

CoGrammar

Build Your Brand Task 2

Workshop



Department
for Education

Agenda

- **Getting Started with your CV**
- **The Cover Letter**
- **Your LinkedIn Profile**
- **Explaining Task 2**
- **Q&A**



Meet your MC for this Event



Donne Bailey



Priya Singh

House rules

- To make sure we're helping you as best as we can on your career support, you can post your private message that we will address in the dedicated Q&A session towards the end.
- We'll also share the slides and frequently asked questions & answers with you post this session.
- Everyone that registered for this event will have access recording.



Build Your Brand Tasks Overview

Consists 3 practical tasks



The Importance of your Professional Brand

- Your professional brand refers to the combination of skills and experiences that make you **“YOU-nique.”** It is the way in which **you** present **yourself** to the world.
- When done effectively, your personal brand will differentiate you from your competition and allow you to build trust with prospective employers.

The Why.

- The purpose of the BYB tasks is to support you in incrementally building up skills and resources that will equip you to meet these DfE requirements. The tasks walk you through:
- **Creating a top notch technical CV** (which can be used for job applications or to establish your credentials as a professional when applying for work contracts if you are self-employed or intend to become self-employed),
- **Writing a cover letter** (a skill which can be also be applied, with slight variation, to writing bids for new work as a self-employed person),
- **Creating / polishing your LinkedIn profile** (as LinkedIn is an indispensable tool in today's strongly networked business environment),
- **Searching for and applying to jobs or bidding for new work contracts,**
- **Creating a technical portfolio (Github)** with which to showcase your new skills as a coder (this can be shared with prospective employers or business contacts, providing concrete evidence of your capacity and experience).

Build Your Brand Task 2:

LinkedIn Profile, CV,
& Cover Letter

Curriculum Vitae (CV)



CV Key Tips

- Remember to keep it short and concise
- You have 7-10 seconds to gain interest
- Recruiters & HR Managers work in a fast paced environment, all information needs to be readily and easily available to assist in the best possible outcome. When creating your CV keep the following in mind:
 - Use **action verbs and keywords**
 - Focus on **accomplishments**
 - Provide **relevant content**
 - **Align** your CV with the Job Description

Education

Reverse Chronological order

Experience

Roles listed in Reverse Chronological order

Technical Skills 3-5

Eg.

- Machine Learning
- Python
- SQL, OOP
- Azure

BASKARA ANTONIO

082389007652 | baskaraantonio@gmail.com | [linkedin.com/in/baskaraantonio](https://www.linkedin.com/in/baskaraantonio) | [suratplus.com](https://www.suratplus.com)
Jakarta Selatan, Daerah Khusus Ibukota Jakarta, 12560

I am a law graduate student looking for opportunities in **legal compliance, regulation researching and legal drafting** with a background in **private and corporate law**.

EDUCATION

Syiah Kuala University

Bachelor Degree in Law | GPA: 3.85/4.00

Banda Aceh, Aceh

Aug19 - Nov 23

- Head of Syiah Kuala Debating Club, 2019-2020
- Member of Syiah Kuala International Law Society (SKILS), 2019-now
- Head of International Journal Project Teams with 2345 readers on IUS Journal in 2023

WORK EXPERIENCE

PT Bank Negara Indonesia

Legal and Compliance Officer-Full Time

Jakarta, Indonesia

Jun 20 - Jul 23 (Present)

- Evaluated compliance processes and risk assessment goals to offer solutions that were particularly fit for the needs of the client: resulted in 85% client satisfactions within 8 months.
- Addressed several legal compliance issues, consulted with company counsel when necessary, reduced minor litigations by 8.9% yearly
- Assisted employees in communicating with management, seeking clarity on difficulties or challenges, or reporting anomalies in private legal matters, enhanced employee and employer relationship by 65% and freedom of speech and employee participation and inclusion
- Provided guidance and support to business units on compliance matters, including contract review, third-party due diligence, and risk assessments.

PT Freeport Indonesia

Legal Staff-Internship

Bandung, Indonesia

Jun 19 - Jul 20

- Legal Research: assigning legal research tasks, analyzing and summarizing legal documents and presenting findings to senior staff.
- Case Support: preparing for litigation or administrative proceedings by organizing case files, conducting factual investigations, and assisting in the preparation of legal arguments.

RELATED EXPERIENCES

ASEAN Youth Advocate Network (AYAN Indonesia)

Director for Research and Education

Jakarta, Indonesia

Apr 20 - Oct 21

- Leading a team of 20 individuals from various regions in Indonesia to execute the objectives of the division
- Researching and publishing legal opinions on political and economic issues in ASEAN
- Leading the ASEAN Youth Advocacy Conference attended by 13 representatives from ASEAN state member in Jakarta.

Hukum Online

Legal Writer

Jakarta, Indonesia

Apr 22 - Oct 23

- Drafting the legal articles, which have been read by 4321 users.
- Giving solution to the user questions regarding legal issues by providing legal solutions based on Indonesia regulation. Since 2022 I have helped 265 user to solve their problems.

CERTIFICATION

- Certified Legal Compliance Professional (CLCP), LBBH, Nomor CLCP0762, 2022
- Certified Contract Drafter Professional, LBBH, Nomor CCDP098, 2021
- International English Language Testing System (IELTS), Universal English, Nomor IELTS65872872, 2022

AWARD

- 1st place in the Constitutional Debate Competition, DRP Republic of Indonesia
- 2nd place in the ALSA Indonesia Legal Review Competition, Universitas Indonesia, 2021

SKILLS

- Hard Skill: Legal drafting, legal writing, legal research, and public speaking
- Software: Microsoft Office, Microsoft Excel, Aline GRC.

Headline

- LinkedIn
- Github
- Location
- Contact details

Summary (3-5 sentences)

- Connect Background to new role
- 2-3 soft skills
- Quick Accomplishment overview
- Training or certifications

Projects

Important for if you don't have a background in the industry

Certifications, notable achievements

References: Senior colleagues/ Management

Overcoming Lack of Industry Experience

- Practice/use the skills you've learned in your program to build impactful projects and portfolio pieces.
- **Go beyond the required "Capstone" project requirements.**
- Code as much as you can! Your work doesn't need to be perfect but it should show that you are committed to practicing your new skillset.

EMPLOYER TIP 1

Tech **recruiters** look at portfolio links from bootcamp graduates. They will be interested to see the number of **github commits (activity)**.

The more you have the more likely they are to be interested in your profile and more willing to **overlook a lack of technical work experience**.

EMPLOYER TIP 2

On average, candidate CV's include over **60%** of necessary hard skills required for a role, but only 28% of necessary soft skills.

Breakout hard and soft skills into **separate skills section in your CV**.

Soft Skills Matter- DO NOT UNDER-REPORT YOUR SOFT SKILLS!

Critical to many tech-focused roles which require cross-communication and collaboration.

Key Industry Soft Skills include:

- Communication Skills
- Problem-Solving
- Teamwork and Collaboration
- Adaptability
- Time Management
- Attention to Detail
- Business Acumen
- Curiosity and Continuous Learning
- Ethical and Professional Conduct
- Emotional Intelligence
- Leadership Skills
- Networking

Applicant Tracking Systems

Best practice is to use a black and white Doc. when submitting your resume online, though if you are emailing your resume out, a more stylized resume, such as this one, would be fine!

The key to an applicant tracking system ready resume is to keep it simple: black and white; sans-serif fonts, font sizes for text less than 12 pt. and less than 14 pt. for headings; no headers or footers, no tables. Note: Bullets for lists are acceptable.

Designed CVs are great for email attachments or hand presented documents. Some ATSs do not respond well to images, icons, lines, circles, etc. If the software application comes across an image it cannot process, it will stop scanning and discard your application.

- ❑ Upload a PDF or Word (.doc).
- ❑ Make sure that the information entered in the job application and on the resume are consistent.
- ❑ Use industry jargon and keywords
- ❑ Spell out any acronyms.
- ❑ Proofread. The ATS will not understand misspelled words.
- ❑ Use proper capitalization.
- ❑ No special characters, symbols, or accented words.
- ❑ Use the same font throughout.

CV Templates:

[CV Template Link 1](#)

[CV Template Link 2](#)

[CV Template Link 3](#)

[CV Template Link 4](#)

[CV Template Link 5](#)




The Cover Letter





Benefits of a well written Cover Letter

- It's an extra touch that displays initiative and effort
 - Cover letters give you the opportunity to tell your professional story
 - It demonstrates interest on your behalf
 - Cover letters demonstrate that you have taken the time to do research
 - It gives the recruiter a taste of who you are
- 

..... Basics for an effective Cover Letter...

Paragraph 1

Grab the reader's attention. In a few sentences, explain the role you are applying for and why you are interested in the position and company.

Impress the employer by showing your research on the company and industry. Tie this in with your own values and how they align.

Paragraph 2 -3

Show how you meet the requirements and have the relevant skills or experience

Choose highlights that show your fit for the role, past experience or relevant projects. Provide more context as to why you would be a good fit for this specific position. What anecdote or short story can you share that inspired you to pursue this field?

Paragraph 4

Conclusion

Summarize your Letter, and reiterate your excitement for the role. Thank the reader and add a call to action for you to discuss.

Be Confident!

Section 1

Section 2

Section 3

Section 4

Robert Smith

Technical Support Representative

[Today's Date]
[341 Company Address]
[Company City, State xxxxx]
[(xxx) xxx-xxxx]
[hiring.manager@gmail.com]

Dear [Mr./Mrs./Ms.] [Hiring Manager's Name],

When I learned about the qualifications for a new Technical Support Representative position at your business, I decided to send my Resume for consideration. I've been solving technological problems and offering top-notch customer support for more than five years. I am certain that I'm equipped with the knowledge and expertise to contribute significantly to your team.

I am a motivated and experienced professional with a reputable university's Bachelor's Degree in Information Technology. I was in charge of providing exceptional customer service and debugging and resolving technical issues. I've worked with a range of hardware and software, and I'm confident in my abilities to fix any technical problem swiftly and efficiently.

A few of my qualifications and credentials include –

- Added up daily receipts and cash register reconciliations totaling more than \$300.
- Assisting with the sale of cellular accessories and data features worth more than \$15,000 each month with the help of the store's technical team.
- Investigated the sophisticated data and fundamental phone requirements of potential consumers and commercial clients.
- Selected and marketed a wide range of goods and data services to new clients, including mobile broadband.

I'm an excellent team player. I have participated in several teams that have successfully accomplished tasks and met objectives. I take the initiative to find and fix issues because I am inquisitive and proactive. Moreover, I enjoy working alone and have good time management skills.

My range of experience coupled with my ability to be an enthusiastic, compassionate professional would make a positive contribution to your institution. I would welcome an interview and hope to hear from you at your earliest convenience.

Sincerely,
[Your Name]

Headline

- Your Name
- Title of Role
- Contact detail

Greeting, Intro,
What and why
you're applying?

Discussing how your
experience relates to
the Job role you're
applying for!

Conclusion and
call to action

To do or not to do...

Do's	Don'ts
Explain how you can make a difference	Focus too much on your current job or education
Discuss your skill set and how it applies to the job	Submit generic or unedited cover letters
Include specific or duplicate keywords in your cover letter	Duplicate the information listed on your resume
Tailor your cover letter to the job description	Add any negative information
Don't be afraid to show some personality	Exceed one page

LinkedIn Profile







What is LinkedIn?

As you're probably aware, LinkedIn is a social networking site for professionals. Your LinkedIn profile acts as a resume. You can use LinkedIn to connect with other professionals in your field, and the people you connect with can give you referrals and endorse your skills.



You get to build your brand, and show some personality, while still maintaining professionalism.





TIPS FOR CREATING A GREAT LINKEDIN PROFILE

The Heading

- **Add a professional profile picture**
 - Photo should meet the following requirements.
 - Good lighting
 - Your full face, neck and shoulders should be in the picture
 - No hats or sunglasses.
 - It doesn't have to be a professional headshot, just a good quality image.
- 
- 



TIPS FOR CREATING A GREAT LINKEDIN PROFILE

- **Include a Background**


- You have the option of using a stock one from LinkedIn or one that you relate to.
- Additionally you can upload one that speaks to your interest

- **Add a 'Headline'**

- Craft a compelling headline that reflects your current role and skills
- Use keywords related to your industry
- Highlight your value proposition
- e.g.

“Software Engineer / Software Developer / Web Developer / Data Scientist / Cyber Security Analyst Penetration Tester / Cloud Engineer. Your title could also include more than one thing, e.g. Student and Aspiring Software Engineer.”



The Heading



A LinkedIn profile banner for Pratham Bharadwaj. The banner features a circular profile picture of a smiling man with dark hair and a beard, wearing a dark jacket. To the right of the profile picture, the text "BEHIND THE DATA" is displayed in large, bold, black capital letters. The background of the banner is a light blue and green network diagram with various sized nodes and connecting lines.

Pratham Bharadwaj · 2nd
Data Scientist | Analytics | Consulting
Denver Metropolitan Area · [Contact info](#)
500+ connections

[Connect](#) [Message](#) [More](#)

 Verizon
 The University of Texas at Arlington

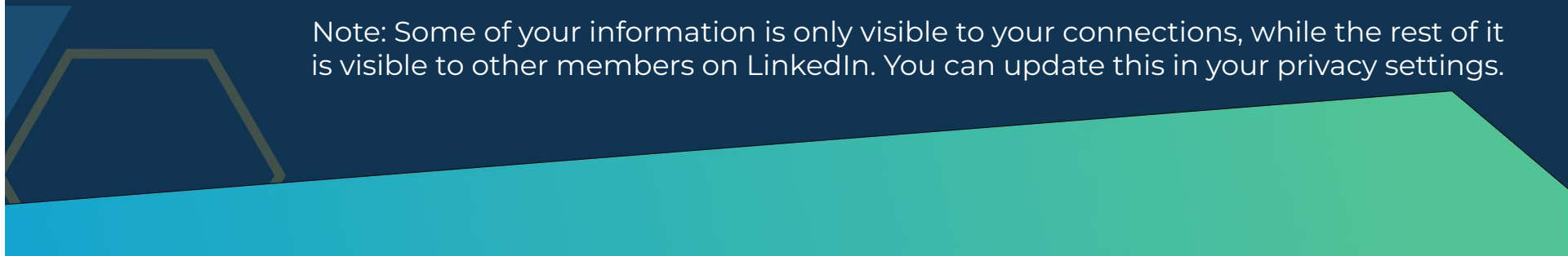


TIPS FOR CREATING A GREAT LINKEDIN PROFILE

Up to date contact information.

- Direct link to your LinkedIn profile (customize this)
- Email address
- Phone number (Optional)
- Website (Optional)
- GitHub Link
- Instant messenger accounts (Optional)
- Your birthday (Optional)

Note: Some of your information is only visible to your connections, while the rest of it is visible to other members on LinkedIn. You can update this in your privacy settings.





TIPS FOR CREATING A GREAT LINKEDIN PROFILE

About Summary

- Make your opening sentence as interesting as possible
- Clear summary statement that speaks to your experience, background, and professional qualifications.
- Include keywords for the job you want

LinkedIn Summary Template

<Main area of work> professional with expertise in <skill/keyword 1>, <skill/keyword 2>, and <skill/keyword 3>.

Recent achievements include:

<List achievements, accomplishments, and projects here. What are the top highlights of your recent work history?>

<Call to action: What would you like the reader to do next? For example, "Currently looking to pivot into a software engineering career. Contact me to discuss relevant opportunities.">



Dos and Don'ts In your Summary

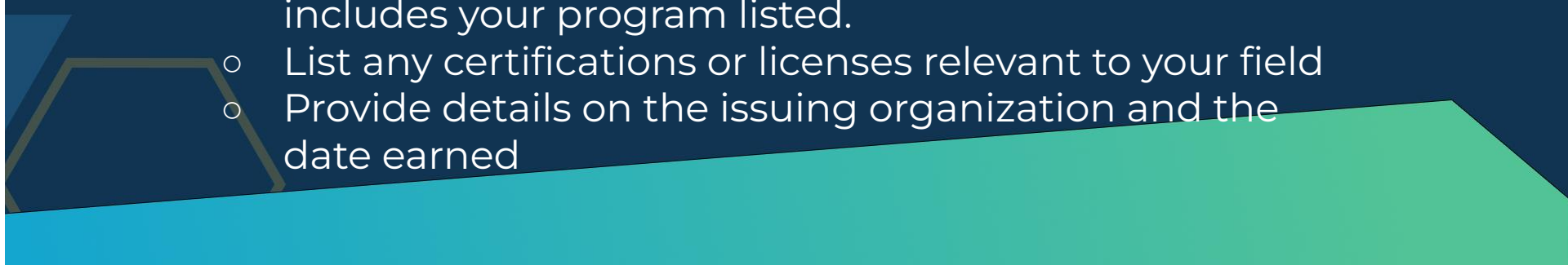
- Clichés or Cheesy Terminology
- Your full Life Story

- Focus on positive attributes
- Proofread!





TIPS FOR CREATING A GREAT LINKEDIN PROFILE

- **Clear Experience section.**
 - Experience listed in reverse chronological order with job title, job description, company name, city and state/province, and dates of employment.
 - Experience section includes accomplishments – not just job duties.
 - **Education, Licenses and Certifications**
 - Education section in reverse chronological order and includes your program listed.
 - List any certifications or licenses relevant to your field
 - Provide details on the issuing organization and the date earned
- 

**Skills,
recommendations,
accomplishments
and interests
sections provide a
fuller picture of
who you are.**

“Add Section” button

- At least 20 skills, both technical and transferable.
- At least 2-4 recommendations that attest to your skill set and work ethic.
- At least 2-3 projects highlighted, with working links.
- At least 20 interests displayed, with a mix of personal and professional interests.

Quality

- All spelling is accurate with consistent punctuation.
- Tone consistent throughout.
- All links are working.
- Note: You can customize your LinkedIn URL. In the upper-right corner of your profile, you'll see and can click “Edit public profile and URL.” This is your chance to personalize your URL, which will make you easier to find through Google or Bing.

Key ways to optimize your LinkedIn Profile

Projects and Publications

- Showcase relevant projects, publications, or presentations
- Include descriptions, outcomes, and your role in each project
- Demonstrate your expertise and contributions to your field

Networking and Connections

- Build and maintain a diverse network
- Connect with colleagues, industry professionals, and alumni
- Personalize connection requests with a brief message

Activity Feed

- Share updates, articles, and insights regularly
- Engage with your network through comments and likes
- Demonstrate your expertise and stay top-of-mind

Task Description



Practical Task 1:

All Students

- Join LinkedIn (if you haven't already) by visiting this site: <https://www.linkedin.com/reg/join>
- Complete your LinkedIn profile.
 - If you already have a LinkedIn account you're pretty happy with, take the time to update it wherever possible.
- Create a Google doc with a uniquely identifiable filename that includes your name and email address and a task identifier for this task (BYB 2).
 - For example, if your name was John Smith and your email address was john_smith@gmail.com, your filename would be: [John Smith - john_smith@gmail.com - BYB2](#).
- Locate and follow the [HyperionDev](#) company page. Take a screenshot to show you have done this and paste it into your Google doc.
- Remember to add the bootcamp that you are completing with HyperionDev under your education section. Take a screenshot to show you have done this and paste it into your Google doc.
- Once you are happy with your LinkedIn setup, put the link to your profile on your CV.
- You don't need to do anything else with your Google doc at this point; you'll add to it in the third practical task.

Practical Task

2:

All Students

- Open the **Job Descriptions** folder in your Dropbox.
 - Here you will find job adverts with full role descriptions for three roles relevant to Cloud Engineering, Cyber Security, Data Science, Software Engineering, and Web Development students, respectively.
 - Locate and read carefully through the job advert relevant to the bootcamp you are taking.
- Create a version of your CV and cover letter that is relevant to the job advert you looked at.
 - Note that, in our guidelines given in this task, we suggest that the second paragraph of your cover letter needs to show that you have spent adequate time researching the company.
 - Our example job descriptions do not have any info about the company posting them which makes this difficult.
 - You can research any tech company you've found job ads or tenders for contract work from online, and use it as the basis for this paragraph, in this exercise, just to get practice writing this sort of thing.
- Add a PDF of your CV and cover letter to your Dropbox.

Practical Task

3:

JOB SEEKERS

- Take into consideration the role, the skills required, location, ways of working (remote, hybrid, or on-site), the type and size of the organisation, and the industry.
- Find 5 junior tech roles currently being advertised - different from the roles you identified in the first Build Your Brand task - ensuring you consider a range of employers - large (1000+ employees) and small (500-100 employees) companies as well as tech scale-ups (up to 100 employees), paid internships and apprenticeships, or companies that source, hire, and train.
- For each of the roles you have identified, again identify the recruiting or hiring managers (possibly the Talent or HR people at each company) and their contact details if possible (email addresses for at least 2) and LinkedIn profile URLs (for all, mandatory).
- If you are ready to start applying for jobs, create and submit applications to these 5 opportunities, as well as the 2 you identified in the first Build Your Brand task.
 - Also, reach out to the contacts you have identified in whatever way possible (email, LinkedIn direct message, phone call, etc.), drawing their attention to your application to their company's role.
- Remember to track your [applications in the tracker spreadsheet](#) we provided a template.

Practical Task

3:

JOB SEEKERS

- Remember that we specifically request that you search for and apply to a broad range of organisations.
- We find this to be best practice for a number of reasons:
 - It pushes students out of the comfort zone of just applying to work for the major brands they're already familiar with
 - It helps students to broaden their knowledge of which companies form part of the tech hiring landscape, particularly small to medium enterprises (SMEs);
 - It ensures that we meet the DfE requirement to address the needs of the broader, especially SME, tech market.
- Keep in mind that our team will review your submitted data and create relationships with your identified companies if you have indicated that you are ready to apply for jobs.
- We already have relationships with many larger tech companies, so focussing on companies of different sizes and profiles will also help to diversify your application profile and increase your chances of success.

Practical Task

3:

SELF EMPLOYED STUDENTS

- Once again, consider companies and business contacts to whom you would pitch your services or products. Note the contact and other details of 5 such companies or individuals.
- If you are ready to start reaching out to potential clients, **create and submit pitches** to these 5 opportunities, **as well as** the 2 you identified in the first Build Your Brand task.
- Remember to track your pitches in the [tracker spreadsheet](#) we provided a template for earlier in this task.

NEXT STEPS

Fill the following into [this form](#):

- your LinkedIn Profile link;
- the details of the contact people you have identified, whether for job opportunities (job seekers) or business opportunities (self-employed students). Take screenshots of the form showing all the data you have filled in, and paste them into the Google doc you created earlier so that the mentor reviewing your work can see that you have completed this part of the task.
- Put a public link to your Job/Interview/Pitch Opportunities tracker into the BYB2 Google doc you made earlier. Make your Job/Interview/Pitch Opportunities tracker public by using this sharing setting on Google Sheets:

General access



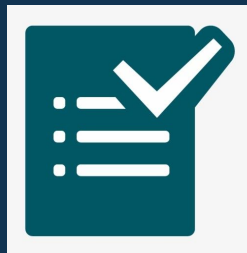
Anyone with the link ▼

Anyone on the Internet with the link can view

Viewer ▼

- If privacy is a concern, you may make it private again after this task has been marked.
- Save your Google doc as a PDF (using the menu options File -> Download -> PDF) and upload the PDF file to your Dropbox.
- Remember, if you secure an interview, it is absolutely vital that you notify us via hyperiondev.com/outcome5.

Recording of Career Outcomes



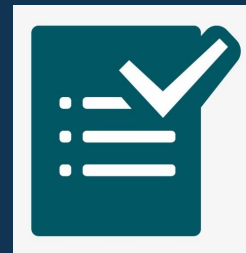
Criteria 3:

Record an Interview Outcome

Deadline for invite to interview
(unless self employed):

30 March 2024

Record at [this link](#)



Criteria 4:

Record a Job Outcome

Deadline for offer of new role / new contracts:

23 September 2024

Record at [this link](#)



Resources

Will be available after this session.

<https://www.linkedin.com/business/talent/blog/product-tips/linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own>

<https://www.linkedin.com/pulse/how-contact-recruiters-linkedin-6-examples-resume-genius/>

[The Applicant Tracking System \(ATS\) And How You Can Beat It! - CoMoney](#)

[6 Universal Rules For Resume Writing | Indeed.com India](#)

[\(1\) Resumes: Introduction to Applicant Tracking Systems \(ATS\) - YouTube](#)

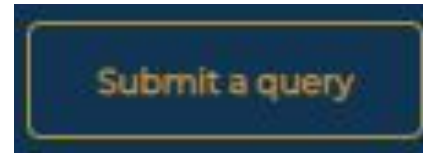
[\(1\) applicant tracking system - YouTube](#)



Resources

For student support, please use the following channels only.

- Book a 1:1 career coach consultation
- Log a ticket via www.hyperiondev.com/support
- Or by clicking on your Student Dashboard on the “Submit a query” button
 - Choose Career Services or BYB



Do not send an email to career coaches relating to student operational support.

**SKILLS
FOR LIFE**

SKILLS BOOTCAMPS



Department
for Education

Thank you for joining us

CoGrammar

Time for Q&A

**Post your
questions in the
Private chat**

