DIVERSITY IN TECH

READINESS AND RECRUITMENT TOOLKIT FOR EARLY TO MID-CAREER EMPLOYEES

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HOW TO BUILD A CAREER IN TECH

Tips and tricks for creating your Brand and Resume
Do people know who you are? Do people know what you're capable of? There's so much competition in the tech market-- break through the noise by cultivating awareness to your personal brand.

Your brand, like your resume, should reflect the 'story' of you. By simply looking at the culmination of your social media, a potential employer should garner an understanding of who you are and why they should hire you. Potential employers want to see a brand that is reflective of skills and interest in tech--not just an arsenal of retweets. In terms of resume crafting, if you're a candidate who's just starting out (like new grads), you will probably want to devote more space throughout the document to internships, academic accomplishments, and grade-point averages. Those in mid-career, on the other hand, can downplay those elements: an employer will care much less about an internship you had 10 years ago or your undergrad GPA. They will care what you accomplished in your last few jobs.

Resources for Creating An Outstanding Brand and Resume
- **5 Ways to Build Your Personal Brand**
- **Build Brand Awareness on LinkedIn**
- **[VIDEO] Break through the noise on social media**
- **What are the highest paying skills in the tech industry?**
- **14 Tips that Will Change the Way You Job Search**
- **How to Stand Out on Your Job Application**

Job Hunting Basics
Now that you have created your brand/resume, look for jobs that fit your skills and experience. There are plenty of tech companies that offer fun, relaxed environments, but make sure to consider their long-term investment in YOU and your career goals.

To give yourself an edge over your competition, where you look for a job is just as important as what you owe. Don't limit your search to just one website. You have the best chances of finding a job if you search in multiple places.

A Few Recommended Job Sites
Start your search on one of these sites and you'll be well on your way.
- Dice.com - With 84,804 tech jobs as of April 2015, Dice.com features job postings from companies like Amazon, eBay, Cisco, Deloitte and HP, so you're sure to find some of the best positions in the industry here.
- icrunchdata – This is a site that caters to job-hunters seeking careers in big data and analytics jobs for some of the biggest brands around the world. The site has more than 346,000 job listings, covering roles such as IT systems engineer, data analyst, director of modeling, application develop and plenty more. Job-hunters can either post their resumes and hope to be discovered or actively apply to jobs listed by the thousands of businesses that work with the site.
- TechCareers – This is one of the go-to sites for people looking for careers in tech. When you're browsing through its catalog of more than 190,000 tech jobs, you'll see familiar companies such as Coca-Cola, AT&T, Fresh Market, Dish Network, UPS and plenty more.
- Blendoor – This platform uses technology that helps decrease the impact of unconscious bias by the hiding demographic data of applicants. Information about some companies' leadership demographics, inclusion programs and employee resource groups are also available.

- [Jopwell](#) – This site claims to be "the leading career advancement platform for Black, Latino/Hispanic, and Native American students and professionals." It boasts an impressive client list including Facebook, BlackRock, AirBnb, Goldman Sachs and Microsoft.

A Note On Whitening Your Resume

Does your dream job listing include a comprehensive diversity statement? When you go to the company website, can you find a diversity plan – one that includes goals, actions, and personnel? Consider "whitening" your resume if it does not. *The Harvard Business Review* found that the whitened versions of both the black and Asian resumes were more than twice as likely to result in a callback as unwhitened resumes, even though the listed qualifications were identical — in line with other studies showing lower callback rates for minority applicants. Most importantly, the discrimination against unwhitened resumes was no smaller for purportedly pro-diversity employers than for employers that didn't mention diversity in their job ad.

Build A Network

Sometimes (most times) it's about 'who you know.' Having a broad career network can help you connect with people who may be hiring or that can offer you advice. Who knows--they may even have the dream job you've been eyeing!

Many people find networking an uncomfortable activity. A friend can make it a little more bearable. Consider bringing a buddy along with you to networking events. With a supportive partner backing you, you're more likely to engage in conversation. It still helps to walk into the event with a plan. Review with your buddy any goals for the event; do you both have "pitches" that adequately express your current position and future goals? Are you on the lookout for potential mentors, interesting contacts, or something else?

Knowing mutual goals can help you coordinate efforts.

- **Networking: It's About Quality, Not Quantity**
- **How to Leverage LinkedIn for a Better Job**

Prepare for the Job Interview

Don't call us, we'll call you...your brand and resume got you this far, now make sure you leave a positive impression! Even if you don't get the job you interviewed for, you can leave a great impression that may help you get called back for another position in the future. Remember to build a good reputation, because the tech industry is small!

Start by making a strong introduction: "Tell me about yourself" is one phrase the answer to which determines in which direction the rest of your interview will go. This serves as a pitch that you make to an employer.

Show Enthusiasm and research the company! Most people fail in showing enthusiasm for the job. But be sure to research about the company before going for an interview. Learn about the field the company works in, its areas of expertise, its clients, its past and future projects and any other detail which may be related to the job profile you have applied for. Most of all, be Confident: this is a no-brainer! Confidence is always a winning quality. Even if the interview doesn't go the way you wanted it to, do not lose confidence.

- **[VIDEO] Never Say This in A Job Interview**
- **12 Surprising Job Interview Tips**
- **Do Your Homework Before Your Interview**