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Pitching Yourself To Potential Customers.

Intentional Writing: Promoting your **skills, accomplishments,** and **experiences.**

Objectives: How to accurately write about…

- Skills
- Achievements
- Experiences

Before We Begin

- Choose a **format** which fits the project: ***Functional formats*** focuses mainly on skills, achievements, and experiences.
- Know the difference between Resumes and Curriculum Vitae (CV's). The two differ in length, the purpose and layout.

Before We Begin

- **Resume** – short, no particular format rule, highly customizable
- **CV** – long, covers your entire career, static

How To Write About Your Skills:

- Make a list that includes 3 or 4 of your **strongest** skills. Think about what knowledge or abilities that will make you a great candidate for the project position.
- Look at the projects posted. Think about the exact skills and experiences that are wanted.
- **After each skill,** think of several accomplishments from the past that demonstrates that skill you listed.

Example of listing Skills:

- Q&A /Tester Skill examples:
  - Exceptionally well-versed in designing and supporting user interface testing applications and regression testing software.
  - Hands-on experience in creating and executing test plans and cases, and effectively finding, researching and reporting bugs.

Example of listing Skills:

- Software Developer Skill examples:
  - Coded web designed interfaces using Java, XML, XSL, AJAX, and JWS.
  - Engineering web development, all layers, from database to services to user interfaces

What is an Achievement?

- Accomplishments not Responsibilities.
- Achievements are a *reflection* of your skills.

What is an Achievement?

- Use **action verbs** to describe your achievements.

- Action verbs used to describe technical skills are as such: assembled, computed, engineered, operated, remodeled, upgraded, built, calculated, designed, devised, fabricated, maintained, overhauled, programmed, repaired, and solved.

What is an Achievement?

- An accomplishment can specifically describe how your skills helped you:
  - ❑ Exceed a company record
  - ❑ Expand Research
  - ❑ Meet a technical goal

Specific Examples of Accomplishments:

- **Software Development Accomplishment:**

Designed and implemented a web application in PHP that streamlined new hire IT resource configuration and allocation. This application cut setup time by 98% and significantly reduced human error.

Specific Examples of Accomplishments:

- **Tester/Q&A Accomplishment:**

Identified the root cause of intermittent interoperability glitch in air-traffic control software, leading to a no-fault audit finding.

Writing About Your Experience:

- When writing about your experiences, you should focus what kind of experiences are being sought after for certain projects.
- Describe the outcomes/accomplishments of your past and present experiences. Specific skills used.
- ***If you do have links to past projects or other achievements, then make sure to attach a link to your resume after each listed project or accomplishment.***

Writing About Your Experience:

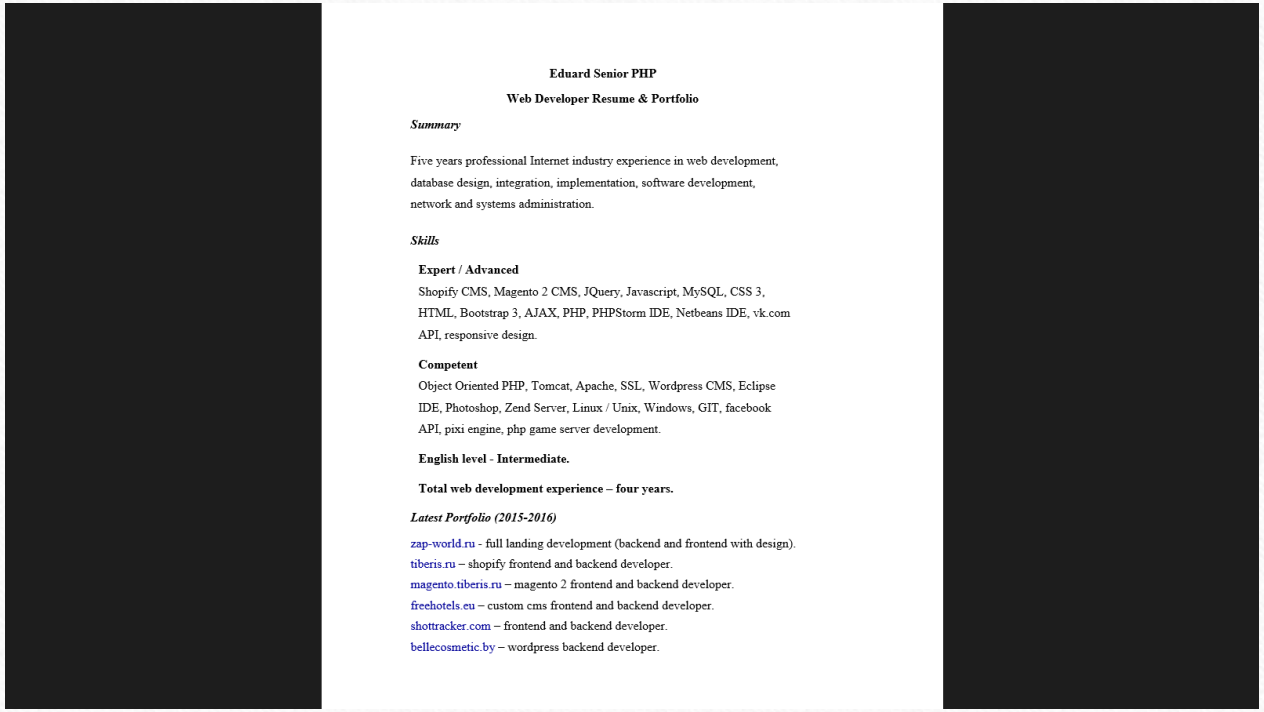
- For example: **Project Experience**

Name Game Generator

Personal Project: Created a Java program to generate rhymes to go with any name based on the 1960's song "The Name Game".

Bad Resume

Eduard Senior PHP



Eduard Senior PHP

Web Developer Resume & Portfolio

Summary

Five years professional Internet industry experience in web development, database design, integration, implementation, software development, network and systems administration.

Skills

Expert / Advanced

Shopify CMS, Magento 2 CMS, JQuery, Javascript, MySQL, CSS 3, HTML, Bootstrap 3, AJAX, PHP, PHPStorm IDE, Netbeans IDE, vk.com API, responsive design.

Competent

Object Oriented PHP, Tomcat, Apache, SSL, Wordpress CMS, Eclipse IDE, Photoshop, Zend Server, Linux / Unix, Windows, GIT, facebook API, pixi engine, php game server development.

English level - Intermediate.

Total web development experience – four years.

Latest Portfolio (2015-2016)

zap-world.ru - full landing development (backend and frontend with design).
tiberis.ru – shopify frontend and backend developer.
magento.tiberis.ru – magento 2 frontend and backend developer.
freehotels.eu – custom cms frontend and backend developer.
shottracker.com – frontend and backend developer.
bellecosmetic.by – wordpress backend developer.

Good Resume

- Alex Mid + PHP

Questions?

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