

BUILDING YOUR PROFESSIONAL BRAND

[08.11.25]

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Please “make a copy” of this document, and use it as your guide before turning in your work. Once you’ve completed an item in the list, submit your work to the professional links spreadsheet and check it off from this document.

PART 1

- | | | |
|------------------------------------|-----------------------------------|--|
| ☐ Bio Blurb | ☐ Github | ☐ Hitlist/Networking List |
| ☐ Headshot | ☐ Twitter | |
| ☐ Portfolio | ☐ LinkedIn | ☐ Outreach Email |
| ☐ Resume | ☐ Angelist | ☐ Thank you note |

PART 2

- | | |
|---|---------------------------------------|
| ☐ Pitch | ☐ Cover Letter |
| ☐ Wistia Demo Day
Project Video
Walk-through | ☐ Cover Email |

HELPFUL TOOLS

- ☐ Grammarly
- ☐ Buffer

- ☐ Project Management Tool (Asana, Trello, Notion, etc)

BIO BLURB AKA DEL BLURB

This is your bio description **(80-120 words)**, which will be published on the public roster and shared with potential employers. Everyone out of this cohort will be graduating with the same technical skills, but what makes **YOU** stand out?

Some questions that may help guide your own reflection:

- **Who are you?** What can you share about you and your personality? What motivates you?
- **"Show me, don't tell me"** What experiences make you different from your classmates? What are the qualities or skills that you'll bring to a company? When did you decide to make that transition to tech? Can you share an example? For example, if you say you are hardworking, can you share an example where you showed you're a hardworking person?
- **What's your Call-to-Action (CTA)?** What do you want the employer to do after?

Please check grammar and punctuation. Don't know where to start? Here are some examples:

"My grandmother always said "knowledge and persistence hold the key to doors that lie ahead". That taught me to move forward no matter what, as well as guided my passion when it came to technology, music and business. As a child, I was exposed to computers and aside from books, it's what held most of my attention. That skillset allowed me to learn four instruments and help Zumix raise \$30K to stay open. My inextinguishable curiosity allowed me to study emerging technology at the MIT Media Lab and take part in hackathons as well as conferences. Coming from roles that required meeting business objectives, I look forward to plugging in my bass and joining your band of rockstars."

"Typically there is the data person and the people person, but very rarely will you find a candidate who is both. In my previous career in hospitality, I was a data driven people person - making use of our CRM to anticipate the needs of guests and maintain relationships with investors. Today, as a software engineer, I use both my data skills and my soft skills when writing code to give users the best experience possible. I leverage my strong attention to detail to create clean code with human centered design. I am Monica Goncalves, a people driven data person & your next software engineer."

"I am the child of Afro-Caribbean immigrants. They instilled in me a strong foundation, rooted in taking tasks head-on and not being afraid of failure. In my family, we carry this word reciprocity - it's one's duty to give back and help lift up others. As an active community member, I joined the Army after graduating high school and served for ten years, including a deployment under "Operation Enduring Freedom" in 2014 and deployment to NYC during the height of the 2020 Covid-19 pandemic. These experiences have shaped my proclivity for helping others."

As a Software Engineer, I will solve problems with efficiency whilst striving to make strides as an advocate of my many communities and your company."

You can also [check out the last class for inspiration.](#)

PORTFOLIO

Simple, well-designed, and responsive site. It should include the following information:

1. Include an "About Me" (could be your bio blurb)
2. Good examples of your code
 - ☐ Class Assignments
 - ☐ Passion Projects
 - ☐ Paid client work aka hustle week project
3. Contact information
 - ☐ Option A: They can email you
 - ☐ Option B: Integrate a messaging box (Must work)
4. Social Media Links
 - ☐ LinkedIn
 - ☐ Github
 - ☐ And any other work you want to showcase (art/photography/blog, etc)

Don't forget to check:

- ☐ Check stylesheets
- ☐ Is your portfolio live?
- ☐ SSL security warning?
- ☐ Projects open up on a new window
- ☐ Buy your domain name!
- ☐ Avoid listing your phone number and resume

Examples:

[Ellie Nguyen](#)

RESUME

Part of the job search includes that you have a professional resume. HR reps, hiring managers, and companies have different opinions on their preferences. Resilient Coders believes you should have at least two resume templates, one that is consistent with your brand and is aesthetically pleasing. This can be sent directly to a connection via email or you can print out to bring to a career fair. The second resume is one that will have a higher chance of passing through a website. Typically, website applications will have an Applicant Tracking System (ATS), which matches the original job description against your resume. Those who have a higher matching score will be the ones

moving forward in the application process. You should never send a resume template, you should create a copy, tailor your resume according to the job description, and label the resume with the company name. This last one will help keep you organized.

WRITING THE RESUME

First, think about your goal and your audience. Because of the bootcamp program, your resume should be geared towards a software engineering role. Each position you've held in the past should have transferable skills. Start out by writing the skills needed for a software engineer, and then do the same for each of your past roles. What experiences, quality, traits, match the skills needed for a software engineer role? For example, if you worked in the restaurant industry as a server, you must have excellent communications skills to communicate with customers, the kitchen, bar, host, manager, etc. To be a successful engineer, you need to have excellent communication skills to communicate with clients, and across different departments (think designers, marketers, sales, testing, etc). Once you have identified those skills, then begin mapping out your resume. You should have the following sections:

- ☐ Short summary (optional. Recommended for those with 5+ years of professional experience)
- ☐ Technical Skills (feel free to include other languages)
- ☐ Work Experience
 - ☐ Starting with most recent to the last **5 years**
 - ☐ RC should be listed under work experience, NOT education
 - ☐ RC should have projects listed too. Think of all the projects you've been working on:
 - ☐ Responsive sites
 - ☐ API work
 - ☐ Hustle Week Project
 - ☐ Demo Day Project
 - ☐ Any other full-stack apps you've built

Note: For project titles and descriptions - don't write "Hustle Client - worked with client to build their site." Instead, write what/who the client was and the description and any special features. For example:

Author's website - worked with a local author to build their personal website to display their writing. The site is also integrated with social media, as well as a CRM tool for blogging purposes.

- ☐ Write past experience in past tense
- ☐ Older or irrelevant experiences only include a small description
- ☐ Bullet points
 - ☐ Every Bullet point has an outcome, not just a listed task
 - ☐ Quantify whenever you can
- ☐ Volunteering, Community Work, Leadership
- ☐ Education
 - ☐ Do not add High School

- ❑ For college - if you didn't graduate, you can add the number of years you attended. If it was less than a year, do not add college experience
- ❑ Contact Information: email, portfolio url, github, linkedin (not twitter, FB, IG, or phone number!)
- ❑ Resume is **one-page only**

BE AWARE:

- No headshots
- Use two types of fonts: one for all the paragraph copy, and one for titles
- Use font size that is at least size 10 for the paragraph copy, for titles you can use size 12
- Remove any progress bars
- For languages, specify if you are Native, Fluent, Conversational, Beginner, etc
- Watch spacing - if it looks cluttered to you, it will be clutter for the person reviewing it.
 - Margins, should be at least .5 or 1in all around
 - Line spacing should be 1.5
 - Spacing between sections
 - Spacing after a period or a dash

IMPORTANT: READ! READ! AND then READ some more. Watch out for typos, punctuation, and grammar. Have another person proofread before you submit to staff or any applications.

FINAL NOTE:

For some jobs, you may need to tailor your resume to be more specific to the position. Cover letters also require the same level of attention and personalization. Before submitting an application, make sure to pull keywords directly from the job description and implement them into your resume and cover letter.

Once you have your copy, please transfer to a nice canva resume: <https://canva.com>. You should have one nice resume that you can print and bring to career fairs or send via email. And then you can the regular resume who gets sent through the Applicant Tracking Software (ATS) system.

! Never use websites that ask you to pay for a resume template.

Run your resume through one of this sites: <https://cvcompiler.com>

Please use this sample as your starting guide. This template is recommended for entry level candidates without a recognizable educational background: [Sample 1](#) → make a copy of this template:  Bob Coder - Software Engineer

ATS friendly (This template is Recommended for folks with a recognizable Traditional Education Background): <https://careerservices.fas.harvard.edu/resources/bullet-point-resume-template/>

This is recommended for more experienced engineers with industry experience: [Sample 5](#)

Additional Resources:

[Hire Tech Ladies Guide to Resumes](#)

LINKEDIN/ANGELLIST

LinkedIn and AngelList are both your professional resume. Your brand should be consistent, so everything should be relatively the same. You should have the following:

- ❑ Professional Headshot
- ❑ Make sure to personalize your LinkedIn URL (You can edit and get rid of the numbers at the end of the url from the top right corner). Profile → Edit Public Profile & URL (top right corner) → get rid of the numbers at the end so that you can personalize the url for your LinkedIn profile
- ❑ Include a background image in your profile. Unsplash or Canva has great free options.
- ❑ Set up your title with your current role: Software Engineer at Resilient Coders
- ❑ Include a tagline
- ❑ Location is listed as Greater Boston, Massachusetts, Philadelphia, Pennsylvania Area, NYC, NYC Metro Area
- ❑ Update Contact Info (Email + Link to Portfolio, Github)
- ❑ Add an *About Me* section, and you can include your Del Bio Blurb here
- ❑ List your experience, starting with your most recent work, make sure to include bullet points. It should directly match your resume.
- ❑ Your Resilient Coders projects should be added under your RC experiences professional experience.
- ❑ Please add articles, features, any media that you'd like to showcase under each job experience. This is the moment to be proud and show off!
- ❑ Volunteer Experience (Optional)
- ❑ Education
- ❑ LinkedIn Skills & Endorsements (add your tech skills and order them)
- ❑ Engagement, you should have recent posts and interactions related to tech. (Things you are building, commenting on tech news, summarizing your experiences at tech networking events, etc.)

Examples:

[Darlène Julien](#) | [Samantha Casseus](#) | [Kim Flores](#) | [Nicole Bazile](#)

Resources: [📺 What's the Point of LinkedIn, Anyway? | Christine vs. Work](#)

GITHUB

GitHub is an opportunity to show tech recruiters and engineering managers your code. It should have the following:

- ☐ Professional Headshot
- ☐ Title Software Engineer at @ResilientCoders + short description.
- ☐ Location
- ☐ Link to your portfolio or LinkedIn
- ☐ Intro Overview to ensure you are creating a personalized GitHub Profile
- ☐ Every project has a readme w/ a solid picture and hosted somewhere
- ☐ Use the '[Pin Repositories](#)' feature to show your most recent work.
- ☐ Create a [README](#) for each pinned repository. If using a template it must be personalized!

[Sample 1](#) | [Shawn Charles](#) | [Sample 2](#)

TWITTER

Twitter is a great way for you to stay in touch with news, learn from other developers, build your brand presence, and most importantly grow your network. You should have the following:

- ☐ Professional Headshot
- ☐ Bio Software Engineer @ResilientCoders + short description.
- ☐ Location, i.e Boston, MA
- ☐ Link to your portfolio
- ☐ Following 25 local developers
- ☐ Send one tweet out

Samples:

[Kaniah Dunn](#) | [Erica Mendez](#) | [Sam Casseus](#) |

CALENDLY

Create your very own free calendly account so you can manage your calendar and integrate it with your coffee chats and interviews.

It's so important to personalize your account, including your headshot, a brief description, and making sure you enter your correct available times.

During the cohort, you should have 30 min appointment spots open before 9:30am and after 3pm. You can also include 1, 20min spot during lunch time. Beware of your energy levels and plan accordingly.

After graduation, you can open up your calendar based on your own personal availability. Don't forget to send your thank you note after each coffee chat.

HEADSHOT

We need beautiful headshots to go alongside your bios. Headshots are professional high-resolution photos. Here are some tips on what we are looking for:

- Location. Find a place with a clean and solid-colored background, preferably white.
- Lighting. Make sure there is good natural light but avoid direct sunlight. No flash.
- Get ready for your photoshoot. Dress on how you would present yourself for a potential job.
- Ask for help. Use your phone timer or ask a friend/ family member for support
- Make sure your phone is in portrait mode and a high-resolution setting. We can't have small sized images, otherwise they become blurry.
- Position yourself center, don't tilt your head, no hands, no side profile.
- No sunglasses, or any other items.
- Avoid AI generated photos
- If you edit any, make sure the original size is unaffected.

For more tips, [check out this video](#). Here are some great headshots taken with a regular phone:



COVER LETTER

Some companies still request cover letters as part of their application process. It's always a great way to show how interested you are in a company/opportunity. While it's great to talk about your former background and experience, we want to focus on your new software engineering skills. There are typically four parts in a cover letter:

- ❑ INTRODUCTION (1 short opening paragraph)
 - ❑ How did you find the job?
 - ❑ Do you know anyone at the company?
 - ❑ What's the role you are applying to?
 - ❑ What's the company?
 - ❑ Is there a specific engineering team?
 - ❑ List some of the qualities that would make you a fit for the role

[Sample](#)

COVER EMAIL

For the cover email, the goal is to share a bit about yourself and why you are a good fit for the role. Here is a template:

Hello [name],

I came across a role [TVwhat's the role? make sure to hyperlink] at [company name] and think my background and experience aligned perfectly with the role. I was wondering if you would be open to jumping on a quick call sometime next week to discuss more?

Why am I interested in this position?

[First paragraph, you'll need to research the company and dissect the job posting, pulling some of the keywords and implementing them here] For example:

I admire C-4 Analytics' commitment to providing a full platform of marketing, sales, customer service, and Improving ROI. I would love to be a part of their developing team, helping fix issues and playing a role in providing custom strategies and solutions for every dealer in every market. [Second paragraph is pulling from your bio blurb. Share a bit about you and transition to your technical skills. Are there any of them that match with the job description?] For example: I am a photographer turned software engineer, I've composed dozens of projects and full-stack applications (You can see my [portfolio](#) and [github](#) here[Make sure to hyperlink] and well versed with javascript. I've been able to prioritize my time and keep to my deadlines. [Lastly, you should share your demo day project!] For example: Most recently I've built The Hobbyist, an amazing full stack social media platform designed for people with collections to show off, buy, and sell their rare items. One of the

main features is a forum, where users are also able to communicate with each other. You can check it out here: <https://the-hobbyist.herokuapp.com>.

*Best,
[name]
[portfolio url]
[linkedin url]
[github url]*

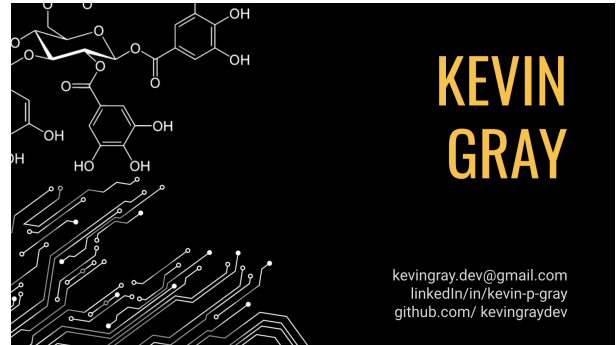
The cover letter and cover email are both a working process, it is okay to just have a template with a placeholder for the different items, like the company, role, and your demo day project title and description.

WALK THROUGH VIDEOS & SLIDES

CREATING A DEMO SLIDE

- Open PowerPoint and Design Your slide, You can also use Canva or Illustrator to design your slide but you will need to drop it on the powerpoint for review
- Your slide should have the following:
 - Full Name
 - Email
 - LinkedIn
 - Portfolio
 - Github
- In terms of background, you are more than welcome to use any background image, solid color, pattern, etc. As long as it's professional, speaks to you and your elevator pitch, or it relates to your project.
- Avoid:
 - Animations
 - Gif's
 - Video
 - Quotes, phrases, and any other word that is not related to your contact information

Review Samples here:



PROJECT DEMOS AND VIDEO WALKTHROUGH

As part of the Resilient Coders program, you are required to create a final full-stack application. On Demo Day, you'll get to showcase your skills to potential employers by doing a demo of your project. Here is what an outline looks like:

- Quick Intro about you (your elevator pitch) + your app intro (title + description)
- Transition to "Let's take a look at my demo project"
- Share the tech stack you used + Quick demo of the app
- Dive into your code
- Any challenges and how were you able to fix them

- What's next for your app? Any new features you'd love to implement?
- Closing statement- How can you get in touch with them? Take a moment for them to drop their LinkedIn or ask them for their email, so you can reach out to them directly
- You should aim to do this in about 5-7min. No more than that!

As we continue to live in a hybrid-remote lifestyle, companies are trying different ways to attract different candidates, this can be through events, personality tests, video resumes, and more. Every company has their process and their own way to seek candidates. On the other hand, candidates are building their personal brand and even using video as a powerful tool to showcase their background and experience. A recording of your project walkthrough will set you apart from other candidates. We will use loom as our recording platform. Here the steps to get it started:

- Write down your "script," and practice delivering
- Once you have practiced on your own, run your demo by a friend so they can give you some honest feedback.
- Please record your 5-6min pitch via loom: <https://www.loom.com>
- Don't forget to have your slide ready and your tabs
- Mute your notifications
- Clean up your area and check the lighting.
- Set up your camera, front and center
- Have your tabs ready. Your slide should be next to you the moment you hit record
- Don't forget to zoom in on your code
- After you finish your recording, you'll be able to customize your video page. Please use your app name and use the description to share a bit about you and the app. Don't forget to include your tech stack and github link
- Here's a suggested outline/timeline:
 - 1 - 1/2 min: Quick Intro about you (think about your elevator pitch) + a brief description of the app you're about to demo (title + description)
 - 1 1/2min: Transition to "Let's take a look at my demo project." Don't forget to mention the tech stack you used + run through a quick demo of the app. You don't have to go over every little detail. You'll get the chance to talk about other features when showing your code.
 - 3min: Dive into your code. Any challenges and how were you able to fix them. What's next for your app? Any new features you'd love to implement?
 - 30sec: Closing statement- How can they get in touch with you? - This

is where the slide also come in handy.

- Samples:

<https://resilientcoders.wistia.com/medias/33gy5njz14>