammar

Q & A SECTION

Please use this time to ask any questions relating to the topic, should you have any.

CoGrammar

Thank you for joining!