



CoGrammar

Lecture 14: Build Your Brand



**SKILLS
FOR LIFE**

SKILLS BOOTCAMPS



Department
for Education

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](#)

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

- **Getting started with your CV**
- **The cover letter**
- **Your linkedin Profile**
- **Explaining the Task**

Importance of 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

Why

The purpose of the BYB tasks is to support you in incrementally building up skills and resources that will equip you to meet the DfE requirements.

- **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
- **Write 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 todays strongly networked business environment
- **Create a technical portfolio (GitHub)** - This will showcase your skills as a developer and can be shared with prospective employers or business contacts showing evidence of your capabilities



LinkedIn Profile, CV & Cover Letter



Curriculum Vitae (CV)

- 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 accessible to assist in the best possible outcome, REMEMBER the most important
 - User **Action verbs**
 - Most impressive
 - Most relevant information
 - And Aligned with the role you are applying for

Effective CV

- Modern Template
- 1 - 2 pages
- Reverse chronological order for dates (most current job first)
- Hyperlink LinkedIn & GitHub Profiles
- Stand out with design/personal brand elements
- Comprehensive yet concise
- Education & Courses
- Consistent language and formatting
- Separate Tech skills & Soft skills
- Honest and Factual

Image printed from page 11

CV EXAMPLE IMAGE

(CV) Education and Work Experience

Software Engineering Bootcamp

HyperionDev

2022 - 2023

- Concise overview of bootcamp format and structure – elaborate!
- Some key elements that you covered + technologies learned
- Describe & Hyperlink at least two projects that you completed in the bootcamp, describe your role if part of a team.

(CV) Education and Work Experience

Employer Tip

- Treat the bootcamp as your most recent job experience instead of listing it briefly under education
- Deemphasize non-technical work experience (unless it benefits the role)
- You can change the section's name from 'Work Experience' to 'Experience'

(CV) Education and Work Experience

Employer Tip

- There is no way to overcome a lack of technical work 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
- When tech recruiters look at portfolio links, they will be interested to see the number of GitHub commits, 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

(CV) Education and Work Experience

Employer Tip

- 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 sections in your CV

(CV) Education and Work Experience

Soft skills matter

- Critical to many tech-focused roles which require cross-communication and collaboration.
- IT consulting firms hire grads at scale
- Things like operations, project management, and organizational skills are a few examples of soft skills required in many roles

(CV) Application Tracking System (ATS)

How to Beat it

- Use targeted keywords
- Use an ATS-Friendly CV template
- Use standard section headings
- Power words and action words is a technique to keep your employers engaged by making your resume more appealing
- Use correct spelling and grammar
- Times New Roman and Arial are the most reliable to pass ATS
- Avoid using abbreviations
 - Machine Learning instead of ML

(CV) Application Tracking System (ATS)

ATS EXAMPLE

(CV) Template Links

- 1 [LINK](#)
- 2 [LINK](#)
- 3 [LINK](#)
- 4 [LINK](#)
- 5 [LINK](#)

Let's Breathe

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

Cover Letter

A cover letter is your opportunity to demonstrate your knowledge and interest in both the employer and position by highlighting what you can offer and why you are a good fit for the role

Cover Letter

Do's

- Explain how you can make a difference
- Discuss your skill set and how it applies to the job
- Include specific or duplicate keywords in your cover letter
- Tailor your cover letter to the job description
- Don't be afraid to show some personality

Don'ts

- Focus too much on your current job or education
- Submit generic or unedited cover letters
- Duplicate the information listed on your resume
- Add any negative information
- Exceed one page

Effective Cover Letter

Paragraph 1 - 2

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

Paragraph 3

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

Paragraph 4

- Optional Paragraph - personal situations to mention/disclose

Cover Letter

COVER LETTER EXAMPLE

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 a Great LinkedIn Profile

Heading

- Add a professional profile picture
 - Should meet the following requirements
 - Good Lighting
 - Your full face, neck and shoulders should be in the picture
 - No hats or sunglasses
 - Doesn't need to be a professional headshot, just a good quality image

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

Tips for a Great LinkedIn Profile

Add a Headline

- Craft a compelling headline that reflects your current role and skills
- Highlight your value proposition
 - Software engineer / Software Developer / Python Developer

Tips for a Great LinkedIn Profile

LINKEDIN HEADER EXAMPLE

Tips for a Great LinkedIn Profile

Up to date contact information

- Direct link to your LinkedIn profile
- Email address
- Phone number (optional)
- Website (optional)
- GitHub Link

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 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

Don'ts

- Clichés or Cheesy Terminology
- Your full Life Story

Do

- Focus on positive attributes
- Proofread

Tips for 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

Tips for a Great LinkedIn Profile

Add Section

- 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

Tips for a Great LinkedIn Profile

Projects and Publications

- Showcase relevant projects, publications, or presentation
- 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

TAKE A LOOK AT THE TASK

Let's Breathe

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

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!