CAREER FOUNDATIONS WORKSHOPS

CUNY2xTech

- **What is CUNY2x?**
  - Launched in 2017 under Mayor Bill de Blasio's New York Works plan
  - Doubling (2x) the number of CUNY students graduating annually with a tech-related bachelor's degree and preparing them for careers in the NYC tech industry.

CUNY2x @ City Tech

- **Tech Talent Pipeline Residency**
  - Skills Training - Web Development Bootcamp
  - Paid internship

- **Advisement Cohorts**
  - Academic & Career planning

CUNY
2X TECH

NEW YORK CITY COLLEGE OF
CITY TE

Arthur Chisolm
CUNY2xTech - Career/Academic Advisor

- Degree in Mechanical Engineering CCNY (CUNY)
- Worked as an Engineer for 4 years
- Recruiting and sales within the tech industry
- Focused on technical education programs
- Advise students how to secure careers in tech

CAREER FOUNDATIONS

WORKSHOPS SPRING 2025:

1. 2/25 Resume: Craft a resume that resonates with tech employers

2. 3/3 Cover Letter 2025, Using AI effectively (Allison)

3. 3/11 Setting Up Your GitHub (Kimberly)

4. **Create a LinkedIn profile that opens doors**

    a. **Date: Tuesday, March 25th, 12pm-1pm on Zoom**

5. 4/8 Grow your tech network and make connections that can lead to opportunities

6. 4/22 Elevate your Application Game on LinkedIn

7. ?/?? Acing The Interview

CUNY 2X TECH

NEW YORK CITY COLLEGE OF
CITY TE

LinkedIn

The most
COMPLETE
LinkedIn Profile

Why Should We Use LinkedIn?

1. **Network to over 950 Million Professionals**
   - 80% of Jobs Filled Through Networking
2. **90% of Recruiters Use LinkedIn**
3. **50 Million weekly job searches**
4. **Updated LinkedIn Profile, part of your BRAND**
   - 21x more views
   - 36x more messages

BRAND: Career Identity

1. **Online Presence (LinkedIn, Portfolio, Social Media)**
2. **Resume & Cover Letter (Professional Narrative)**
3. **Elevator Pitch (How You Introduce Yourself)**
4. **Network & Industry Engagement**
5. **Reputation (references)**

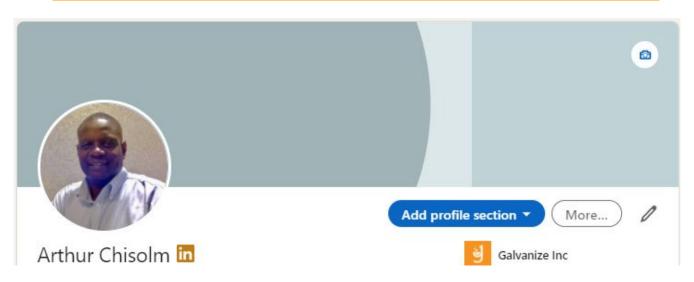# How Important is LinkedIn for your BRAND?

1. **First Impressions Matter**
2. **Employers Are Checking You Out**
3. **Showcase Skills & Projects**
4. **Direct Access to Hiring Managers & Recruiters**
5. **Networking = More Job Opportunities**
6. **Visibility in the Tech Industry**

What's Your Score?

❏ Professional photo (10 pts)	❏ Featured (10 pts)
❏ Background photo (5 pts)	❏ Activity (2 pts)
❏ OpenToWork (optional)	❏ Experience (15 pts)
❏ Headline w/message (10 pts)	❏ Education (5 pts)
❏ Location (2 pts)	❏ Licenses & Certifications (5 pts)
❏ Education (AS, BS, MS degree still at top of LinkedIn profile (5 pts)	❏ Volunteer & Skills (2 pts)
❏ Contact info (did you include your email) (5 pts)	❏ Skills & Endorsements (most relevant first) (5 pts)
❏ About (10 pts)	❏ Recommendations (2 pts)
❏ Email (within 3 lines of about) (5 pts)	❏ Interests (2 pts)

Profile Example

Professional Photo & Background Photo??

Arthur Chisolm **in**

Galvanize Inc

Profile Example

Arthur Chisolm 🛡 (He/Him)

City Tech, CUNY

Profile Example

Arthur Chisolm ✓ (He/Him)

Expert in Workforce Solutions, Technical Education, Proven Leader in Talent Acquisition & Strategic Partnerships

New York City Metropolitan Area · Contact info

Headline Summary

- Talk Tech - mention tools, languages or platforms
- Highlight career titles, can include ambitions such as becoming a network administrator, database administrator, or systems analyst.
- Emphasize that your ready - proficient, skilled, trained, certified

Headline (Software Engineer)

Java, .NET, HTML

- Entry-Level Software Engineer | Skilled in Java, .NET, and HTML/CSS | Passionate About Building Scalable Solutions
- Software Developer | Proficient in Java, HTML/CSS, and .NET | Eager to Solve Real-World Problems
- Junior Software Engineer | Front-End & Back-End Development | Java | HTML/CSS | .NET

Headline (Network & Security)
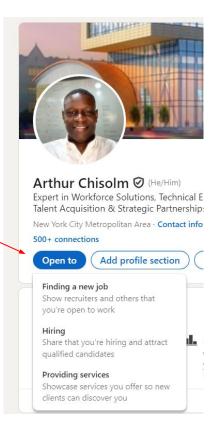
Network + / CCNA Entry Level Graduate:
- Network+ Certified IT Graduate | Passionate About Network Security & IT Infrastructure | Seeking Internship Opportunities
- IT Specialist | Network+ Certified | Focused on Strengthening Skills in Networking & IT Infrastructure
- Entry-Level IT Professional | Network+ Certified | Excited to Build Expertise in Network Security & Infrastructure
- CCNA Certified….. Skills & brands……

Headline (IT Operations)

IT Entry Level Graduate (A+):
- Entry-Level IT Professional | Proficient in Managing Networks, Servers, and Databases | Ready to Learn and Grow
- A+ Certified IT Professional | Proficient in Managing Networks, Servers, and Databases | Ready to Learn and Grow
- IT Specialist | Skilled in Enterprise Applications, Database Administration, and Web Server Setup
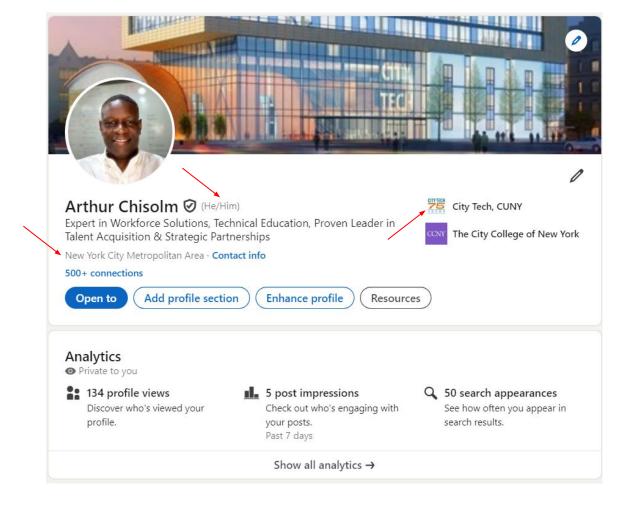
Open To button

- Open To Work
  - Show EVERYONE you're looking for work

Tell us what kind of work you're open to ✕

Start date

◯ Immediately, I am actively applying

◯ Flexible, I am casually looking

Employment types

Full-time ✓ Part-time + Contract + Internship +

Temporary +

Visibility (who can view you're open to work)*

◯ Recruiters only
Limited to people using LinkedIn Recruiter

While we take steps not to show recruiters at your current company, we can't guarantee complete privacy.

◯ All LinkedIn members
Includes recruiters and people at your current company

This selection adds the #OpenToWork photo frame.
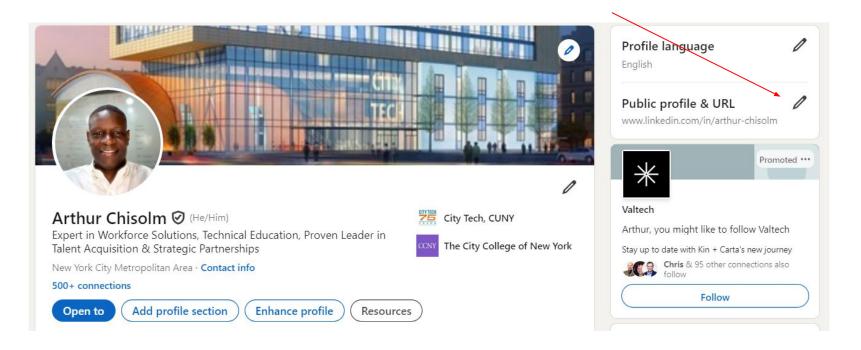
Learn more about your privacy

Arthur Chisolm ✔ (He/Him)
Expert in Workforce Solutions, Technical E...
Talent Acquisition & Strategic Partnerships...

New York City Metropolitan Area · Contact info

500+ connections

Open to **Add profile section**

Finding a new job
Show recruiters and others that you're open to work

Hiring
Share that you're hiring and attract qualified candidates

Providing services
Showcase services you offer so new clients can discover you

Profile Info

- Pronouns
- Current Position
- Industry
- Education
- Location
- Contact

Arthur Chisolm (He/Him)

Expert in Workforce Solutions, Technical Education, Proven Leader in Talent Acquisition & Strategic Partnerships

New York City Metropolitan Area · Contact info

500+ connections

Open to   Add profile section   Enhance profile   Resources

City Tech, CUNY

The City College of New York

Analytics
Private to you

134 profile views
Discover who's viewed your profile.

5 post impressions
Check out who's engaging with your posts.
Past 7 days

50 search appearances
See how often you appear in search results.

Show all analytics →

Public profile & URL

- <u>Shorten URL - Linkedin.com/in/arthur-chisolm</u>

Profile Example

- Professional photo
- Background photo
- Open to work
- Headline w/skills

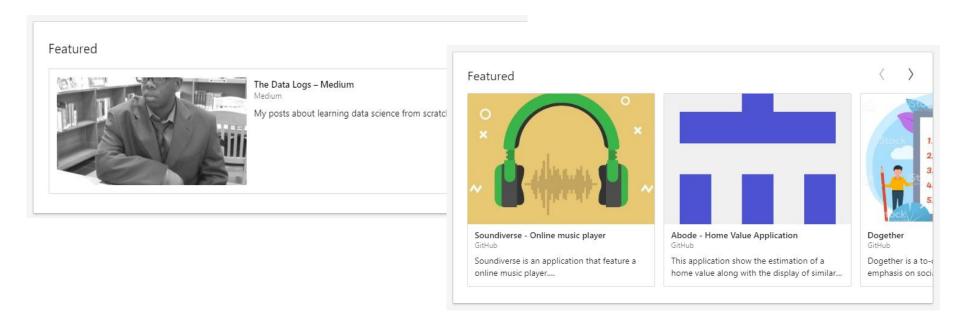# Pro Tip: About with Email

About

Professional email: kerry.benjamin01@gmail.com

I have been a member of the tech community fell well over 7 years For the last 4 of them, I have been feedir ... see more

About

Professional email: kerry.benjamin01@gmail.com

I have been a member of the tech community fell well over 7 years For the last 4 of them, I have been feeding and growing my data science skills through blogging, personal projects, online classes, and meetups. I am currently a graduate of Galvanize's DATA program. I'm a big lover of learning and challenges and I look forward to doing interesting work in the field.
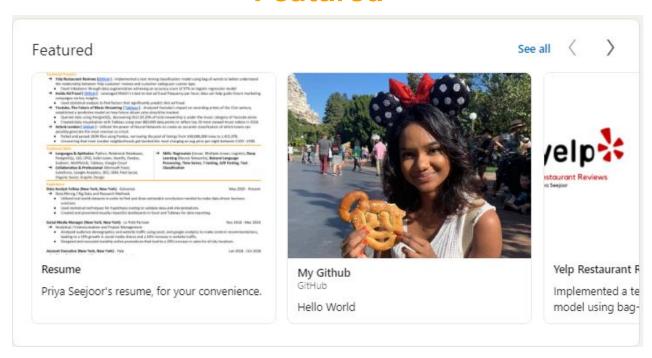
After expanding...

LinkedIn - Overview

❏ Professional photo (10 pts)	❏ Featured (10 pts)
❏ Background photo (5 pts)	❏ Activity (2 pts)
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Profile Example

Featured

Profile Example (Featured)

Featured

Profile Example (Featured)

Pro Tip: Projects

- **Project Expectations:**
  - Employers do not expect advanced projects
  - Looking for the fundamentals
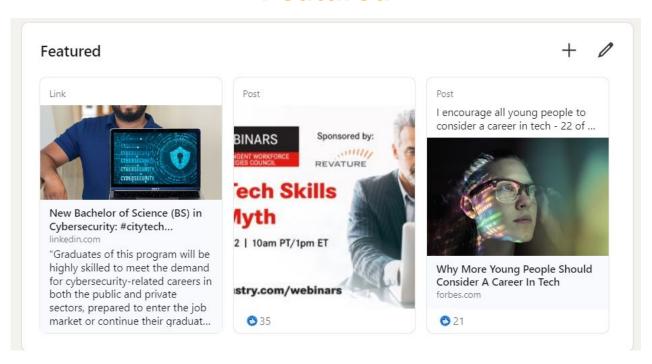 - A well-documented beginner project on GitHub will leave a better impression than no project at all.
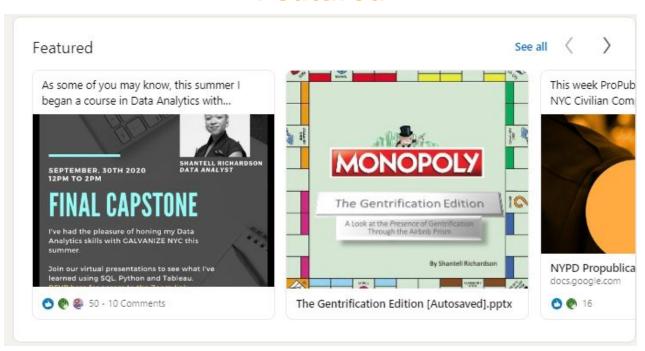
Why should you showcase your "simple" projects

- **Allows you to TALK TECH**
  - Clearly explain your project
  - Talk tech - mentioned skills used

FAVORITE TECH INTERVIEW QUESTIONS:
- What challenges did you face on this project
  - how did you overcome them?
- If you had more time to work on this project, what would you do to improve it
  - shows forward thinking

Profile Example

Featured

Profile Example

Activity

- Shows likes
- Share insights
- Reinforces your brand
- Bring additional traffic to your page

What content do you want to show first?

Your recent activity will only display content from the past 360 days.

- ◉ Posts
- ○ Comments
- ○ Videos (None posted in the past year)
- ○ Images (None posted in the past year)
- ○ Articles (None posted in the past year)
- ○ Newsletter (None posted in the past year)
- ○ Events (None posted in the past year)
- ○ Documents (None posted in the past year)

Profile Example

Activity

Profile Example

Activity

LinkedIn - Overview

❏ Professional photo (10 pts)	❏ Featured (10 pts)
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Profile Example

Experience

Experience

Career/Academic Advisor
City Tech, CUNY · Full-time
Sep 2024 - Present · 3 mos
Brooklyn, NY · Hybrid

As part of the CUNY2x Tech initiative in collaboration with City Tech's Computer Systems Technology (CST) department, my mission is to significantly increase (double, 2x) the number of graduates finding care ...see more

Client Account Director
Revature · Full-time
Oct 2021 - Aug 2023 · 1 yr 11 mos
New York City Metropolitan Area

Develop and drive a cohesive soft-launch strategy for a modern B2B product portal including aligning Marketing, Sales, Delivery and Legal teams for a new market segment.... ...see more

Labor Relations, Career Services and +9 skills

Workforce Development / Program Director / Sr. Career Services Manager
Galvanize Inc · Full-time
Aug 2017 - Aug 2021 · 4 yrs 1 mo
Greater New York City Area · On-site

Developed, managed, and qualified a robust pipeline of companies, government agencies, and community

Pro Tip:
Use Experience
To Display Projects

Experience

Databee Independent Project
7 mos

Data Analyst Capstone Final Project
Apprenticeship
Aug 2020 – Sep 2020 · 2 mos

"Wish: Next Top Model Merchant"— Data Analyst
Used: Tableau, Seaborn, Matplotlib, Juypiter, Canva,Python, Excel, Statistics, Modeling

- Clean data by categorized, reshaping, and adding columns of information to the data set
- Analyzed merchant and their performance in the month of Aug 2020
- Through modeling and creating visuals I was able to determine some factors that would help in grading if a merchant is producing good products for the customers.

nanthalec/Wish

Wish Next Top Model Presentation.pdf

Data Analyst Capstone Project 3
Apprenticeship
Jun 2020 – Jul 2020 · 2 mos

"Walmart: Best Holidays for Promotion"— Data Analyst
Used: Tableau, Seaborn, Matplotlib, Juypiter, Canva

- Downcast, reshape, and sampled 1 million rows of data   ...see more

nanthalec/WALMART

Walmart (1).pdf

Profile Example

Education

City Tech, CUNY
Associate's degree, Computer Science
Aug 2021 - Aug 2023

◈ C (Programming Language), Microsoft Office and +2 skills

← Education

City Tech, CUNY
Bachelor of Technology - BTech, Computer Systems
May 2023

Minor in Hispanic Studies

Skills: Software Development

Profile Example

Licenses and Certifications

Licenses & certifications

An Introduction to Accessibility and Inclusive Design
University of Illinois Urbana-Champaign
Issued Aug 2023

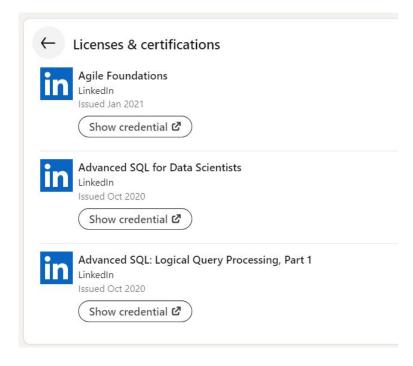Show credential ⬏

⬙ Assistive Technology and IT Accessibility

Introduction to Accessible Web Development
Coursera Project Network
Issued Aug 2023

Show credential ⬏

⬙ IT Accessibility and HTML

Licenses & certifications

Agile Foundations
LinkedIn
Issued Jan 2021

Show credential ⬏

Advanced SQL for Data Scientists
LinkedIn
Issued Oct 2020

Show credential ⬏

Advanced SQL: Logical Query Processing, Part 1
LinkedIn
Issued Oct 2020

Show credential ⬏

Profile Example

Volunteer & Skills

Volunteer experience

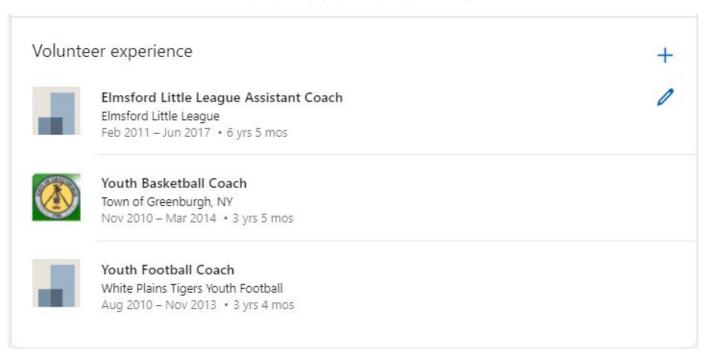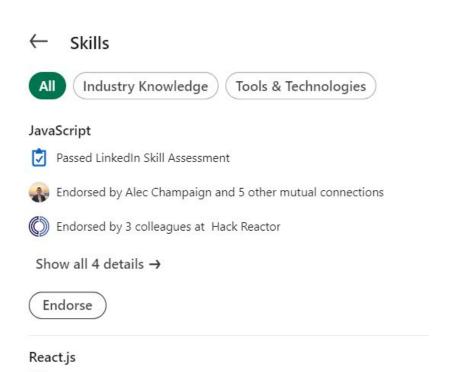**Fundraising Co-Chair**
Colleges Against Cancer
Apr 2012 – Present • 8 yrs 8 mos
Health

I was the co-chair for the fundraising committee for my college's Relay For Life event. The event itself raised over $40,000.
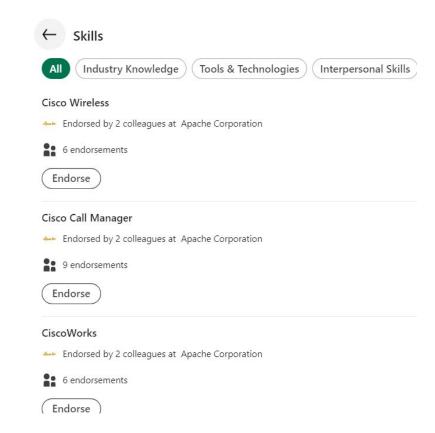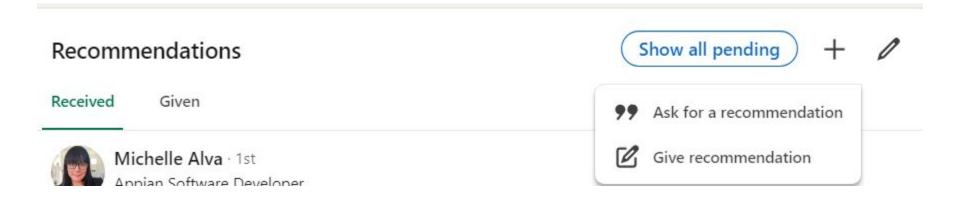
Profile Example

Volunteer & Skills

Volunteer experience

Elmsford Little League Assistant Coach
Elmsford Little League
Feb 2011 – Jun 2017 · 6 yrs 5 mos

Youth Basketball Coach
Town of Greenburgh, NY
Nov 2010 – Mar 2014 · 3 yrs 5 mos

Youth Football Coach
White Plains Tigers Youth Football
Aug 2010 – Nov 2013 · 3 yrs 4 mos

Skills & Endorsements

Skills

All | Industry Knowledge | Tools & Technologies

JavaScript

- Passed LinkedIn Skill Assessment
- Endorsed by Alec Champaign and 5 other mutual connections
- Endorsed by 3 colleagues at Hack Reactor

Show all 4 details →

Endorse

React.js

- Endorsed by Pravin Fonseka and 5 other mutual connections

Skills

All | Industry Knowledge | Tools & Technologies | Interpersonal Skills

Cisco Wireless

Endorsed by 2 colleagues at Apache Corporation

6 endorsements

Endorse

Cisco Call Manager

Endorsed by 2 colleagues at Apache Corporation

9 endorsements

Endorse

CiscoWorks

Endorsed by 2 colleagues at Apache Corporation

6 endorsements

Endorse

Profile Example

Recommendations

Profile Example

Recommendations

Solid Linkedin Profile

❏ Professional photo (10 pts)	❏ Featured (10 pts)
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Thank you

Upcoming Workshops

- 4/8 Grow your tech network and make connections that can lead to opportunities

- 4/22 Elevate your Application Game on LinkedIn

- ?/?? Acing The Interview