



Build your Brand

Review and Update Your LinkedIn profile, CV, and Cover Letter

Visit our website

Introduction

In this Build your Brand task, we will focus on helping you to showcase your newly acquired development skills to peers, potential clients, and employers. This will involve customising your LinkedIn profile and also looking at what is known as the job **application package** and what it contains. You will create, or review and update, your own CV (also called a *résumé*) and cover letter templates. Although traditionally, the application package only used to include the cover letter and CV, currently - and specifically for a career in technology - this also includes your LinkedIn Profile, a link to your GitHub (which you'll create later in the bootcamp if you don't have one already) or programming repository, and/or a link to your online portfolio of work.

BUILDING YOUR PROFESSIONAL BRAND - LINKEDIN

Professional branding is about the reputation you build as a professional. It is how others (including your peers, colleagues, clients, and potential employers) perceive you. Your professional brand lets others know what your unique skills are, what services you provide, and what values you esteem.

Whether you like it or not, you will be branded by what you do or don't do. For example, a potential employer may take a dim view of a person in the software development field who doesn't make use of online services like GitHub and LinkedIn, which are commonly used in this industry. Additionally, someone may question a software developer's passion for their field if they aren't using tools like GitHub. As [this article](#) puts it, "If you're not defining your own brand, it's certain others are going to do that for you, so you need to take control of it. Something like 77 percent of people you talk to are going to Google you to find out more information, and you need to make sure your personal brand reflects who you say you are, not who others say you are." This is probably truer in the software development industry than in any other field!

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 to other professionals in your field. The people you connect with can give you referrals and endorse your skills.

Describing their app, LinkedIn write:

"LinkedIn is the world's largest professional network with hundreds of millions of members, and growing rapidly. Our mission is to connect the world's professionals to make them more productive and successful."

We can help you:

- *Establish your professional profile and control one of the top search results for your name.*
- *Build and maintain your professional network.*
- *Find and reconnect with colleagues and classmates.*
- *Learn about other companies, and gain industry insights.*
- *Find other professionals in the same industry using groups.*
- *Share your thoughts and insights through LinkedIn's publishing platform.*
- *Tap into the knowledge of your network.*
- *Discover new career opportunities by searching for jobs."*

(LinkedIn, n.d)

LinkedIn is a great way to start connecting with hiring companies, recruiters, and fellow developers, as demonstrated in the first Build Your Brand task. It has helped many people land their dream job. In the digital era, if you are not on LinkedIn, you do not exist, as 97% of hiring companies and recruiters use LinkedIn to source potential candidates! A strong LinkedIn profile could mean the difference between you being invited for an interview or overlooked.

TIPS FOR CREATING A GREAT LINKEDIN PROFILE

Here are ten tips for creating a strong LinkedIn profile:

1. Add a professional profile pic and a cover photo to personalise your profile.
2. Add a 'Headline' e.g. Software Engineer / Software Developer / Web Developer / Data Scientist / Mobile Developer. Your title could also include more than one thing, e.g. Student and Aspiring Software Engineer.
3. Add an 'About' section explaining who you are and what your career objective is. Remember, this platform is for professional use and should not be used as a second Facebook profile.
4. Add HyperionDev under 'Education' as recruiters can and do search for specific institutions.

5. If you've been employed before, explain your daily tasks at your previous and current position(s) and any significant projects you completed. The best way to do this is to add individual tasks using bullet points. You could add volunteer work here if you haven't previously been employed.
6. Outline the course content you covered and the technical skills you acquired during your studies at HyperionDev.
7. Add all the programming languages and skills you have learnt at HyperionDev under "Skills & Endorsements", as well as any technical skills you obtained before your Bootcamp. The reason for doing this is that most recruiters search for candidates using keywords; if you don't have any of those keywords in your profile, you won't be visible to them.
8. Update your Industry to the industry you are interested in joining, e.g. Data Science/Software Engineering/Web development.
9. Update your employment status under 'Career interest' and let recruiters know you are open to new opportunities.
10. Include HyperionDev as an educational institution. Then, when you earn your HyperionDev certificate, if your performance is excellent, you may have a university co-certify the certificate with Hyperion. At this point you could also add them as an educational institution on LinkedIn as well as on your CV.
11. Lastly, start connecting with HyperionDev staff, students, and fellow alumni to get the ball rolling. Also, follow companies, technical skills pages, and influencers within your industry. Join groups to strengthen your network and stay up to date with current events within your field.

If you need more of a visual approach to creating your profile, watch this video tutorial shared by LinkedIn: [**Creating a great profile: Video tutorial**](#)

LinkedIn has also shared [**20 steps to a better LinkedIn profile in 2022**](#), an article that could be beneficial for you to explore and enhance your profile even further.

CV AND COVER LETTER

In this section, we will highlight some points to consider and include when preparing your cover letter and CV for any new jobs or opportunities you may be applying for during or after your Bootcamp.

“The resume focuses on you and the past. The cover letter focuses on the employer and the future. Tell the hiring professional what you can do to benefit the organisation in the future.”

-Joyce Lain Kennedy - Cover Letters for Dummies - GoodReads [Link](#)

THE COVER LETTER

A cover letter is an [incredibly beneficial](#) resource. It allows you to demonstrate your passion and interest to potential employers or recruiters. It shows you've done additional research regarding the position and gives the hiring company an idea of who you are and what you have to offer.

Employers may use cover letters that are not thoughtful and individualised as a means of screening out candidates who might not be as interested in or possibly not meet the minimum requirements for a position. Careful customisation of the cover letter could make or break an application. Check out this [video](#) entitled “Writing a Cover Letter for UK Tech Jobs” by [Technologist Confidant](#). It recommends finding out from the company their guidelines in terms of whether they expect a cover letter. There are only a few exceptions for not including a cover letter in a job application; for example, an online application form or an applicant tracking system may not allow a cover letter to be uploaded. When this is the case, you don't have to worry about it.

Keep in mind that one way to repurpose the cover letter is to use it in the body of the email if you're providing a CV by email. Alternatively, you can include it in the additional information section of an online application if there is any such section available.

Here are a few points to note when constructing the cover letter:


- The standard cover letter should not be more than one page and start with a header or heading that says: Cover Letter of Name and Surname.
- Very clearly list essential contact details.
- Address the hiring partner, team, or point of contact as per the job specification.
- Avoid flowery language or being long-winded - be specific and get to the point, providing only information that's relevant to the hiring manager.

- The first paragraph is the most important – think of this as the “*Power Introduction*” – have the most pertinent information on who you are, your skills or experience, and what value you will add to the position or company.
- The second paragraph needs to show that you have spent adequate time researching the company.
- Then you need to connect your skills to the job requirements and highlight your skills and experience – remember to show, not tell – so use relevant examples of previous responsibilities or projects.
- Next, you want to mention any relevant achievements and accolades you might have.
- Finally, in the last paragraph, you could (if necessary) mention any information related to a disability, work visa, or your availability. Remember to be honest – recruiting is expensive, and building a good relationship with the company you want to join starts here.

Before attempting the Compulsory Task at the end of this document, please look in your Dropbox folder for this task for an example of a bad cover letter, and a good cover letter, and read through both carefully.


THE CV

The CV or *Curriculum Vitae* – Latin for the “course of life” – is a professional and concise history of your educational and professional work history.




Keep it short

Only have the important, impressive and relevant information on your CV. 2 pages is more than enough. You can talk about the rest in the interview.



Include a cover letter


Cover letters are a great way to go the extra mile and show why you would be great for the position.



Be specific


Be as specific as you can. E.g. Rather than just saying, “Led a project that improved sales, be specific: “Led a project that improved sales by 42% in 6 months”

How to write the perfect CV




Show off your professionalism

Choose a professional, easy-to-read font, use a professional tone and make sure you have **thoroughly** proofread your CV before sending it through.



Get a second opinion

Once you are happy with your CV, make sure to get someone else to read it. Ask them to check if there is anything you could say more succinctly or professionally.



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Let's look at a couple of points to note when crafting the CV:

- Remember to keep it short and concise BUT include:
 - the most important,
 - most impressive,
 - and most relevant information
- Be very specific when you connect previous duties or experiences to the required skills or experiences for the desired position – it is your responsibility to ensure that the recruiter or hiring manager can see that you are the best fit for the position. The information you provide needs to be fact-based, qualifying and quantifying your experience that makes you a good fit.
- Use **action verbs** – with relevant examples – to show/visualise your skills and experience relevant to the position. For a full page of useful action verbs for particular skills (e.g. Leadership, Communication, Technical, etc.), look at the [Harvard Extension School resumes and cover letters guide](#). Also, check out the [Oxford University Careers Service CV guide](#), which gives a UK perspective on writing your CV, providing several examples.
- If you have prior work experience, showcase this, remembering to show what you've done, when (if relevant), the value this added, and noteworthy results. For example, rather than listing “Research” as a responsibility on the CV, you could say something like “Researched and assembled proposals for large software projects facilitating a year-on-year growth of revenue by 17%”. Suppose you worked on some code; rather than listing “Coding in Python” you could say, “Coded an online store app in less than three weeks, enabling a major client to take their business digital and avoid shutting down during the pandemic” (notice the action verbs, quantification, and result showing value!).
- Use a professional and easy-to-read font, and avoid using colours or backgrounds that are too loud or distracting.
- Make sure to proofread your documents – and ask a friend or family member to give your documents a second look. Always be sure to do a spelling, grammar, and punctuation check – if attention to detail is a requirement (it usually is!) and you make a spelling or punctuation mistake, it could negatively affect your chances. Most document creation software comes with a spelling and grammar checker (e.g. the “Spelling and Grammar” check under “Review” in Microsoft Word, and [Grammarly](#) as a tool to use when writing in a browser, e.g. in an online email app or a Google doc).
- Use the correct technical keywords and prioritise your strengths. You can generally get a good idea of keywords relevant to the job you are applying for by looking at the job advert. Remember that the most crucial task of the

CV is to match the job requirements of the desired position to what you have already done in a previous position or have the ability to do in future positions. Study the requirements and match the specific technical keywords to your own most relevant information. Prioritise key strengths and focus on those. No candidate will match all the requirements 100%. Still, if you study several similar job specifications from different companies, you will get an idea of the most important requirements for that position, making it easier for you to match your current skills and expertise to those.

- Include, if you have them, links to online portfolios or any similar thing you may have that can showcase your skills.

The modern CV should not be longer than **2 pages** – don't use designs that could detract from your content, and don't add any unnecessary information that won't be relevant to the position or company.

If your professional experience lacks specific examples that match job requirements, use your technical skills and qualifications with project or assignment examples that show the matching competencies for this position.

Only include any additional documentation such as tertiary qualifications (degrees, certificates, etc.) or identity documents when they are specifically requested to form part of the application package.

When creating your CV, you must also ensure that your document's structure or format includes the following non-negotiable sections:

- Profile/summary: this will be written in a professional tone and exclude personal pronouns. Use a powerful Introduction as the base for this section and remember that this section needs to “hook” the reader and encourage them to look at the rest of your CV or resume. Whether or not to use a photo is contentious; some recruiters and hiring managers love it, and others really dislike it. If you do decide to use a photo, keep it small, and it is advisable to use a professional headshot. Remember that anything you include in your CV must contribute to telling a story about you as a professional. Some example summaries for typical graduates of HyperionDev bootcamps are below:

Data Science: *“Aspiring Data Analyst with a demonstrated history of working in the code review and online education sector. Skilled in SQL, SQLite, Data Analysis, Data Modeling, Machine Learning, and Data Analytics. Strong Data Science background, having graduated top of the class in a HyperionDev Data Science bootcamp.”*

Software Engineering: *“Motivated Software Engineering professional with 4 months of experience in Python, Django, and agile development. Seeking to apply technical skills in conjunction with previous experience in the financial services industry.”*

Web Development: *“Passionate junior Web Developer with experience in front-end development tools. Skilled in JavaScript, HTML, CSS, and React.js. Excellent at collaboration, problem-solving, and visual thinking.”*

- Contact details: include a “contact me” section with your email address and contact details that you access on a regular basis, which recruiters can use to get in touch with you.
- Education: in reverse chronological order – most recent first and then work back. Include the institution, course, and completion date for all education entries. Make sure to highlight the most relevant educational experience to the job requirements. Include your HyperionDev bootcamp under this section. Then when you earn your HyperionDev certificate, if your performance is excellent, you may have a university co-certify the certificate with Hyperion. At this point, you could also add them as an education institution on your CV as well as on LinkedIn.
- Professional Experience: also written in reverse chronological order, starting with the most recent. List job duties in bullet form and remember to use impactful words or active verbs linking or showcasing the transferable skills that match job or company requirements.
- Tech-Stack/Solutions Stack: you want to list all the programming languages, frameworks, databases, front-end tools, back-end tools, and applications connected via APIs you can use or have experience in. Remember to list them in the same order that the job specification lists them – so you make it as easy as possible for the recruiter or hiring manager. Select the appropriate skills list depending on which Bootcamp you are doing. Below are some examples.

Data Science skills:

- Software development within Python and SQL
- Object-oriented programming
- Data transformation and manipulation
- Data visualisation
- Data analysis and analytics
- Machine learning
- Developing prediction models to support business decision-making and sophisticated software features

- Source version control

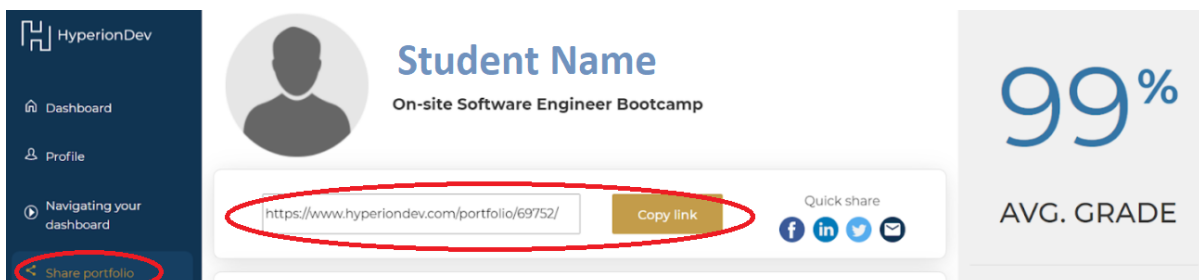
Software Engineering skills:

- Software development in Python and SQL
- Object-oriented programming
- Utilising data science libraries to develop data-driven web applications
- Natural language processing
- Systems analysis
- Systems design
- Management of the software development life cycle
- Static and dynamic web development
- Source version control
- Backend web development

Web Development skills:

- Software development in JavaScript
- Static and dynamic web development
- Object-oriented programming
- Functional programming
- Single-page application development with libraries such as React.js
- Frontend web development
- Source version control
- Web API integration

- Relevant Links: at the top of your CV, include a link to your LinkedIn Profile, and a link to your GitHub or programming repository (if you don't have one yet you will make one in a later task and can return to your CV and add it at that point), and/or any website or other online portfolio of work you may have. Also, add your HyperionDev "Share your portfolio" link (circled below), accessed via your Bootcamp dashboard, to the top of your CV.



The following CV sections are optional and can be included or excluded depending on your requirements (for example some job adverts request references be submitted up front, while others don't even ask about them until they are considering making an offer to the candidate).

- Self-study/other interests: if included, this section should show an interest in self-development or link interests to job/company requirements or goals.
- References: Ensure you have permission to add the referee's information and be aware of keeping in line with [GDPR](#) requirements when sharing third-party personal information. You could always simply add "References available upon request" and then share these when necessary. It is also helpful to note the company where you worked together.

Remember that your application package will need to be updated and customised to each company and each position you apply to. This will increase the chance of your profile being selected from among the host of candidates.

One of the benefits of working on the application package is that it helps you prepare for the interview process by reviewing your skills and experience. Having recently thought and written about these makes it much easier to answer related questions in an interview.

You can use [free templates](#) or the [LinkedIn resume builder](#) to create your CV. See an example of a CV template compiled to apply for a tech role below using the Pragmatic Engineer's template:

City, Country
name@email.com

Name
Surname

linkedin.com/in/username
github.com/username

Summary

Lorem ipsum dolor sit amet. Cum natus quos a fuga molestiae hic veritatis tenetur id sint maiores ut reiciendis velit At accusantium minima. Hic alias deleniti ab iste culpa et voluptate obcaecati. Et enim vero sit ipsa natus et corrupti magni. Eos velit enim aut incidunt dolor et accusantium debitis vel atque dolorum sed mollitia unde et obcaecati fugit ea magnam provident..

Professional Experience

Job title (part-time / full- time)

Department or team

Company Month Year – Present

City, Country

- Conducted...
- Managed...
- Created...

- Researched...
- Co-managed...
- Initiated...

Job title (part-time / full- time)

Department or team

- Conducted...
- Managed...
- Created...
- Researched...
- Co-managed...
- Initiated...

Company Month Year – Month Year

City, Country

Education and Certifications

- **Title of course or degree**, Institution, Country **2022–2023**
- **Secondary education**, Institution, Country **2020–2022**

Tech Stack

- **Programming Languages:** Python, JavaScript, HTML, CSS, {other languages}
- **Technologies:** MySQL, Git, {other technologies}
- **Other:** Data structures and algorithms, {other relevant skills}

Achievements and Projects

- **Project:** Short description showcasing the skills used in the project
- **Project:** Short description showcasing the skills used in the project

Self- study or interests

- Self-study or interests related to the role

Other skills

- **Tools:** Google, Microsoft, Salesforce, Zoom and Skype
- **Languages:** English- fluent, Spanish-conversational

References

Name Surname

Company; Job title

Email: name@email.com

Tel: (XXX) XXX XXXX

Name Surname

Company; Job title

Email: name@email.com

Tel: (XXX) XXX XXXX

You can also look at the end of the [**Oxford University Careers Service CV guide**](#) for some simple CV layout examples, but remember to apply our HyperionDev guidelines.

What does a good CV look like versus a bad CV? We've provided an example of each. Before attempting the Compulsory Task at the end of this document, please look in your Dropbox folder for this task for these examples, and read through both carefully.

TRACK AND ORGANISE YOUR JOB APPLICATIONS:

When you are in the market for a job, you will be applying for many positions, so keeping track and organising your applications will make your life much easier. Many people use something like Excel or Google sheets to capture the job listings for those you are interested in applying for or have already applied for. We provide you with a tracker template to get you started (link at the end of this section).

A tracking document must include the following aspects:

- Company Name, website URL, and company contact details
- Contact details of the recruiter/hiring manager: include their name, email, LinkedIn Profile link, and phone number if possible
- Jobs advertised with company: nature of the job (remote, hybrid, on-site), job description, URL
- Application Date: The date you applied to the job/position
- Deadlines/Important Dates: deadlines for providing any additional information the company asked for, or for e.g. submission of a take-home test
- Interviews: scheduled interview dates
- Follow-up Date: the date(s) you followed up after an application submission or interview
- Application Status: whether you've been rejected, are waiting to hear back, or have an interview scheduled (and if so, whether this is e.g. a first-round or third-round interview, etc.)

You may download or copy this useful [Job/Interview Tracker](#) template as a base to work from.



Take note!

Remember, it is a requirement of this bootcamp that you have secured your first invitation to an interview by **10th March 2023 for one or more** of the following:

- An apprenticeship programme that utilises some of the knowledge obtained in your bootcamp.
- A paid work opportunity for a duration of at least 12 weeks that utilises some of the knowledge obtained in your bootcamp.
- A full-time job that utilises some of the knowledge obtained in your bootcamp and is with your current employer or a new employer.

By **1st August 2023** you will need to show one of the following:

- An offer of a new job that utilises part or all of the skills acquired in your bootcamp. You don't need to accept the offer to fulfil this requirement, and it can be an apprenticeship role.
- New contracts or opportunities you obtained that utilise the new skills acquired through the bootcamp, which may include self-employed contract work or starting your own company.

Remember to keep an open mind and **explore various opportunities** to help you practise your interviewing skills and broaden your engagement with the tech sector. As soon as you achieve an invitation to a job or apprenticeship interview, please fill out [hyperiondev/outcome](https://hyperiondev.com/outcome) **before attending the interview**.

Remember: We have a limited number of places we can award such that your bootcamp is co-certified by a Russell Group UK university, such as the University of Manchester. The date you record an outcome at hyperiondev.com/outcome and finish your bootcamp will be factored into whether you are awarded such a certificate (and if you opt-in for this, which you can do via this website too). By having your bootcamp co-certified, you'll get noticed by employers faster, may have access to additional study options and career support post graduation from your bootcamp, and ultimately be able to build your professional brand in tech faster.

Compulsory Task 1

Follow these steps:

- Join LinkedIn (if you haven't already) by visiting this site:
<https://www.linkedin.com/reg/join>
- Complete your LinkedIn profile, applying the tips provided in this task and the linked article and video. If you already have a LinkedIn account you're pretty happy with, take the time to update it wherever possible by following the tips provided in this task.
- Locate and follow the [HyperionDev](#) company page.
- Remember to add the **Bootcamp** that you are completing with **HyperionDev** under your education section.
- Once you are happy with your efforts, put the link to your profile on your CV and proceed to the next task.

Compulsory Task 2

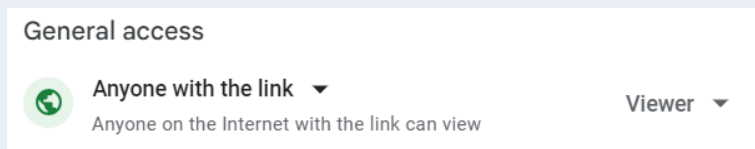
Follow these steps:

- Open the **Job Descriptions** folder in your Dropbox. Here you will find job adverts with full role descriptions for three roles relevant to 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.
- Add a PDF of your CV and cover letter to your Dropbox.

Compulsory Task 3

- Create a Google doc with a uniquely identifiable filename that includes your name and email address and a task identifier for this task (**BYB2**). 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**.
- Once again, consider the sort of roles you might like to apply for and the sort of companies you might want to work for. 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 another 5 junior tech roles currently being advertised - **different from those 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. Remember that our team will review your data and create relationships with your identified companies. We already have relationships with many larger tech companies, so focussing on companies of different sizes and profiles will help to diversify your application profile and increase your chances of success.

- **Create and submit applications** to these 5 opportunities, **as well as** the 5 you identified in the first Build your Brand task.
- 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 (**email addresses for at least 2**) and **LinkedIn profile URLs (for all, mandatory)**. This time, **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.
- Fill in the details of the contact people you have identified on [this form](#). 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 marking your work can see that you have completed this part of the task.
- Make a copy of the [Job/Interview Tracker](#) template (File -> Make a Copy). As you go through this Skills Bootcamp, add your notes and updates (dates, progression, type of interview, deadlines, and status) on your application process for all roles you have applied to so far to the tracker on an ongoing basis. Put a public link to your Job/Interview tracker into the **BYB2** Google doc you made earlier. Make your Job/Interview tracker public by using this share setting on Google sheets:



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 menu options File -> Download -> PDF) and upload the PDF file to your Dropbox.
- **If you secure an interview, it is absolutely vital that you notify us via hyperiondev.com/outcome.**



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