



digitalcrafts

CAREER TALKS

Brought to you by the Student Services Team

STUDENT SERVICES: MEET THE TEAM



Jake
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Career Talks
Job Search Assistance
Employer Network Outreach

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Katy
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STUDENT SERVICES: WHAT WE DO

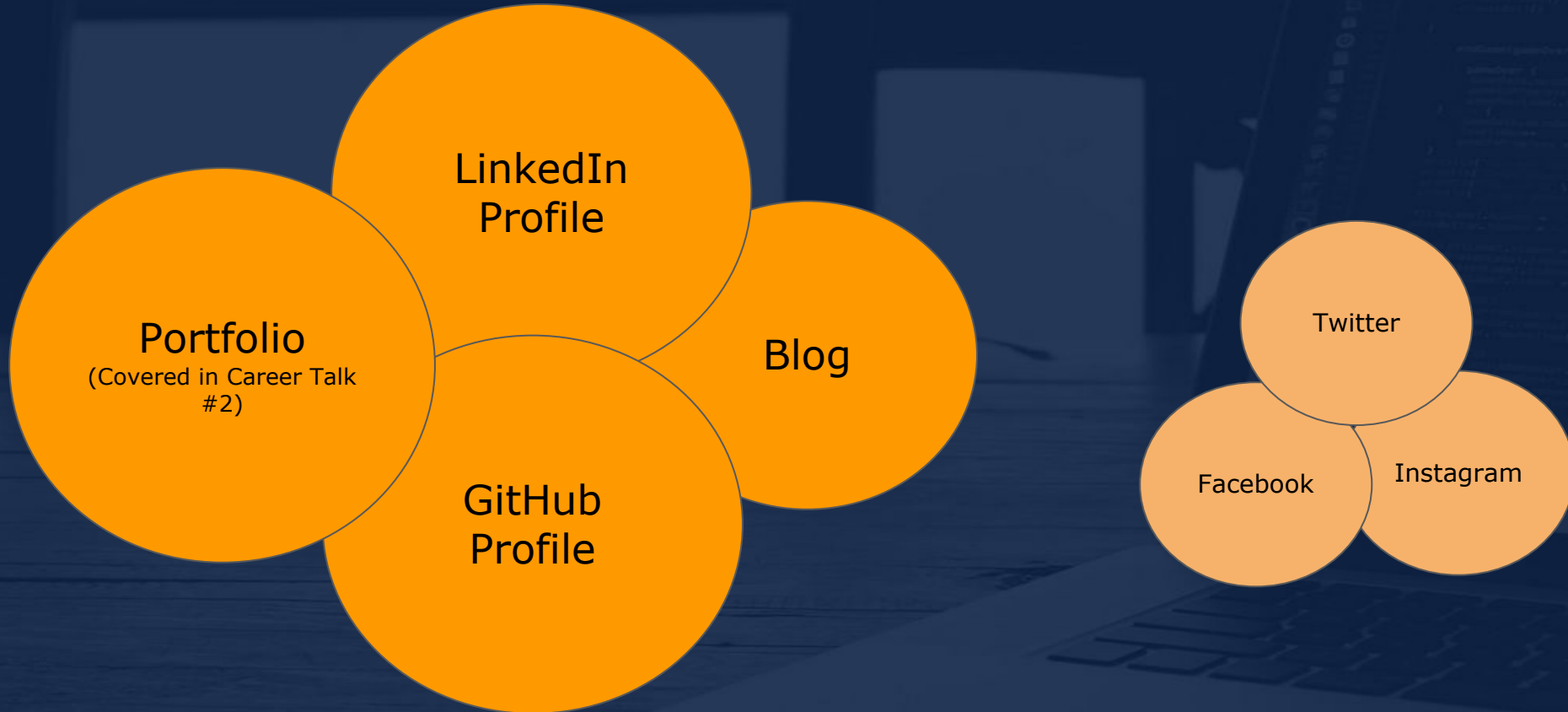
- **Career Talks**
- **Career Success Toolkit**
- **Resume & Portfolio Review**
- **Mock Interview Training**
- **Guest Speakers**
- **6 Months of Job Support**



Career Talk #1

ONLINE PRESENCE

What Is Online Presence?



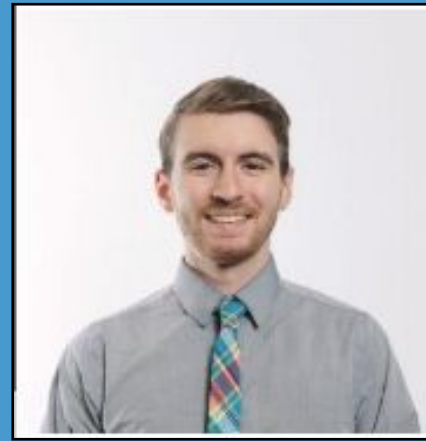


Why is it
Important?

LINKEDIN PROFILE



PHOTO



VS



Software Engineer
Software Developer

NOT

Student at DigitalCrafts
Developer-in-Training

HEADLINE



EDUCATION/ EXPERIENCE


Education

+ Add education

↕

School *

DigitalCrafts

 DigitalCrafts Coding Bootcamp

Degree

Other

Field of Study

16 Week Immersive Bootcamp, Full Stack Web Development

Grade

Activities and Societies

Examples: Alpha Phi Omega, Chamber Chorale, Debate Team

Description

DigitalCrafts is a top-rated coding bootcamp teaching the fundamentals of programming through an intensive classroom experience, transforming beginners into full-stack software engineers with cutting edge skill sets.

SKILLS



Skills

Top Skills

- 16 Front-end Development +
- 16 HTML5 +
- 16 JavaScript +
- 15 jQuery +
- 14 Cascading Style Sheets... +
- 13 AngularJS +
- 12 Python +
- 14 Node.js +
- 11 MongoDB +
- 11 Express.js +



JT also knows about...

- Version Control + 8 Hair Cutting + 5 Customer Service +
- 6 Coaching + 5 Fashion + 8 Microsoft Office + 5 PowerPoint +
- 5 Public Speaking + 4 Time Management + 1 Cosmetology +
- 1 Styling + 1 Hair Care + 1 Microsoft Excel + 1 Leadership +
- 3 HTML +



Recommendations





Why is it
Important?

GITHUB PROFILE



PHOTO & BIO



**Paige
Niedringhaus**
paigen11

A digital marketer turned web developer, I'm working for the Home Depot after attending DigitalCrafts' immersive web bootcamp to learn full stack development.

Unfollow

Block or report user

Atlanta, GA

<http://paigeniedringhaus.com/>

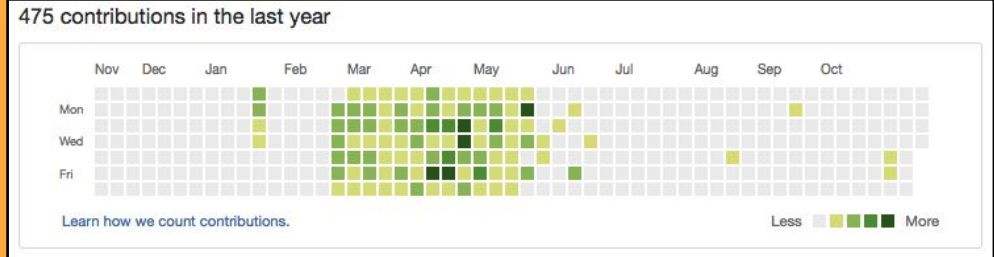
Screenshots
Code snippets
Proofread!
Example

**README
FILES**

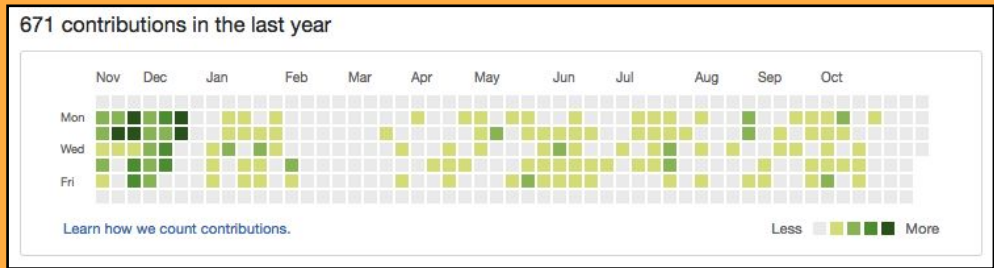


ACTIVITY

Keep up consistent activity through class...



...and after graduation!



Why is it
Important?

BLOG



Where Should I blog?

Medium

Tumblr

Blogger

WordPress

What Should I Blog About?

✓ Yes

"How I created this project"

"Wow -- I finally solved this problem"

X No

"My wild trip to Coachella"

"This girl in my class is so annoying"

OK

"A day in the life in coding bootcamp"

Example #1

All About the Tech

“Functional Programming vs. OOP”



Example #2

Problem/Solution

"A Week Later a Web App Is Deployed"



Example #3

Extracurricular

"Marta Hackathon Tick Tock"



A decorative graphic in the top-left corner consisting of several overlapping isometric cubes and rectangular prisms. The shapes are rendered in shades of blue, green, and grey, creating a 3D effect.

Any Questions?

The background is a dark blue-tinted photograph of a modern office. On the left, a man in a striped shirt stands and points towards a whiteboard. In the foreground and middle ground, several people are seated at desks, working on laptops and desktop computers. The office has large windows in the background, and the overall atmosphere is professional and collaborative.

Career Talk #2

PORTFOLIO & RESUME



PORTFOLIO

EXAMPLES

Jesslyn - <http://jesslynlandgren.com/>

Jackson - <http://volition-dev.com/>

Julie - <http://juliemdyer.com/>

Jonathan - <http://jonathanmelin.com/>



Where to find a design?

Alumni, a Template, or Build Your Own!

Dribbble - <https://dribbble.com/>

Theme Forest - <https://themeforest.net/>

Cody House - <https://codyhouse.co/>



ABOUT



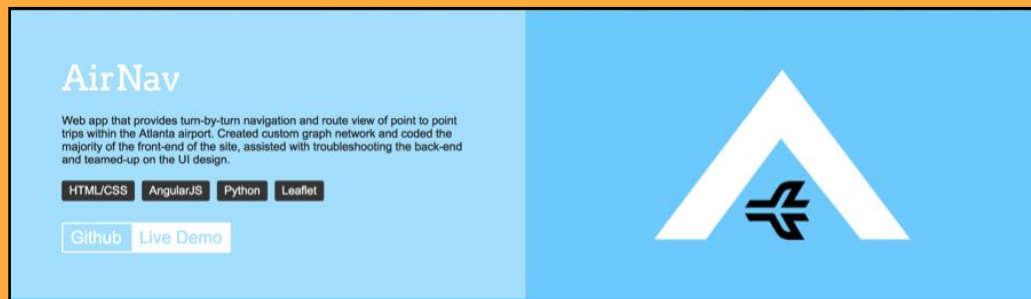
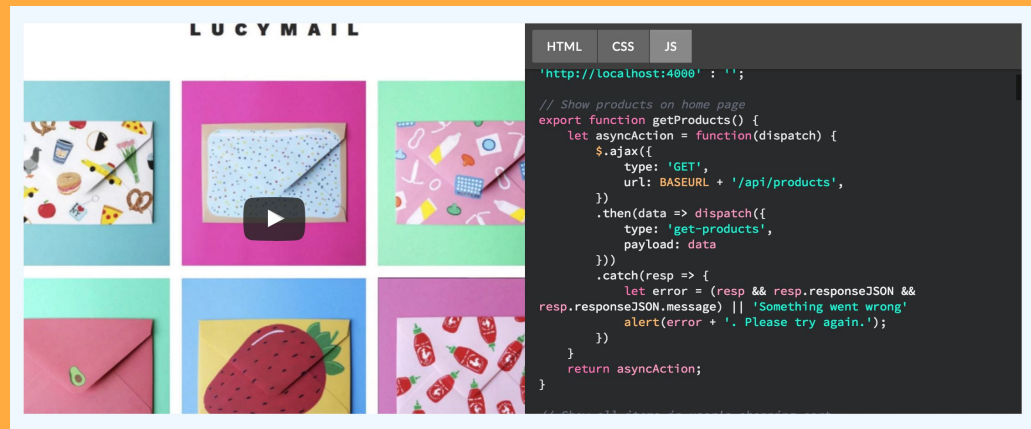
Photo

Bio

Why hire me?

Personality

PROJECTS



Consistency

Portfolio

Resume

GitHub

SKILLS

WHAT I KNOW

HTML5



CSS3



JavaScript



AngularJS



NodeJS



Python



MongoDB



PostgreSQL



Java



JQuery



Bootstrap



WHAT I'M LEARNING NOW

React.js



D3.js



Wordpress



Photoshop



Ruby



CONTACT

Email

Location

LinkedIn

GitHub

Resume



SPELL CHECK!!!

boingboing

A Directory Of Wonderful Things



Chicago Pubic Radio on crashed drug plane

POSTED BY MARY TAVENT ELLER, OCTOBER 31, 2007 11:11 AM | [PERMALINK](#)

In the comments to the weird story about the [crashed drug plane with ties to the CIA](#), Mongip pointed to a "much more detailed, objective and intriguing investigative report on this plane," from Chicago Public Radio.



RESUME

Alumni, a Template, or Build Your Own

Where to Start?

Schoology - DigitalCrafts
Template

www.hloom.com

www.canva.com

www.themuse.com



Applicant Tracking System (ATS)

What is it?

Optimize your resume

standard fonts

no special characters or symbols

single column format

no tables, text boxes, sections, or columns

no images, tables, borders or shadings

standard headings

Bottom line: no complex formatting

You can still get creative, just make a backup!

Know Your Audience

→ HR Manager / Recruiter

Typically less technical, but what we like to call the 'Gatekeepers'

→ Hiring Manager

Will likely be highly technical and could potentially be your future boss

→ Fellow Developers

Quite possibly your future teammates or coworkers

HEADING: Contact Info

Linus Torvalds

Atlanta, GA | 770-858-5806

linus@digitalcrafts.com | www.LinusTorvalds.com | [linkedin.com/linus-torvalds](https://www.linkedin.com/in/linus-torvalds) | <https://github.com/Linustorvalds>

SUMMARY

A decorative pattern of hexagons in the bottom-left corner. The hexagons are arranged in a honeycomb-like grid. Most are dark blue outlines, but a few are highlighted with green and orange outlines.

**Your
“sales pitch”**

EXPERIENCE: Project Work

Featured Projects

Convo Buddy | convobuddy.rocks | github.com/Linustorvalds/convobuddy

January 2017

- Conversation-generating tool for ESL teachers to use with their students
- Built with HTML, CSS, SCSS, AngularJS, Node.js, Express, and MongoDB
- Features ability to view questions all at once or filter by specific categories as well as randomize the presentation order

Jamón Depot | jamondepot.club | github.com/Linustorvalds/jamondepot

December 2017

- E-commerce site that sells a fine selection of cured Spanish ham
- Built with HTML, CSS, SCSS, AngularJS, Node.js, Express, and MongoDB
- Integrated the Stripe API to allow for customer checkout and enabled sign up/log in for user accounts

Blackjack | myblackjack.com | github.com/Linustorvalds/myblackjack

November 2016

- The classic card game Blackjack (aka 21), featuring betting and ability for the player to hit, stand, double down, and split
- Built with HTML, CSS, SCSS, JavaScript, and jQuery
- Wrote program adhering to OOP principles and utilized Jasmine to test functionality while building

Nerd Review | nerdreview.co | github.com/Linustorvalds/nerdreview

October 2016

- A product review website where users can add products and write reviews as well as browse existing reviews
- Built with HTML, CSS, JavaScript, jQuery, Python, Flask, and PostgreSQL
- Designed and assembled a fully mobile-responsive layout and routed information being passed from the database

EXPERIENCE

Professional Experience

Wunderman | Front-End Web Developer

March 2015 – August 2016

Madrid, Spain

- Created, updated, and maintained responsive web pages for marketing campaigns using HTML, CSS, JavaScript, and jQuery (clients included Ford, Cepsa, Accenture, L'Oreal, Nivea, Adidas, and Cetelem)
- Worked closely with four other developers as a team to successfully meet deadlines and fulfill requests of constant last-minute changes and tweaks on projects
- Translated presentation material and content from Spanish to English

Spanish Ministry of Education | North American Language & Culture Assistant

Fall 2012 - Summer 2015

Madrid, Spain (2013 - 2015) , La Coruña, Spain (2012 - 2013)

- Awarded post-graduate scholarship to serve as a cultural ambassador and English language model in a Spanish public primary school
- Taught English to 1st-6th grade students (ages 6 to 12) in English, science, and art classes

EXPERIENCE

Transferable Skills

Flexibility
Interpersonal
Conflict Resolution
Logical Thinking
Team Building
Time Management
Research
Leadership
Collaboration
Negotiations
Teamwork
Communication
Listening
Delegation
Organizational
Problem Solving
Conflict Management
Motivational
Critical Thinking
Multitasking
Strategic Planning
Verbal Communication
Customer Service
Decision Making
Inductive Reasoning

Consistency

Resume

LinkedIn

Portfolio

**Cover
Letter**

Interview

EDUCATION

Education

DigitalCrafts Immersive Coding Bootcamp

September 2016 – January 2017

Atlanta, GA

- 16-week intensive, full-time accelerated learning program
- Learned Python and full-stack JavaScript, including Node.js, MySQL, Express, AngularJS, HTML/CSS, and Amazon Web Services

Clark University | B.A.

Fall 2008 – Spring 2012

Worcester, MA

- Psychology and Sociology double major

4.00 GPA - Dean's List 2008, 2009

Extras

- **Awards or special honors**
- **Certificates (Udemy, FreeCodeCamp)**
- **Extracurricular activities, organizations (Member of Atlanta JavaScript Meetup, Girl Develop It, Pyladies)**
- **Participation in any Hack-a-thons events**
- **Skills section**



What NOT to Include

- **A photo**
- **References, or the phrase "References Available on Request"**
- **An Objective statement**
- **Your GPA (unless it's really, really high)**
- **Excessive design**
- **Hard-to-read or tiny fonts**
- **False information**



SPELL CHECK!!!



"Your resume says you
spent 'fore years at collej.'"

Decorative geometric shapes in the top left corner, including a grey cube-like structure and a blue and green geometric pattern.

Any Questions?



Career Talk #3

Interviewing

BE PREPARED

A decorative pattern of hexagons in the bottom left corner, with some hexagons highlighted in green and orange.

At a *minimum* make sure
you:

- Understand what they do
- Read recent news
- Research competitors
- Research your interviewer
- Search through LinkedIn

Know the Job Description

- STUDY the job description in detail
- Understand and memorize key terms
- Use it to your advantage



GET PERSONAL

A decorative pattern of hexagons in the bottom left corner. Most hexagons are dark blue with a lighter blue outline. A few hexagons are highlighted with different colors: one is green, one is orange, and one is yellow.

Relate
specific aspects
of your
past experience
to their
current needs

GET PERSONAL

A decorative pattern of hexagons in the bottom left corner. Most hexagons are dark blue with a lighter blue outline. A few hexagons are highlighted with different colors: one is green, one is orange, and one is yellow.

**It's OK to talk about
your life!**

(Just keep it light)

SKIP THE CLICHES

A decorative pattern of hexagons in the bottom left corner. The hexagons are arranged in a honeycomb-like grid. Most are dark blue with a lighter blue outline. A few are highlighted with different colors: one is green, one is orange, and one is yellow.

- The interviewer is hearing tons of them already
- Your goal is to be *unique* and *memorable*

BE ENGAGED



ASK

QUESTIONS

**Don't be a
question-answering
robot**

**Interview =
conversation**

**Prove that you've
done your research!**

Calm down!

It's OK to be nervous

Give yourself plenty of time to prepare
(both in the days before the interview
and on the day of)

Deep breaths/power poses/meditation

Bring a copy of your resume to look at, as well as notes with talking
points/questions, if you're afraid you'll get tongue-tied

Be yourself

Behavioral Best Practices

- **Stay professional**
- **Eye contact!**
- **Body language**
- **Don't be late**
- **Don't be SUPER early (10-15 minutes is fine)**



What to Bring

- **Two copies of your resume (one for you, one for the employer)**
- **Notes with talking points/questions**
- **Pad of paper/pen**
- **References**



A decorative graphic in the top-left corner consisting of several overlapping triangles and polygons in shades of blue, green, and grey, creating a 3D effect.

Any Questions?



Career Talk #4

Job Search Tips

Tips

Career Success Toolkit

Stay Organized

Set A Daily Goal

Networking

Job Searching

Negotiating

Stay in Touch!



Career Success Toolkit

Schoology: Student Resources

Stay Organized

Make a Job Search Tracker

Instructions located in Career Success Toolkit

Job Search Tracker Template									
File Edit View Insert Format Data Tools Add-ons Help Last edit was on May 30									
fx #									
	A	B	C	D	E	F	G	H	I
1	#	Company Name	Position Title	Applied	Date Applied	Contact Name	Contact's Email	Contact's Phone	Notes
2	1	DigitalCrafts	Full-Stack Developer	yes	5/1/2017	Jake Hadden	jake@digitalcrafts.com	888-888-8888	- 5/05/17 - Jake reached out after I called and left voicemail on company phone. - 5/05/17 - Sent email to "hello@digitalcrafts.com" inquiry more about the role - 5/03/17 - Upgraded LinkedIn Account to reach out to Hiring Manager directly. - 5/01/17 - Submitted application online
3	2								
4	3								
5	4								
6	5								
7	6								
8	7								
9	8								
10	9								
11	10								

Set A Daily Goal

Daily Goals

- 1) Apply to 15 jobs
- 2) Commit to GitHub
- 3) Practice Algorithms
- 4) Continue Learning



Where to Network

LinkedIn

Upgrade your account. Reach out!

Friends & Family

Cold Call

Reach out to companies via contact page or phone

Events

Hack-a-thons, Meetups, Start-up pitches

Get Involved!

Girl Develop It, Black Men Code

How to Network

Perfect Your Pitch

“How did you get interested in software development?”

Follow Up


Track conversations with key people

Have a Plan

Set daily & weekly goals.

Get Out of Your Comfort Zone

How to job search

A decorative pattern of hexagons in the bottom left corner. Most hexagons are blue outlines, but a few are highlighted with green and orange outlines.

- Get Hungry
- Use Tools
- Be Smart
- It is a job

LinkedIn

- 1) Set your job preferences
- 2) Search for & save jobs



KEYWORDS



Web
Software
Front End
Full Stack
Back End

Developer
Engineer
Designer
Analyst

JavaScript
Python
Node.js
React

Try Variations

Full Stack
Full-Stack
Fullstack

JOB BOARDS



The Muse

Dice

Indeed

We Work Remotely

Monster

Glassdoor

- -

TripleByte

Indeed Prime

Hired.com

Cover Letter

- 1) Address to someone specific
- 2) Customize to job description
- 3) Explain your resume
- 4) How can you help the company
vs. How this job will help you
- 5) Proofread!!



Negotiating: Key Points

DigitalCrafts Graduates

- \$63,537 is the average salary
- 86% land a developer job within 180 days
- Software Engineer is the most common title
- Full stack development is the most common job

Negotiating: Tips

- **Negotiate once, not twice**
- **Back up counter offers with data**
- **Compensation, PTO, Benefits, Travel Allowance**
- **They aren't going to take the offer away**

Stay in Touch!

Slack is best for communication as an alumni.

Happy hunting, and good luck!
We have champagne waiting!



“Success doesn't come to you, you go to it.” –Marva Collins

A decorative graphic in the top-left corner consisting of several overlapping, semi-transparent geometric shapes. These include triangles and quadrilaterals in shades of grey, blue, green, and orange, arranged in a way that suggests a 3D or layered structure.

Any Questions?