

WEBINAR 1: TIP SHEET  
 Accelerating Your Career via Your Online Presence

**1. Who do you need to convince?**

- The recruiter
- The hiring manager
- The team
- The company

**2. How do you convince them?**

- A good story and a strong vision for your future self
- What you need: 30-second elevator pitch, 5-min career overview, 5-min future vision
- Principles: be promotional, aim for pithy uniqueness, show how this helps your target
- JET: Jargon, End-to-end projects, Top down

LinkedIn / Resume tips

What to do	What to avoid
<ul style="list-style-type: none"> <li>• Complete your profile</li> <li>• Make it a 1-stop shop (links to GitHub, resume, etc.)</li> <li>• Have a professional headline</li> <li>• Craft a strong "About" section</li> <li>• Include short high-level summaries</li> <li>• Optimize with keywords</li> <li>• Build 500+ (meaningful) connections</li> <li>• Show activity, network, &amp; engage</li> </ul>	<ul style="list-style-type: none"> <li>• #opentowork</li> <li>• Language like "aspiring AI professional"</li> <li>• Incomplete profiles</li> </ul>

Portfolios

*What is it?*

- Describes end-to-end projects
- Highlights your capabilities
- Written in plain language

*Checklist*

- Feature your strongest projects
- Use a consistent framework to describe projects
- Emphasize your role and contribution
- Show or describe your end result
- Use visual cues, screenshots, media, diagrams, or a demo where possible
- Can be summarized in 3 sentences and you can pitch it
- Minimize jargon and overly technical language
- Employer-specific customizations for strategic roles and applications

*Examples*

- Charlie Thompson, <https://www.thompsonanalytics.com/portfolio/>
- Leonard Campanello, <https://leonardcampanello.com/>
- David Venturi, <https://davidventuri.com/portfolio>

- Claudia ten Hoope, <https://www.claudiatenhoope.com/#portfolio>
- Brandon Kopp, <https://brandonkopp.com/data-science-portfolio/>
- Sidney Kung, <https://github.com/sidneykung>
- Geoffrey Hinton, <https://scholar.google.co.uk/citations?user=JicYPdAAAAAJ&hl=en>
- Andrea Yip, [www.andrealyip.com/mapping-the-astronaut-experience](http://www.andrealyip.com/mapping-the-astronaut-experience)
- Pentagram, [www.pentagram.com/work/archive](http://www.pentagram.com/work/archive)

### 3. How do you build relationships?

- Pursue warm leads first (e.g., peers, professors, colleagues with 2<sup>nd</sup> or 3<sup>rd</sup> degree connections)
- Be thoughtful and targeted
- Respect people's time, do your research beforehand, have a clear ask, and follow up with a thank you

### Resources to check out

#### Articles

- "Put together a data science portfolio and get noticed" – Article on what a data portfolio is and why it's important to have one.  
<https://phaseai.com/resources/data-science-portfolio>
- "The best data portfolios on the web" – A feature on our favorite data portfolios from across the web.  
<https://phaseai.com/resources/best-data-portfolios>
- "Data portfolios from the Phase AI community" – Inspiration and examples of portfolios from data professionals.  
<https://phaseai.com/resources/community-data-portfolios>

#### Video

- "Building and leveraging your online profile" with Andrew Savage, a data recruiter at Faire.com, talks about how he recruits talent for leading tech companies.  
<https://phaseai.com/resources/build-leverage-online-profile>