

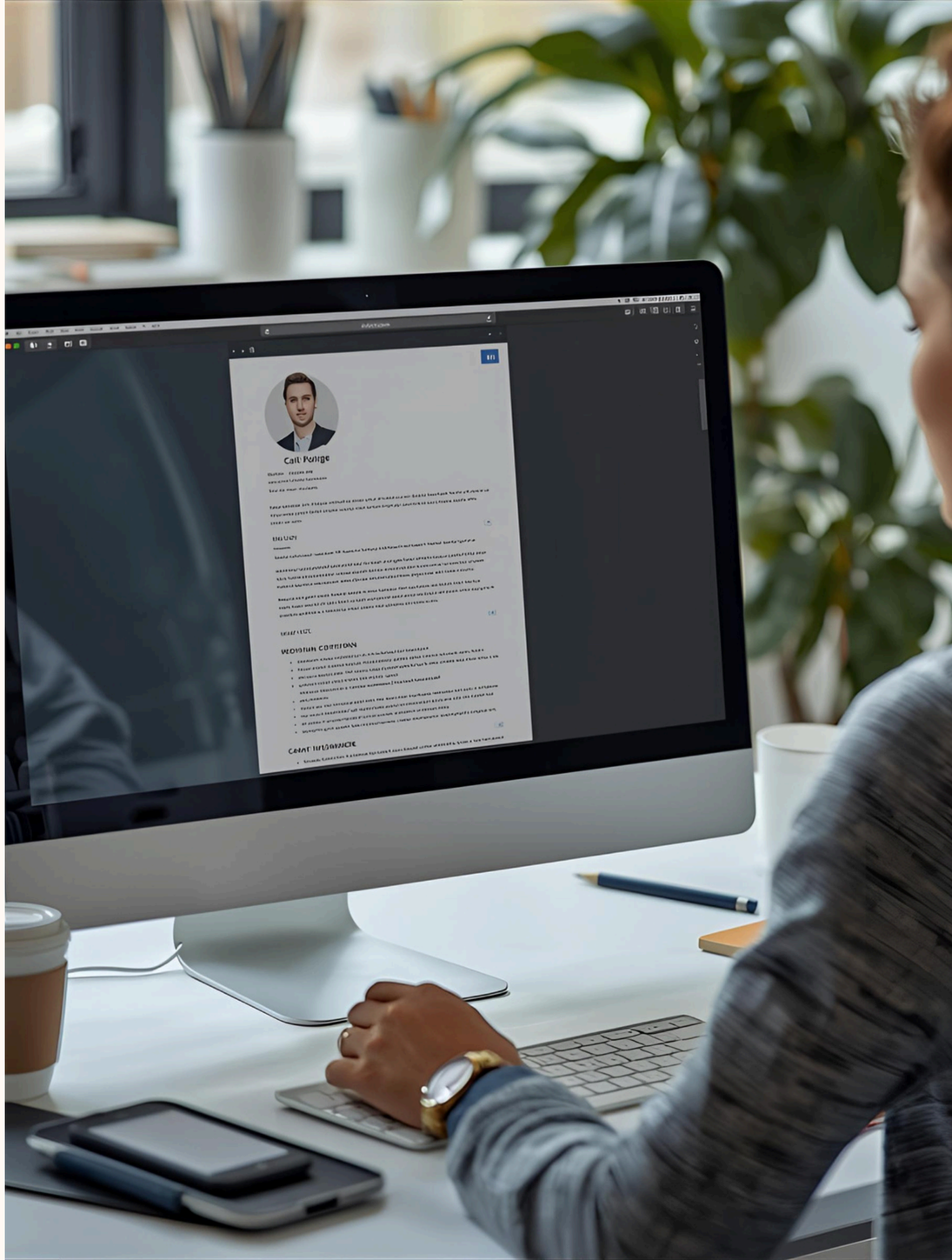
CAREER ACCELERATOR

Branding, Visibility and Networking guide

1

Build Your Digital Presence

Your CV



Dont's 🚫

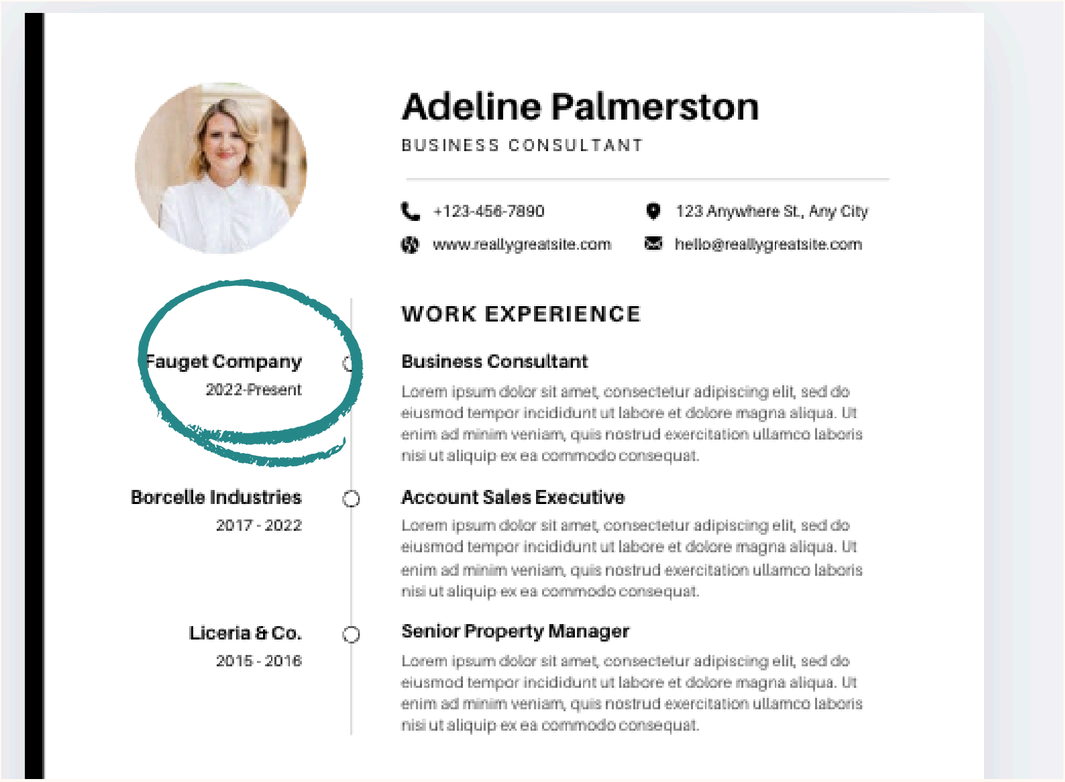
- Watch out Layout

🚫 Use graphics that makes it hard to parse text from ATS.
🚫 Put connected information in different columns

Dont's 🚫

- Watch out Layout

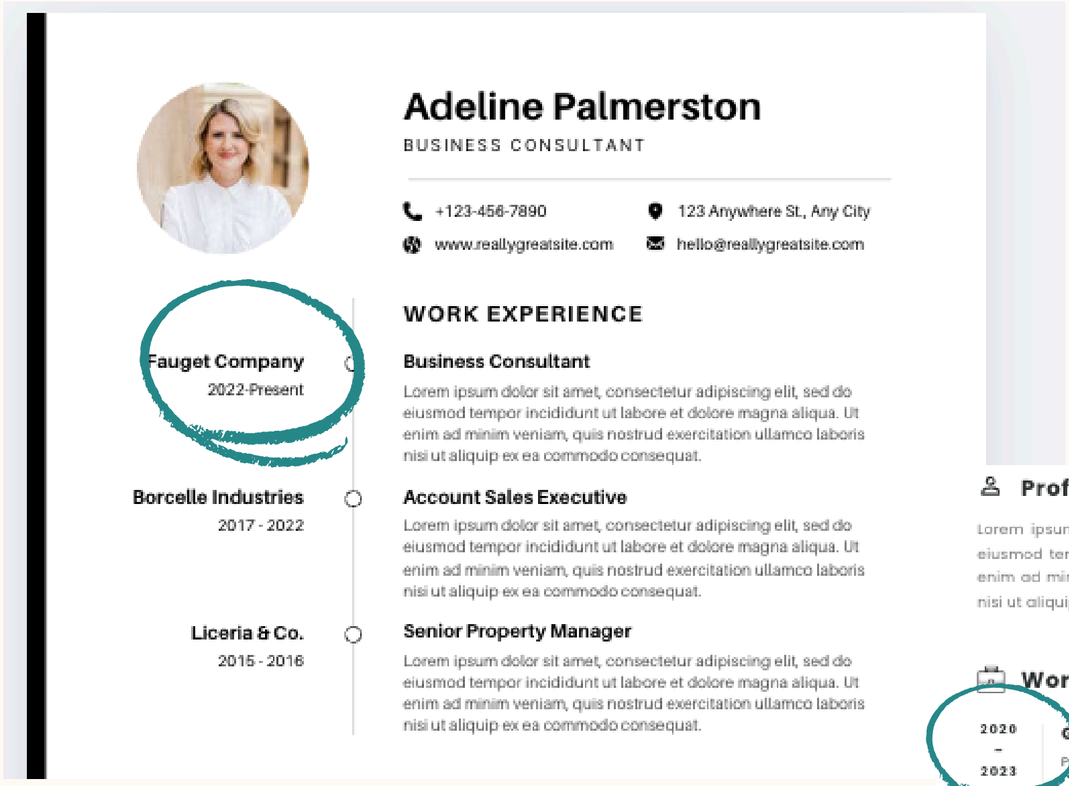
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Adeline Palmerston
BUSINESS CONSULTANT

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WORK EXPERIENCE

Fauget Company
2022-Present

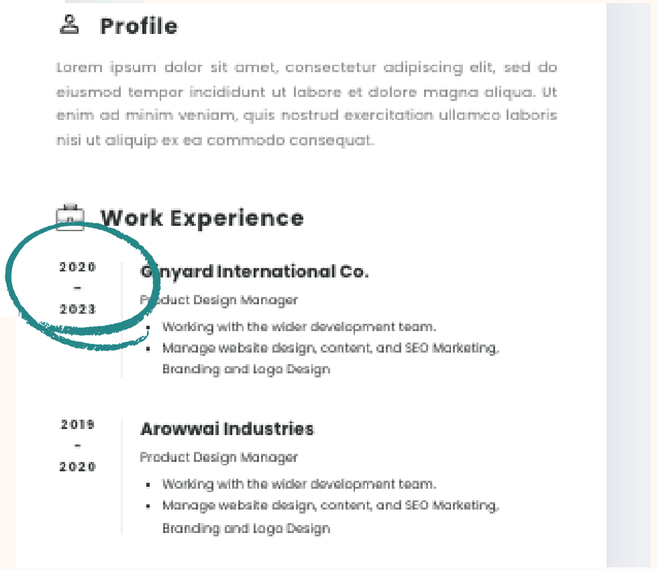
Business Consultant
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Borcelle Industries
2017 - 2022

Account Sales Executive
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Liceria & Co.
2015 - 2016

Senior Property Manager
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Profile

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Work Experience

2020 – 2023
Ginyard International Co.
Product Design Manager
- Working with the wider development team.
- Manage website design, content, and SEO Marketing.
Branding and Logo Design

2019 – 2020
Arowwai Industries
Product Design Manager
- Working with the wider development team.
- Manage website design, content, and SEO Marketing.
Branding and Logo Design

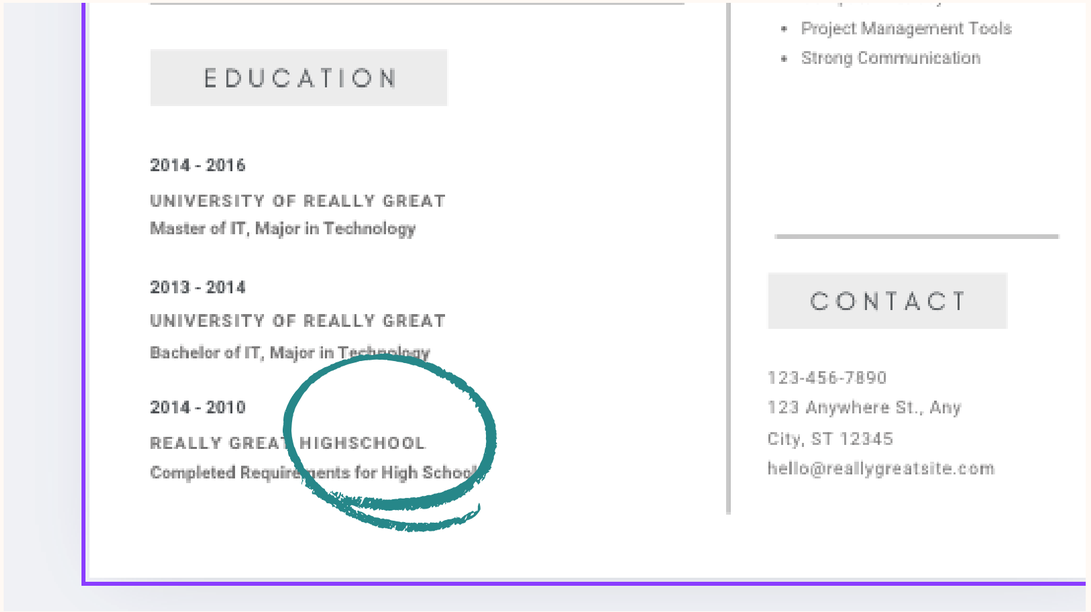
Dont's 🚫

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Too much Detail

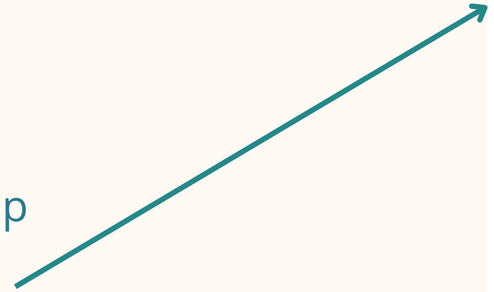
🚫 1-2 pages max
🚫 Prioritize relevant content and key words for the company and the job
🚫 Avoid long paragraphs – keep to short bullet points.
🚫 Write duties instead of results – show what changed because of your work.



Do's ✅

- Summary at the top

✅ Gives your interpretation of your background + what you're looking for.



BENJAMIN SHAH

Address: 123 Anywhere St., Any City
Phone: 123-456-7890
Email: hello@reallygreatsite.com
Website: www.reallygreatsite.com

SUMMARY

Results-oriented Mechanical and Mechatronics Engineer seeking a challenging position to apply expertise in designing and implementing innovative solutions for complex engineering challenges. Proven track record of success in project management, problem-solving, and cross-functional collaboration. Adept at utilising cutting-edge technologies to optimise processes and enhance overall efficiency.

WORK EXPERIENCE

Mechatronics Engineer, Borcelle Technologies **Jan 2023 - Present**
- Led development of an advanced automation system, achieving a 15% increase in operational efficiency.
- Streamlined manufacturing processes, reducing production costs by 10%.
- Implemented preventive maintenance strategies, resulting in a 20% decrease in equipment downtime.

System Engineer, Arrowai Industries **Feb 2021 - Dec 2022**
- Designed and optimised a robotic control system, realizing a 12% performance improvement.
- Coordinated testing and validation, ensuring compliance with industry standards.
- Provided technical expertise, contributing to a 15% reduction in system failures.

Junior Project Engineer, Salford & Co Manufacturing **Mar 2020 - Jan 2021**
- Managed full lifecycle of a cutting-edge automation project, meeting all milestones.
- Conducted feasibility studies and risk assessments, mitigating potential project risks.
- Collaborated with clients, leading to a 25% increase in customer satisfaction.

EDUCATION

Bachelor of Mechatronics Engineering with Honours **Aug 2016 - Oct 2019**
University of Engineering Excellence
- Major in Automotive Technology.
- Thesis on "Technological Advancements within the current Mechatronics Industry".

Diploma in Mechanical Engineering **May 2014 - May 2016**
Engineering University
- Relevant coursework in Structural Design and Project Management.

ADDITIONAL INFORMATION

- **Technical Skills:** Mechatronics System Integration, Automotive Engineering Technology, Project Management, Robotics and Automation, CAD for Mechatronics.
- **Languages:** English, Malay, Japan.
- **Certifications:** Professional Engineer (PE) License, Project Management Professional (PMP).
- **Awards/Activities:** Actively participated in the "Innovation for Tomorrow" community outreach program, promoting STEM education and inspiring local students.

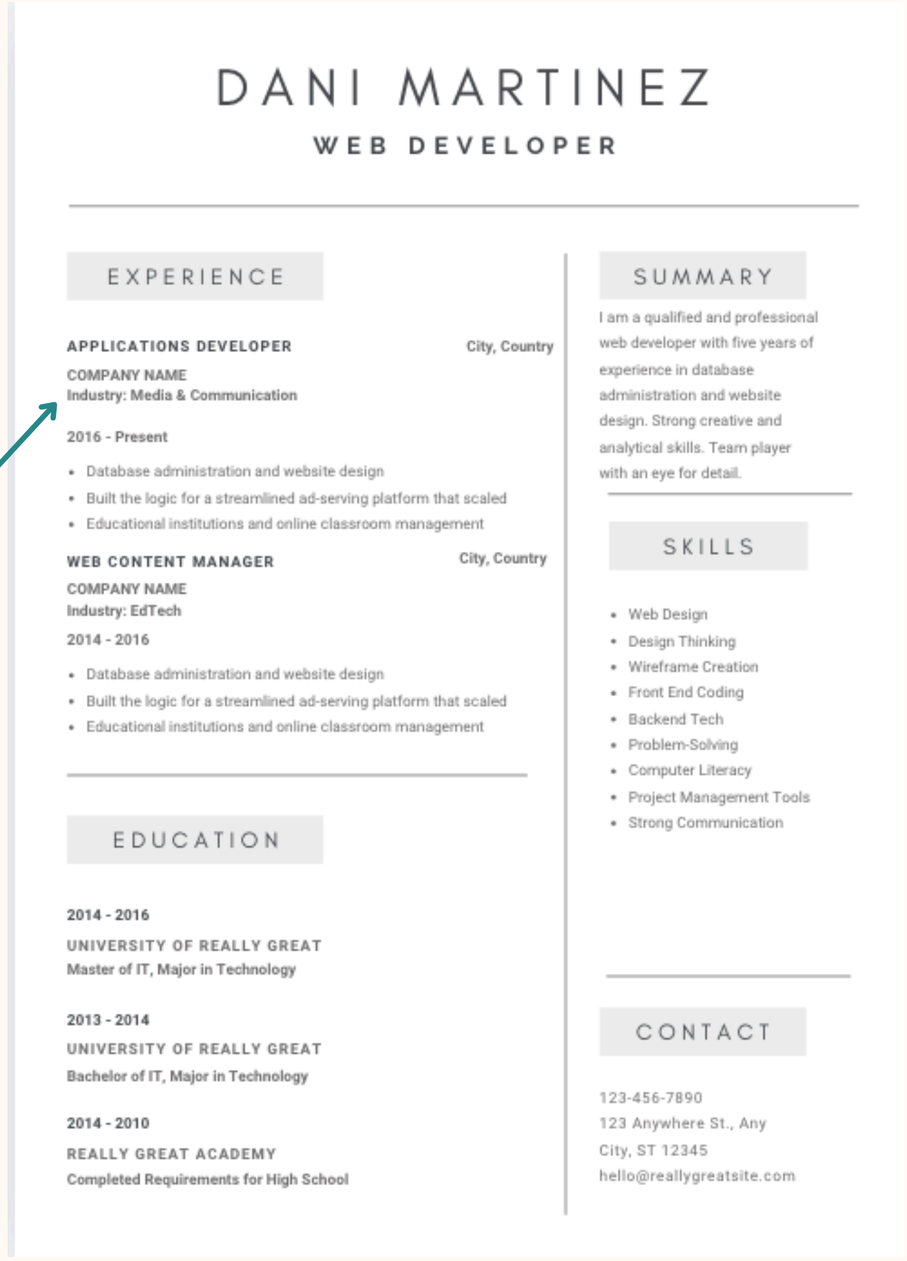
Do's ✅

● Summary at the top

✅ Gives your interpretation of your background + what you're looking for.

● Simple and succint

✅ 1-2 pages max
✅ Most recent experience first
✅ Add 1 line to explain company / industry if they are not well-known



DANI MARTINEZ

WEB DEVELOPER

EXPERIENCE

APPLICATIONS DEVELOPER — City, Country
COMPANY NAME
Industry: Media & Communication
2016 - Present

- Database administration and website design
- Built the logic for a streamlined ad-serving platform that scaled
- Educational institutions and online classroom management

WEB CONTENT MANAGER — City, Country
COMPANY NAME
Industry: EdTech
2014 - 2016

- Database administration and website design
- Built the logic for a streamlined ad-serving platform that scaled
- Educational institutions and online classroom management

EDUCATION

2014 - 2016
UNIVERSITY OF REALLY GREAT
Master of IT, Major in Technology

2013 - 2014
UNIVERSITY OF REALLY GREAT
Bachelor of IT, Major in Technology

2014 - 2010
REALLY GREAT ACADEMY
Completed Requirements for High School

SUMMARY

I am a qualified and professional web developer with five years of experience in database administration and website design. Strong creative and analytical skills. Team player with an eye for detail.

SKILLS

- Web Design
- Design Thinking
- Wireframe Creation
- Front End Coding
- Backend Tech
- Problem-Solving
- Computer Literacy
- Project Management Tools
- Strong Communication

CONTACT

123-456-7890
123 Anywhere St., Any City, ST 12345
hello@reallygreatsite.com

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- Computer Literacy
- Project Management Tools
- Strong Communication

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Add Links

✅ Email
✅ LinkedIn profile
✅ Other social network / media relevant for the job

Do's ✅ CONTENT

Tailor your CV to each role

✅ Use keywords that the company / the job description shows.

Write for impact

✅ Use action verbs and measurable results (“Increased X by Y %”).
✅ Quantify achievements – numbers and outcomes speak louder than duties.

Do's ✅ CONTENT

Tailor your CV to each role

✅ Use keywords that the company / the job description shows.

Show personality subtly

✅ Mention interests that connect to the company culture.
✅ Add things that are relevant to the job, the industry or the culture, Remove what's not relevant.

Write for impact

✅ Use action verbs and measurable results ("Increased X by Y %").
✅ Quantify achievements – numbers and outcomes speak louder than duties.

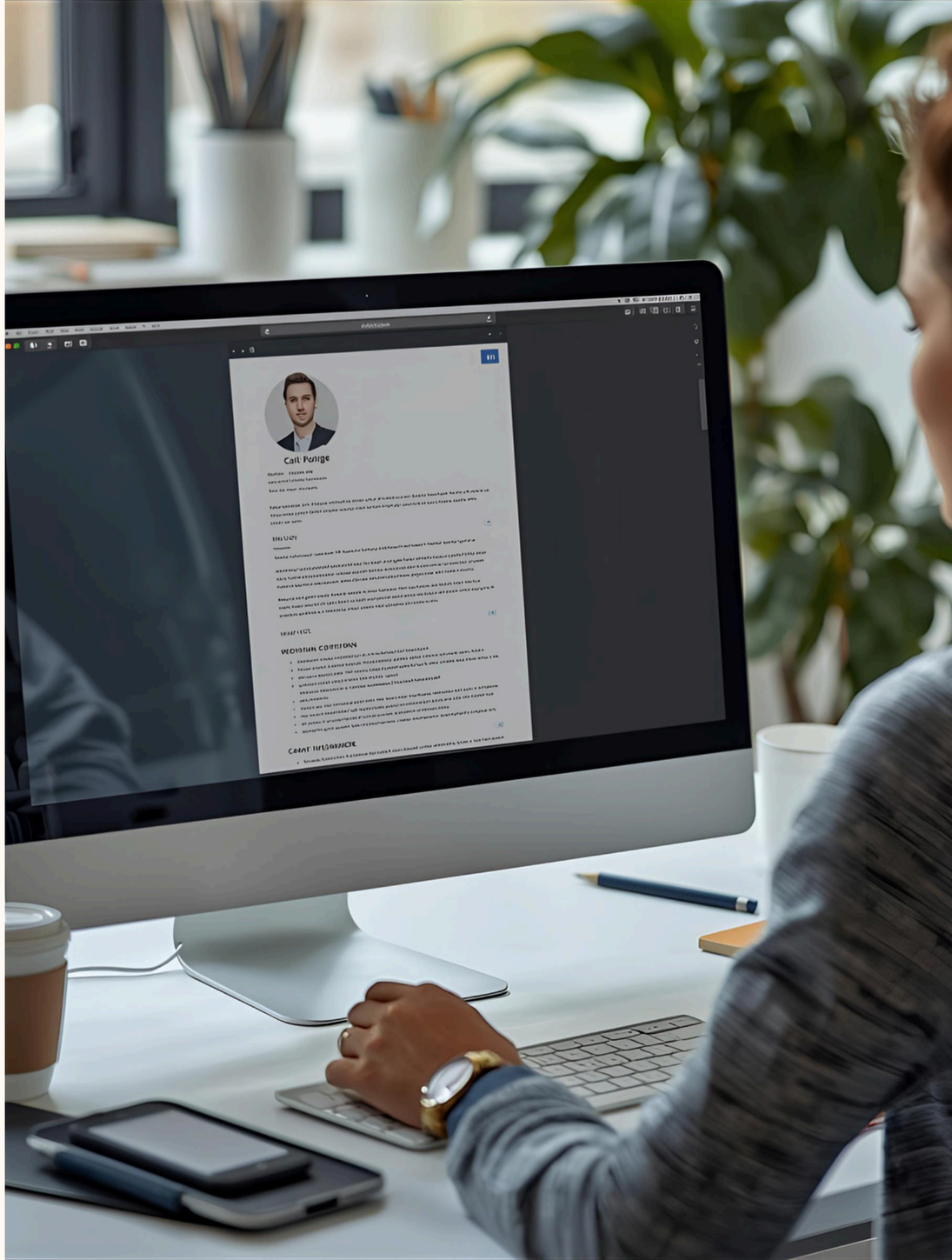
Proofread carefully

✅ Grammar or spelling errors signal lack of attention to detail.
✅ Quantify achievements – numbers and outcomes speak louder than duties.

2

Build Your Digital Presence

Your LinkedIn



LinkedIn

LinkedIn is your digital handshake, it’s often the first place employers look before deciding to meet you or invite you for an interview.

A strong profile helps recruiters find you, but a clear, authentic one makes them remember you.

Whether you’re entering the job market or pivoting into tech, your profile should show who you are, what you care about, and the value you bring.

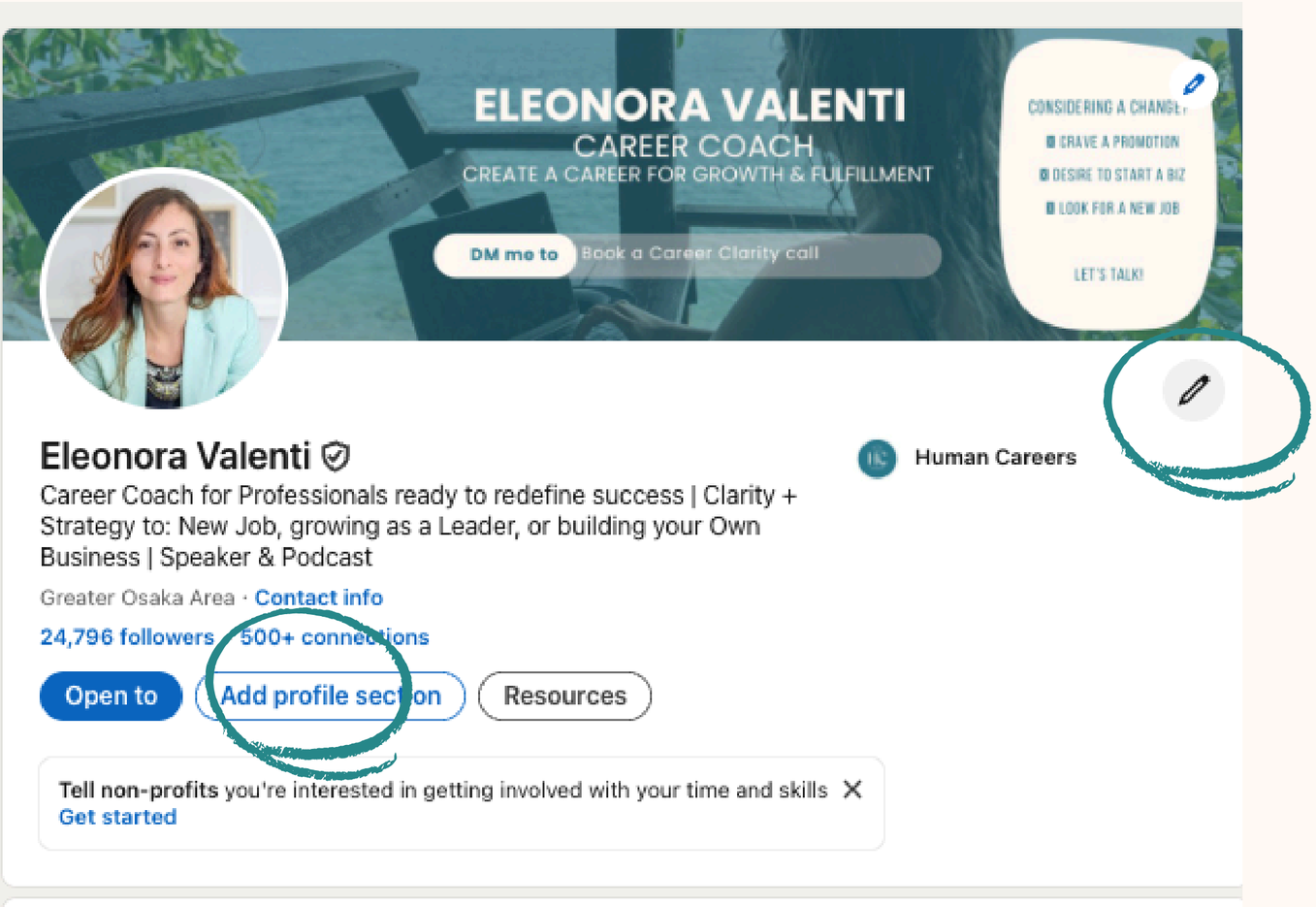
Remember that your LinkedIn works for you, even when you’re not online.



5 key areas

- Headline
- About
- Experience
- Skills
- Recommendations

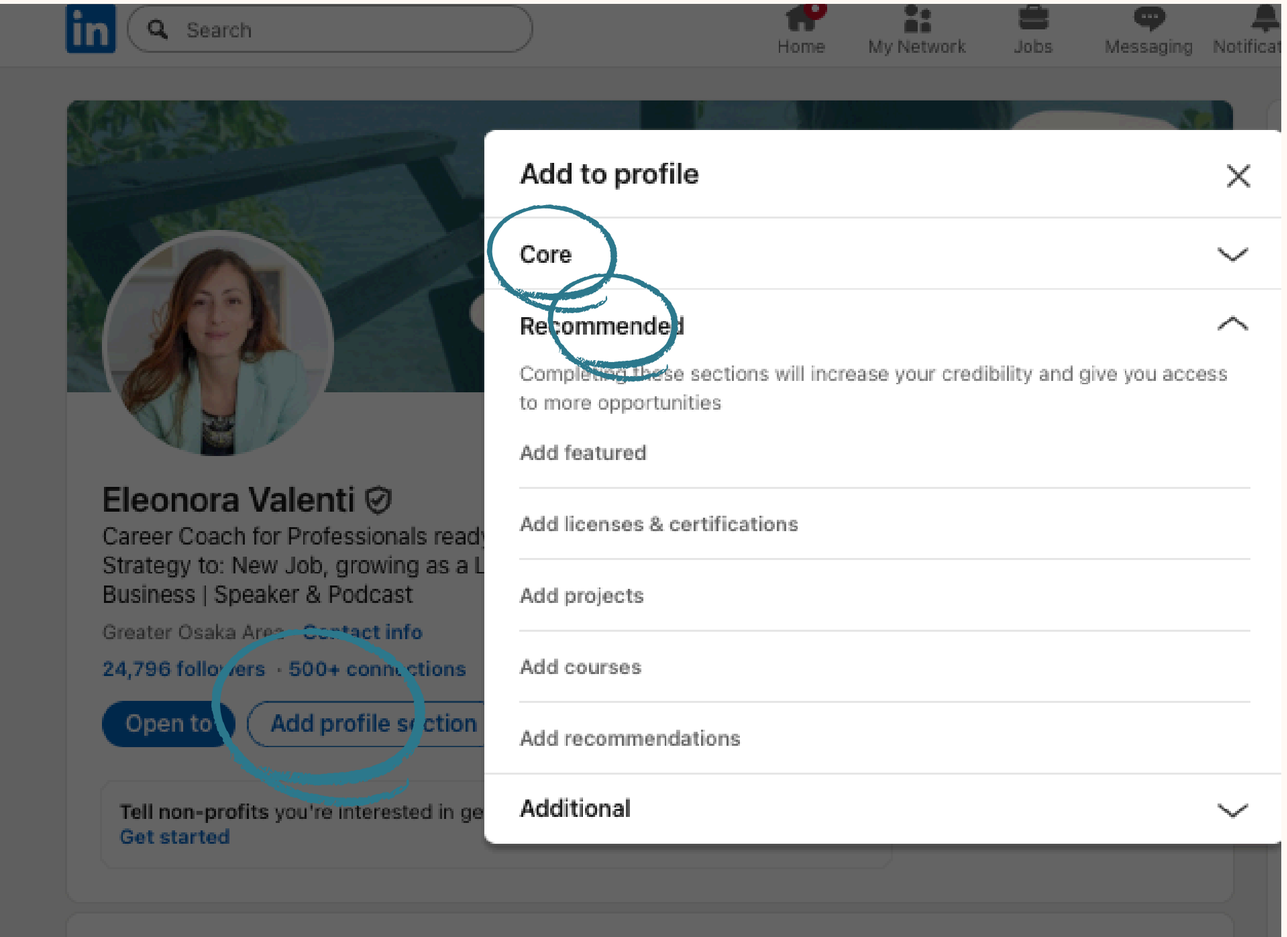
LinkedIn



Make sure you have these sections!

- Headline
- About
- Experience
- Skills
- Recommendations

LinkedIn



Make sure you have these sections!

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LinkedIn

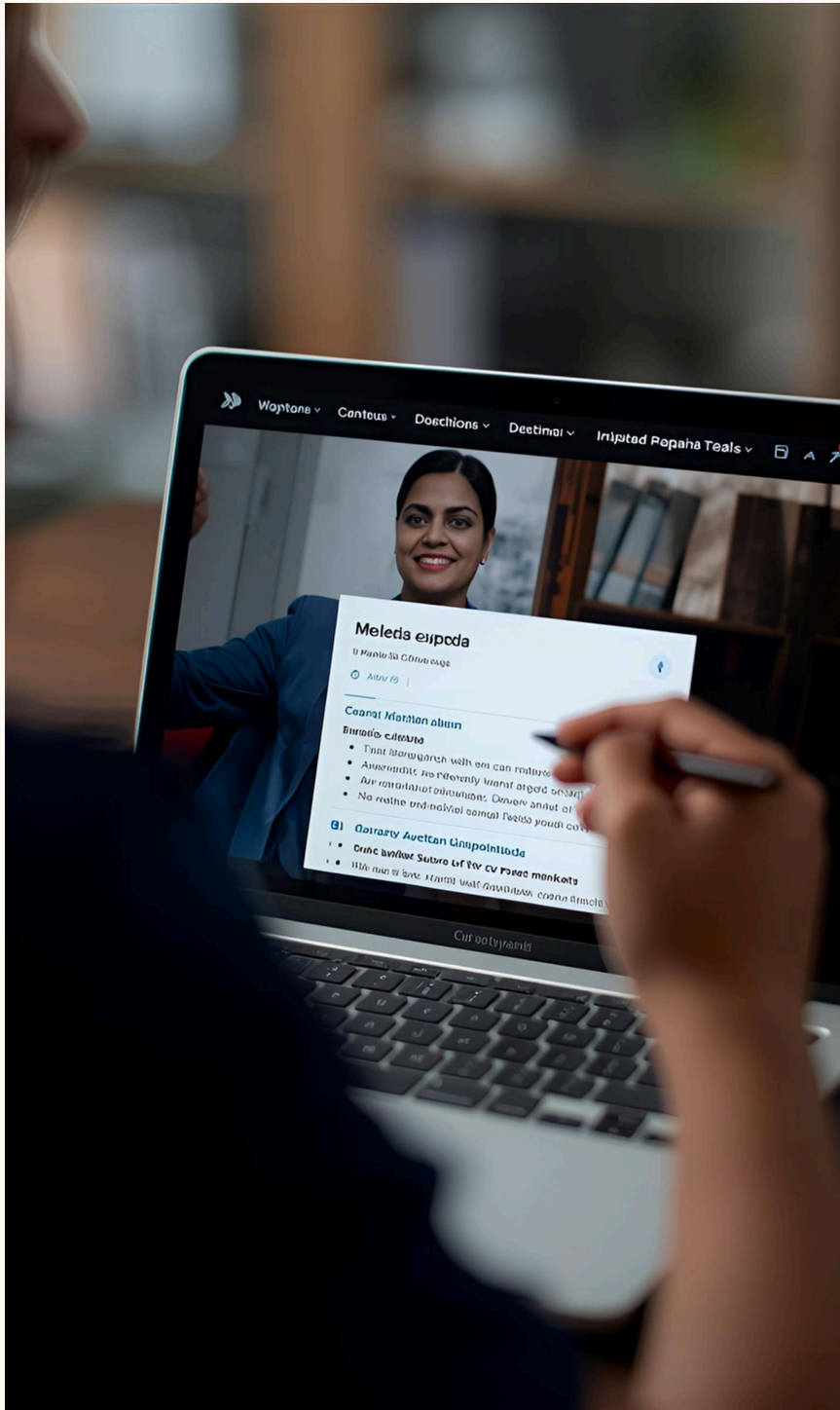
1) Headline

Goal: Capture attention in one glance.

So mix what you do, what you bring, and what you want next.
Your headline appears everywhere, treat it like your professional tagline!

Tips:

1. Combine your role/skills + direction/impact → “what you do” + “why it matters.”
2. Avoid generic only titles (“Student,” “Engineer”) → make it keyword-rich and specific.
3. Use separators (| or •) for readability.
4. Add a touch of personality or mission to stand out.
5. Reflect your future direction, not just your current status.
6. Add previous companies if relevant. I.e. (ex-Nike)

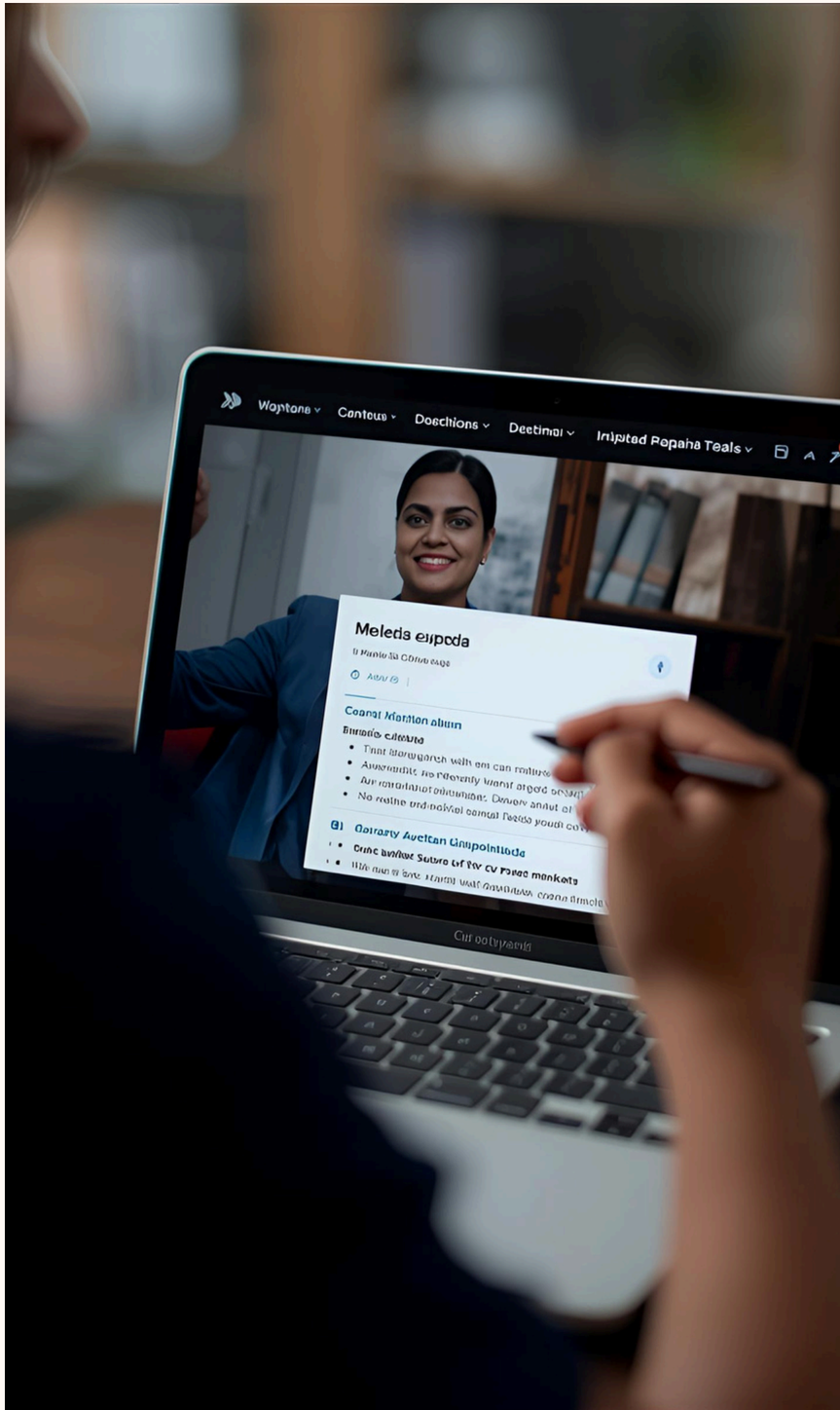


LinkedIn

1) Headline

Examples:

- 💡 “Account Executive | SaaS expert | Grow your app with social features | ex-Google”
- 💡 “Data Science Expert | Turning Data into Human-Centered Decisions”
- 💡 “Cybersecurity Analyst | Passionate about Building Safe Digital Spaces”
- 💡 “Digital Business Graduate | Growth-Minded Marketer | Storytelling through Data”
- 💡 “Software Engineer | From Code to Impact | Building Tools that Empower People”
- 💡 “AI & Ethics Enthusiast | Bridging Technology, Humanity & Innovation”



LinkedIn

2) About

Goal: Tell your story with purpose. 3 short paragraphs that blend authenticity + strategy.

Tips:

1. Open with a hook — what drives you or what you believe in.
2. Mention your studies / experience in a human, narrative way.
3. Highlight 3–4 strengths or interests relevant to your target field.
4. Include proof or examples (projects, achievements, values).
5. End with a call to action: “I’m currently exploring…,” “Open to collaborating on…,” etc.



LinkedIn

2) About

Examples:

💡 “I’m a tech professional passionate about using data to solve everyday problems. After completing my MSc in Data Science, I’ve been exploring how predictive analytics can make learning more personalized.”
💡 “With 15 years expereince in marketing and a new specialization in AI, I love bridging creativity and technology. My goal? To make tech feel more human.”
💡 “I thrive where innovation meets impact. Whether developing an app prototype or leading a student project, I’m driven by curiosity and collaboration.”
💡 “My career has evolved from finance to digital business — and what connects it all is a fascination with systems and people.”

Structure example:
1. Who you are + what you love doing
2. How you create value (your strengths in action)
3. What kind of impact or role you’re seeking next



LinkedIn

3) Experience

Goal: Show growth, results, and relevance, not just job titles and duties.

Tips:

1. Lead with impact verbs (Built, Designed, Analyzed, Led, Created…).
2. Add quantifiable results or outcomes wherever possible.
3. Highlight transferable skills (teamwork, problem-solving, adaptability).
4. Focus on how you added value, not just what tasks you performed.
5. For students: include projects, volunteering, or competitions if limited work history.



LinkedIn

3) Experience

Examples:

💡 “Developed a Python dashboard to analyze marketing campaign performance, improving decision-making speed by 30%.”

💡 “Collaborated in a 4-person team to design an e-commerce prototype during a hackathon, achieving 1st place among 20 projects.”

💡 “Supported digital transformation by mapping workflows between HR and IT departments.”

💡 “Conducted user research for an EdTech startup — results influenced product design now used by 500+ learners.”

💡 “Led student consulting project helping a local NGO optimize its fundraising campaign.”



LinkedIn

4) Skills

Goal: Build credibility and keyword alignment for LinkedIn search + recruiters.

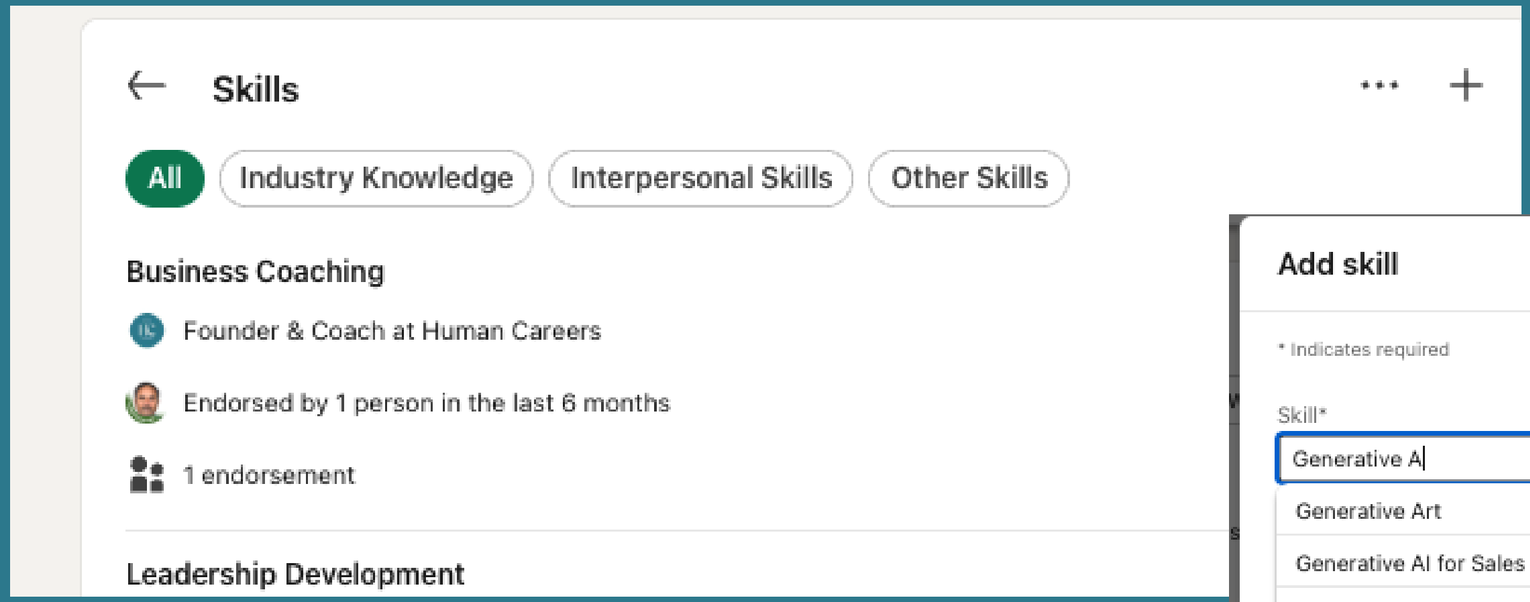
Tips:

1. Make sure you pick on 20–30 relevant skills (hard + soft).
2. Match the wording used in your target job descriptions.
3. Prioritize industry-specific keywords (e.g., AI Ethics, Data Visualization, Agile).
4. Reorder skills so the most relevant appear at the top.
5. Regularly update them as you learn new tools or complete certifications.

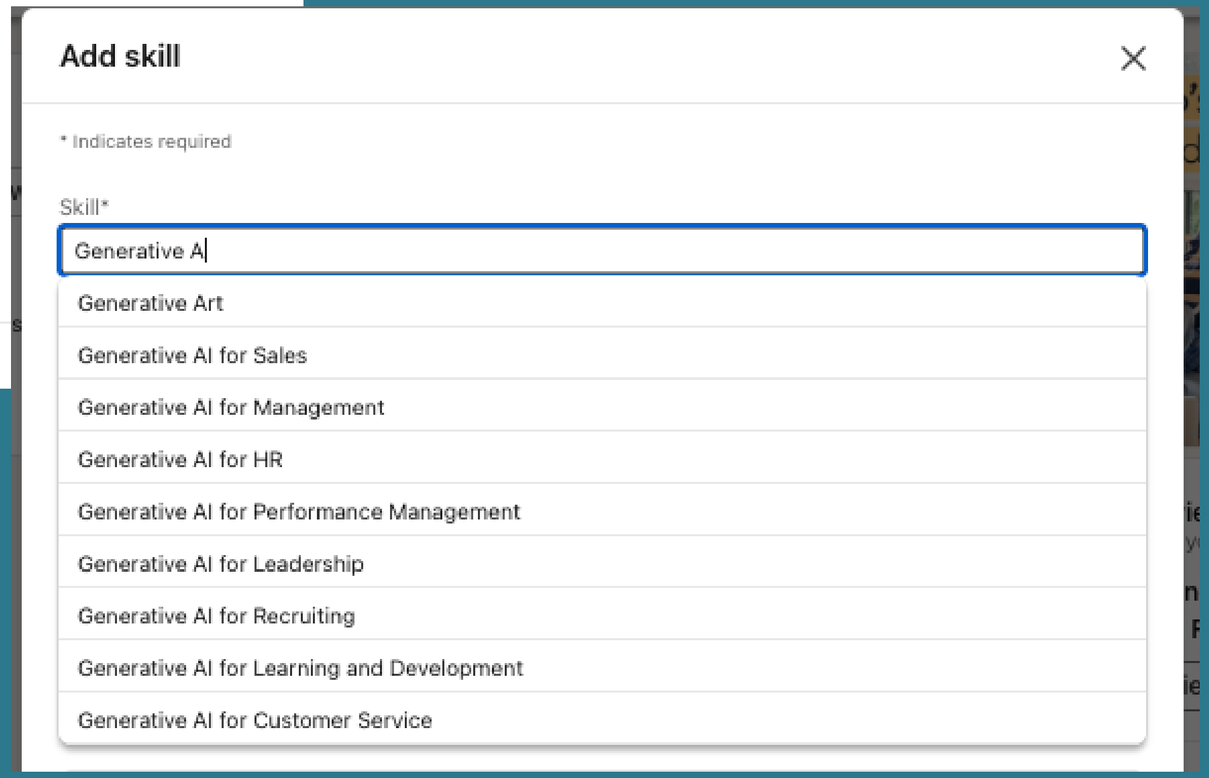


LinkedIn

4) Skills



You can add from a list,
then organize per priority



LinkedIn

BONUS

Do you know what skills are most in demand?
Look at JD + LInkedIn list.

LinkedIn

BONUS

Do you know what skills are most in demand?
Look at JD + LInkedIn list.

Overall:

1. AI Literacy
2. Conflich Mitigation
3. Adaptability

LinkedIn

BONUS

Do you know what skills are most in demand?







ELEONORA VALENTI | HUMAN CAREERS

CLICK FOR MORE

LinkedIn

5) Recommendations

Goal: Let others validate your story > social proof builds instant trust.

Tips:

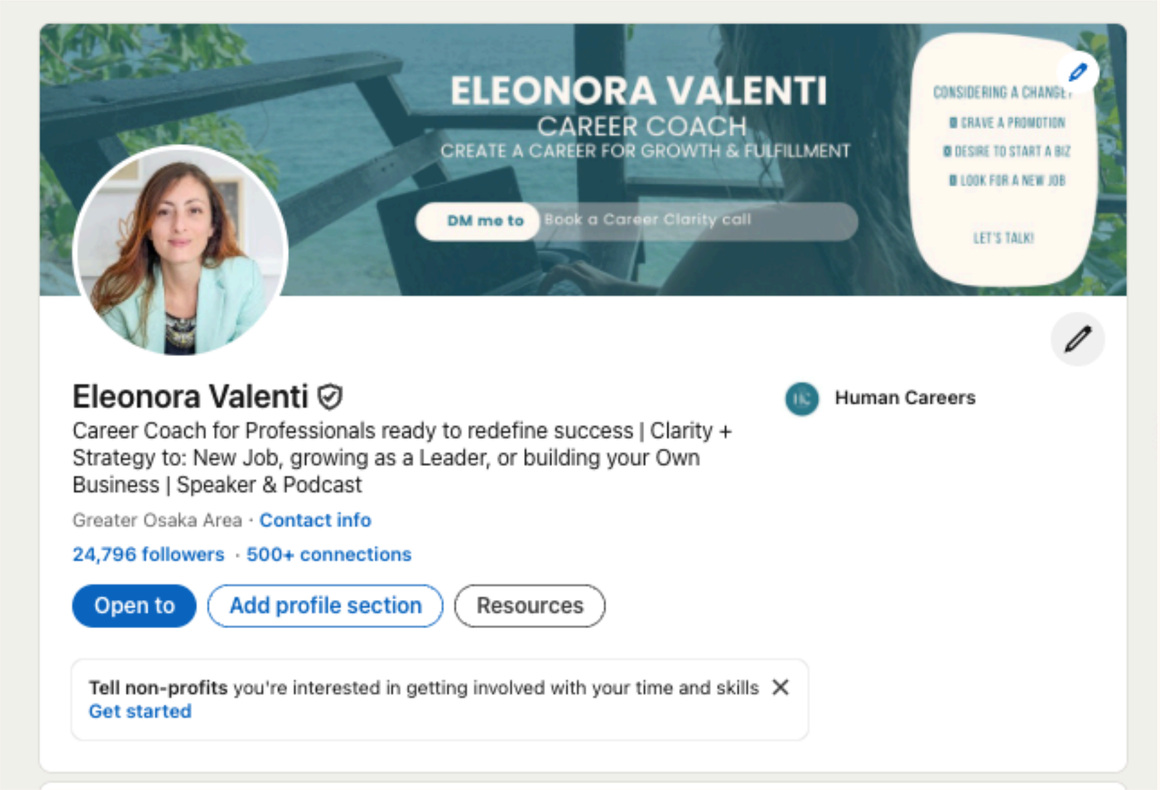
1. Ask for recommendations from professors, mentors, team leads, or colleagues who know your work.
2. Guide them! Suggest 2–3 key points they could mention (skills, work ethic, results).
3. Write first for someone else, often they'll reciprocate.
4. Keep tone professional but human, authenticity matters more than formality.
5. Update every 6–12 months to reflect your current path.

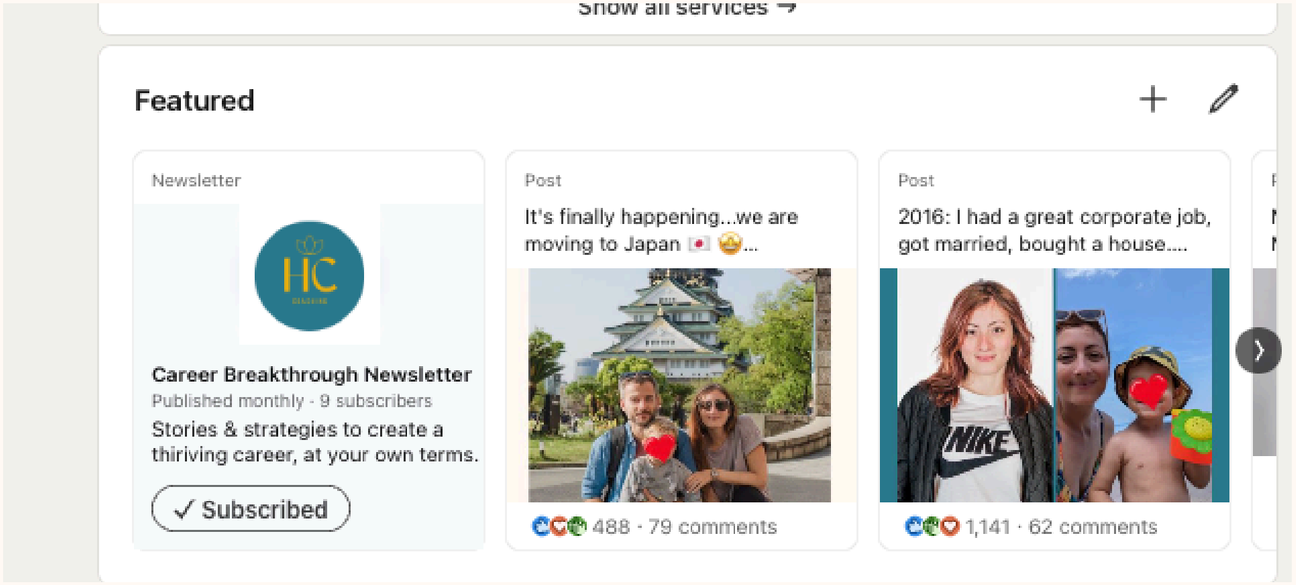


LinkedIn

2 PRO TIPS

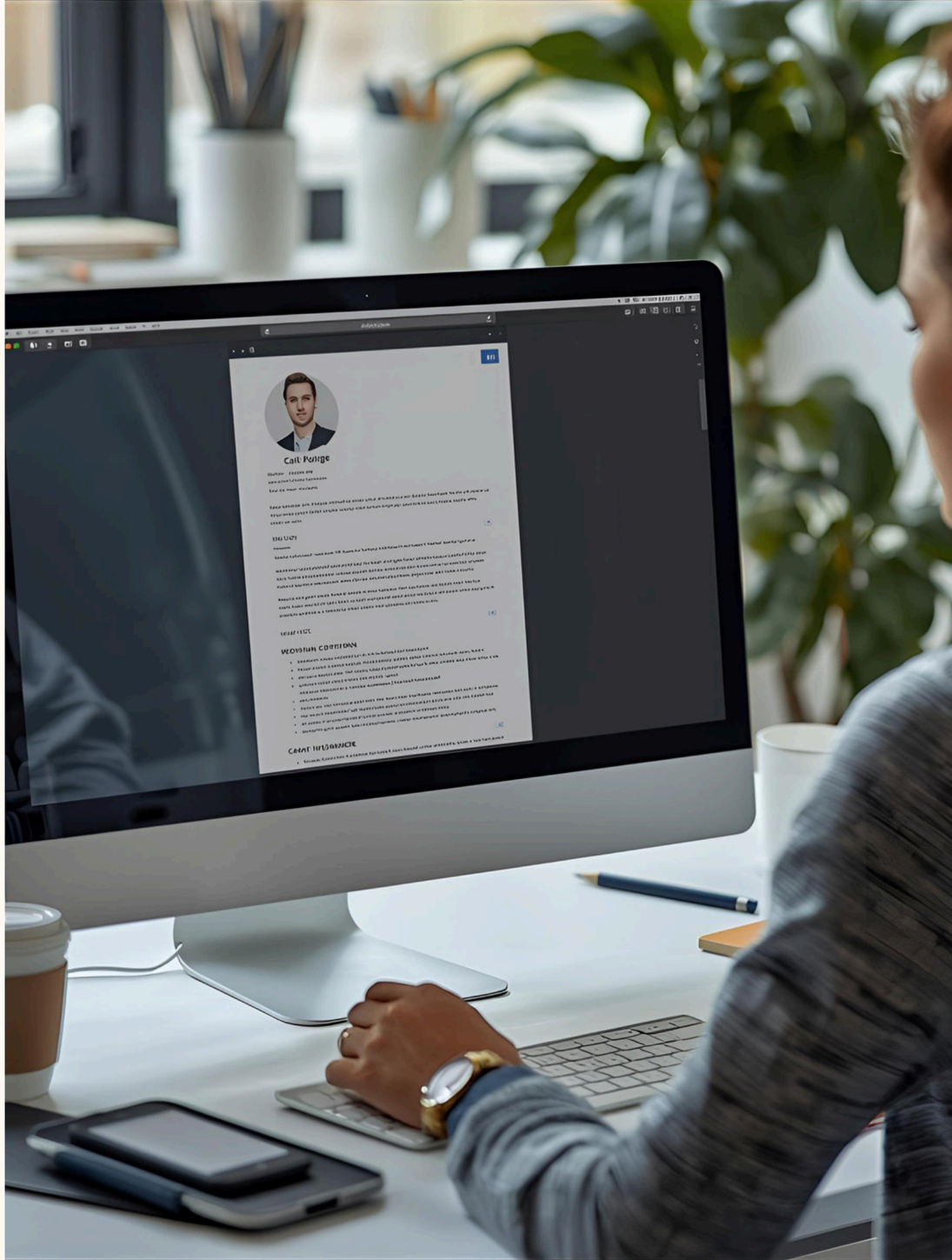
1. Add a Banner
2. Activate the FEATURED section





3

Network as Strategic Exchange

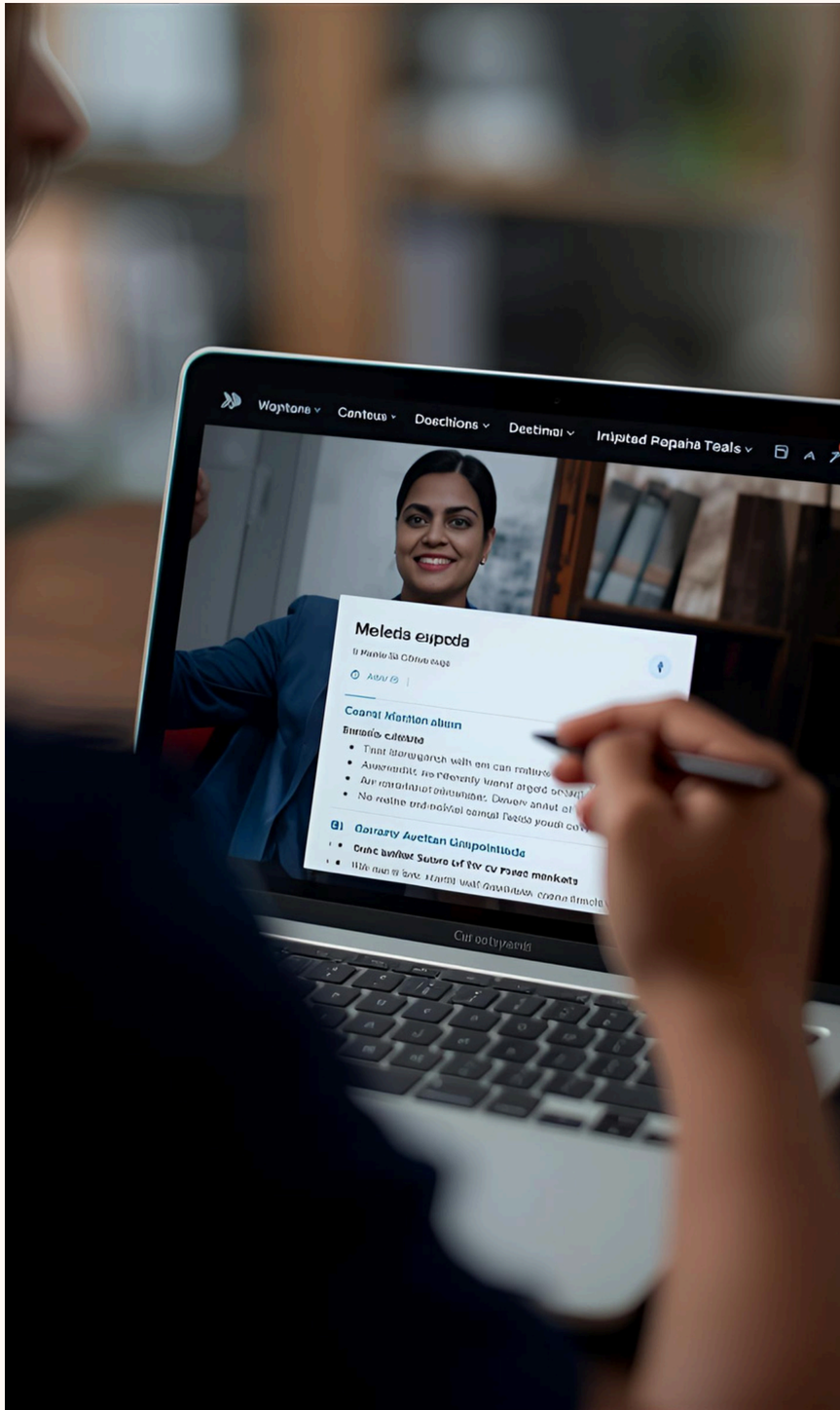


Step 1: Define your 3-4 talking points

What do you want your connection (recruiter, manager, corporate leader) to know about you?

You can pick from these examples or add your own:

- Worked X years in the field of….
- You are the expert who gets involved when..
- You have a particular passion for…
- You find purpose when you …
- You are a fast learner, for example you adopted new skills (AI, data, tools….add your own) in X time / or in a new project



Step 2: Lead with common traits

- Let's say you're applying for a Sports company → don't just talk about your corporate life/experience, add why or how sport changed your life
- You saw someone posting an interesting perspective about your role → tell them, pay them a compliment to start a conversation
- Let's say you're a Data Science expert who loves turning numbers into insights → you might want to connect that story to companies in analytics or AI-driven innovation.

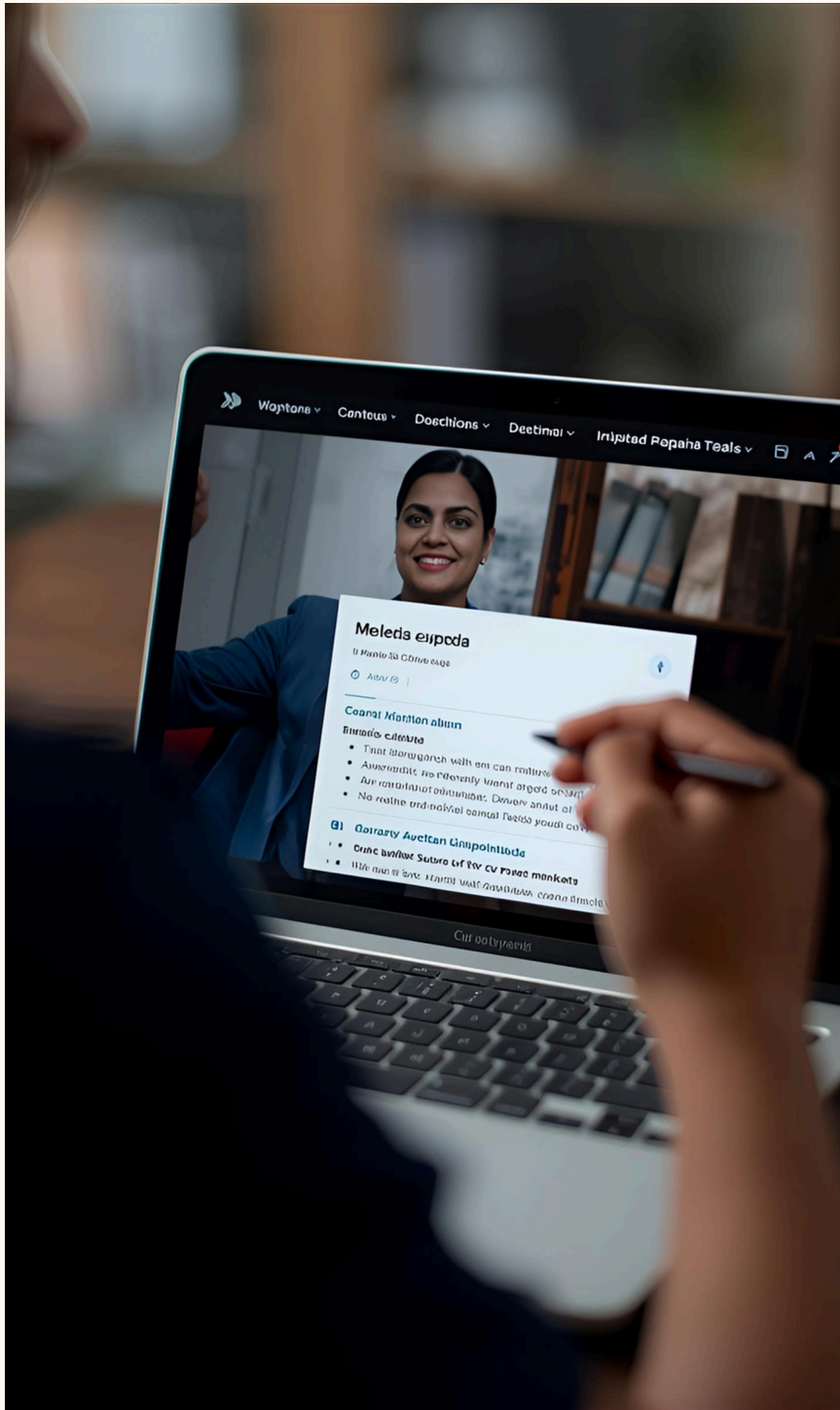
PRACTICE YOUR PITCH!

Example:

"I've been working at.....for....I'm truly passionate about,....I wonder how had been your experience at ....?

"I love your value/your mission of....and I'm curious.... >include your question"

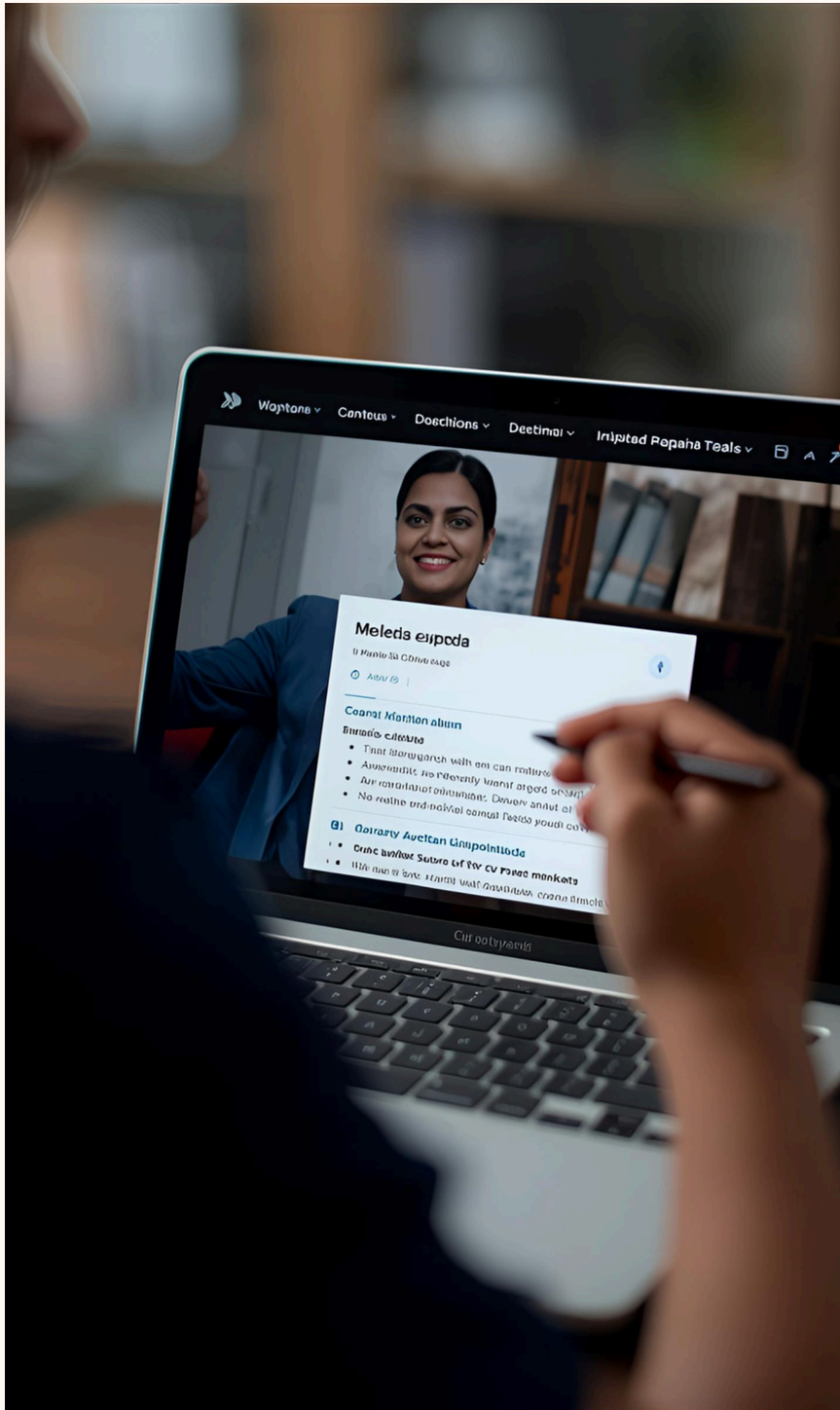
"It is my dream to become/to work with....what are your recommendations to..."



Step 3: Use these 3 Conversation Openers

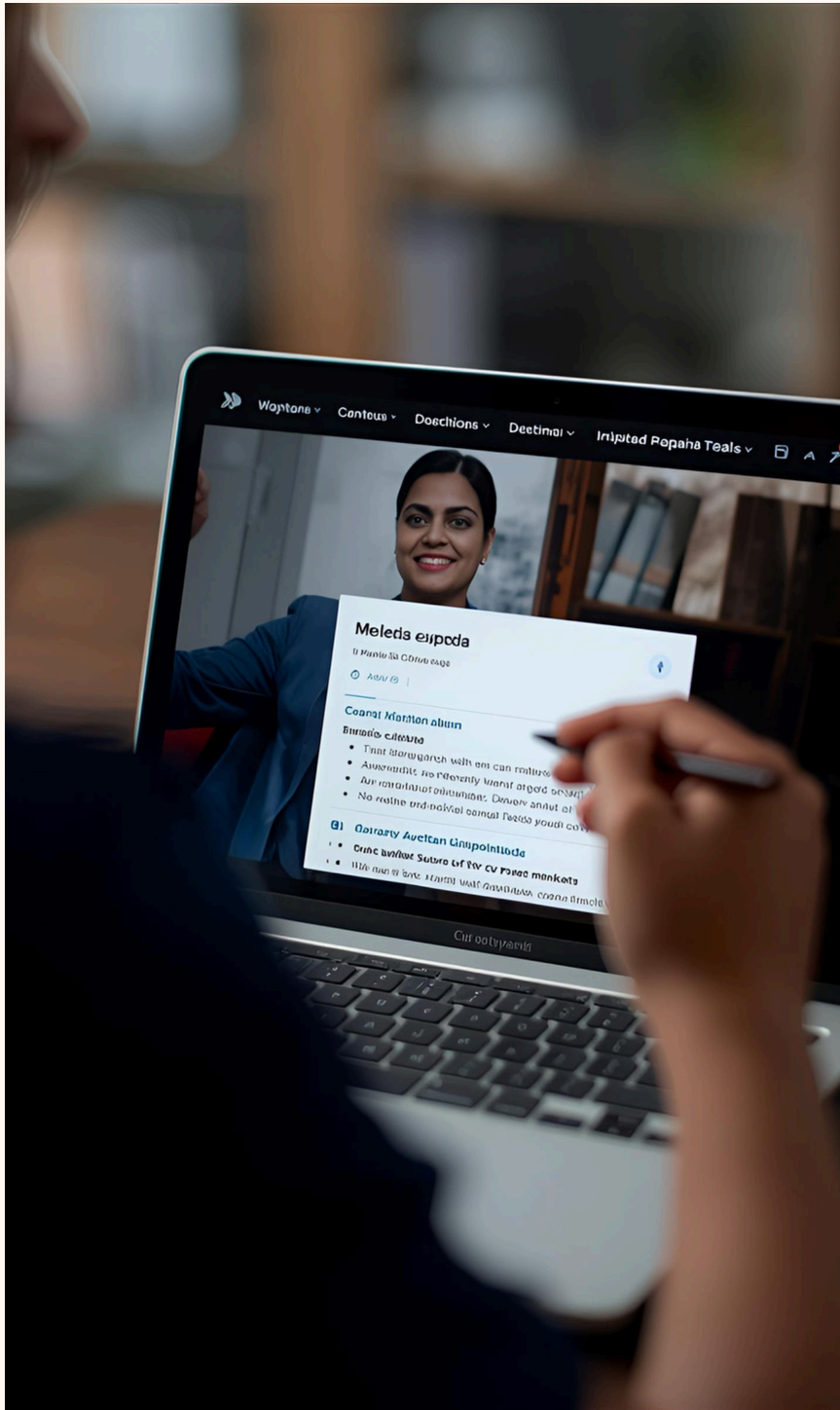
1. What are your most important priorities as an organization for the next year?
2. What are the most exciting/interesting developments in the organization (or the department they represent) at the moment ?
3. What are some of the challenges that you are solving / you want the new hires to contribute to solve?

EVEN BETTER IF YOU CAN LINK IT WITH SOMETHING YOU'VE RESEARCHED ABOUT!! → more examples in the next slides



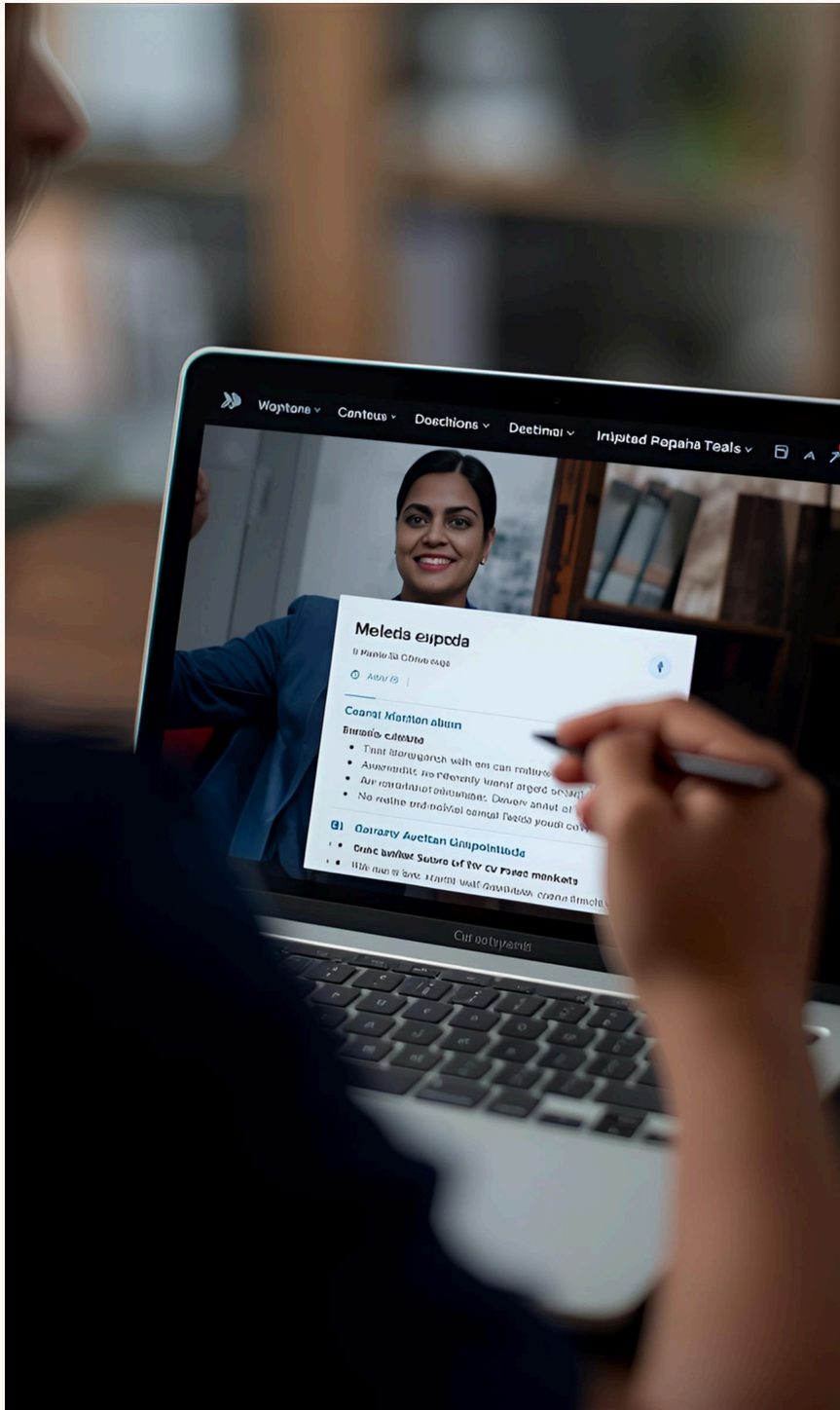
Conversation Openers Examples #1

- “I saw in your latest LinkedIn update that your company is expanding its data analytics capabilities. Is that one of your main priorities for next year?”
- “I read about your sustainability initiative and I’m curious, how is technology helping you reach those goals?”
- “I noticed your team recently launched a new app feature, what are your priorities now that it’s live?”



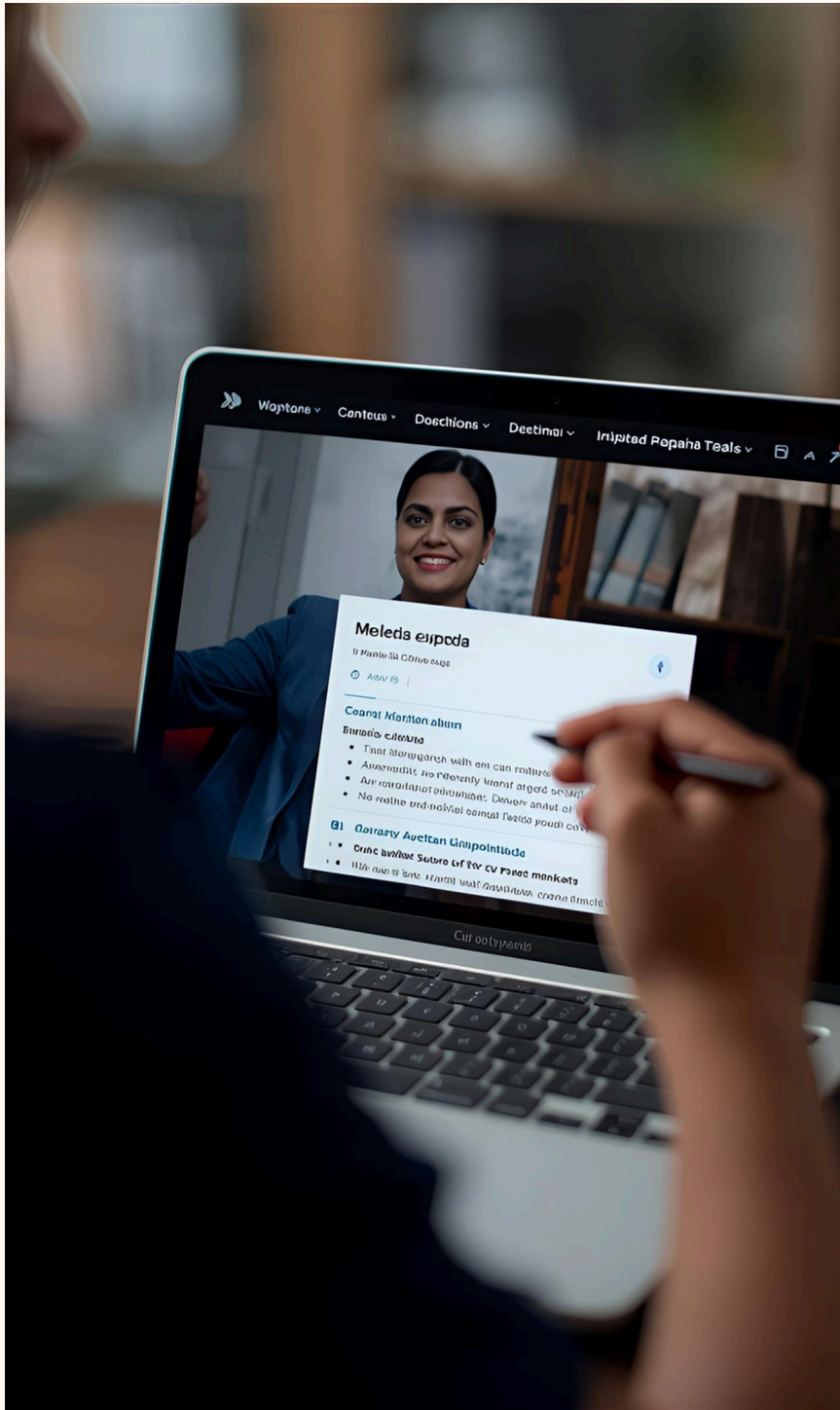
Conversation Openers Examples #2

- “I saw that your company was listed among the Top 10 startups in AI, congratulations! What are some of the latest projects you’re most excited about?”
- “I’ve been following your UX team’s redesign of the customer portal. I’d love to hear what new directions you’re exploring.”
- “Your team’s work on ethical AI really caught my attention. What are you experimenting with in that space right now?”

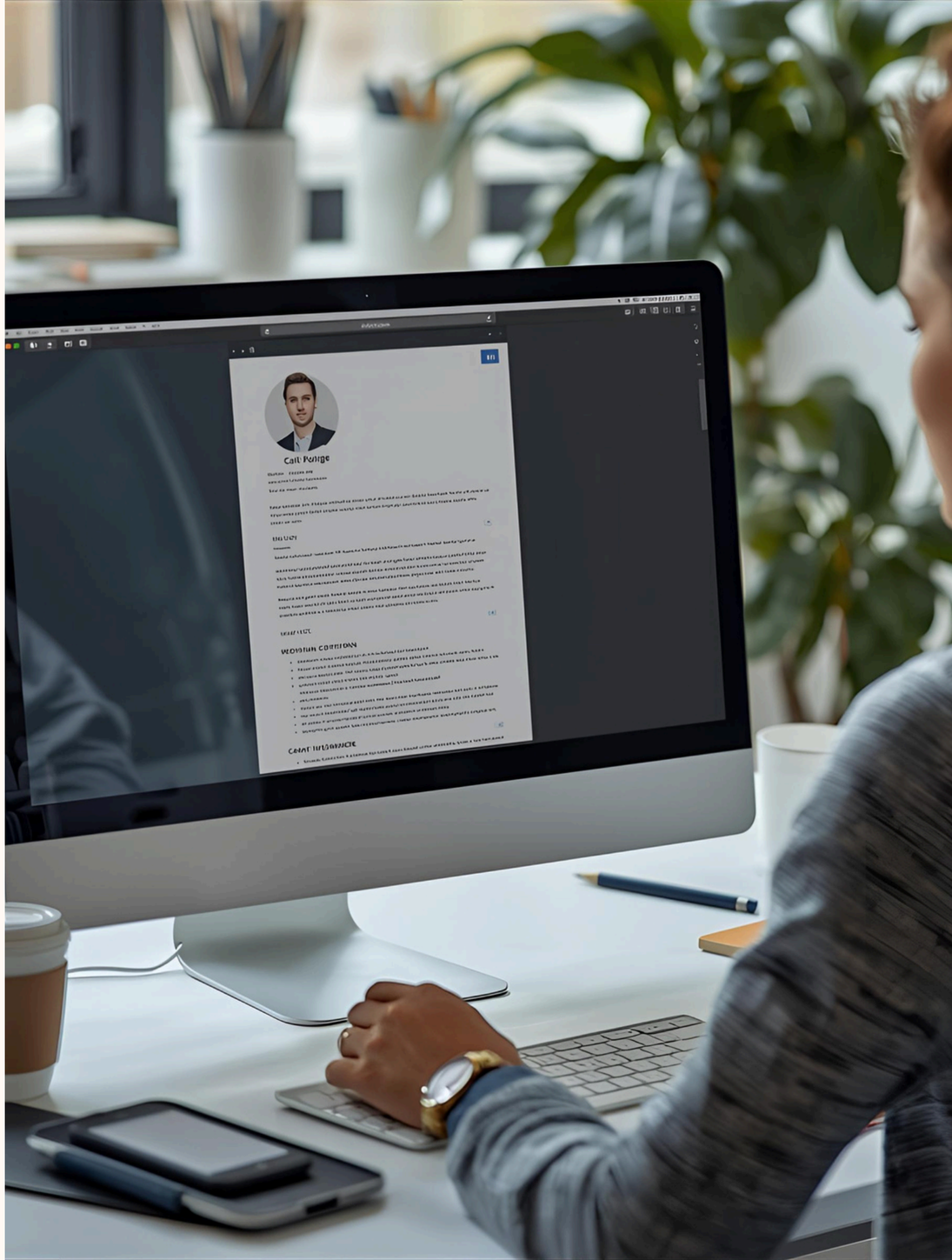


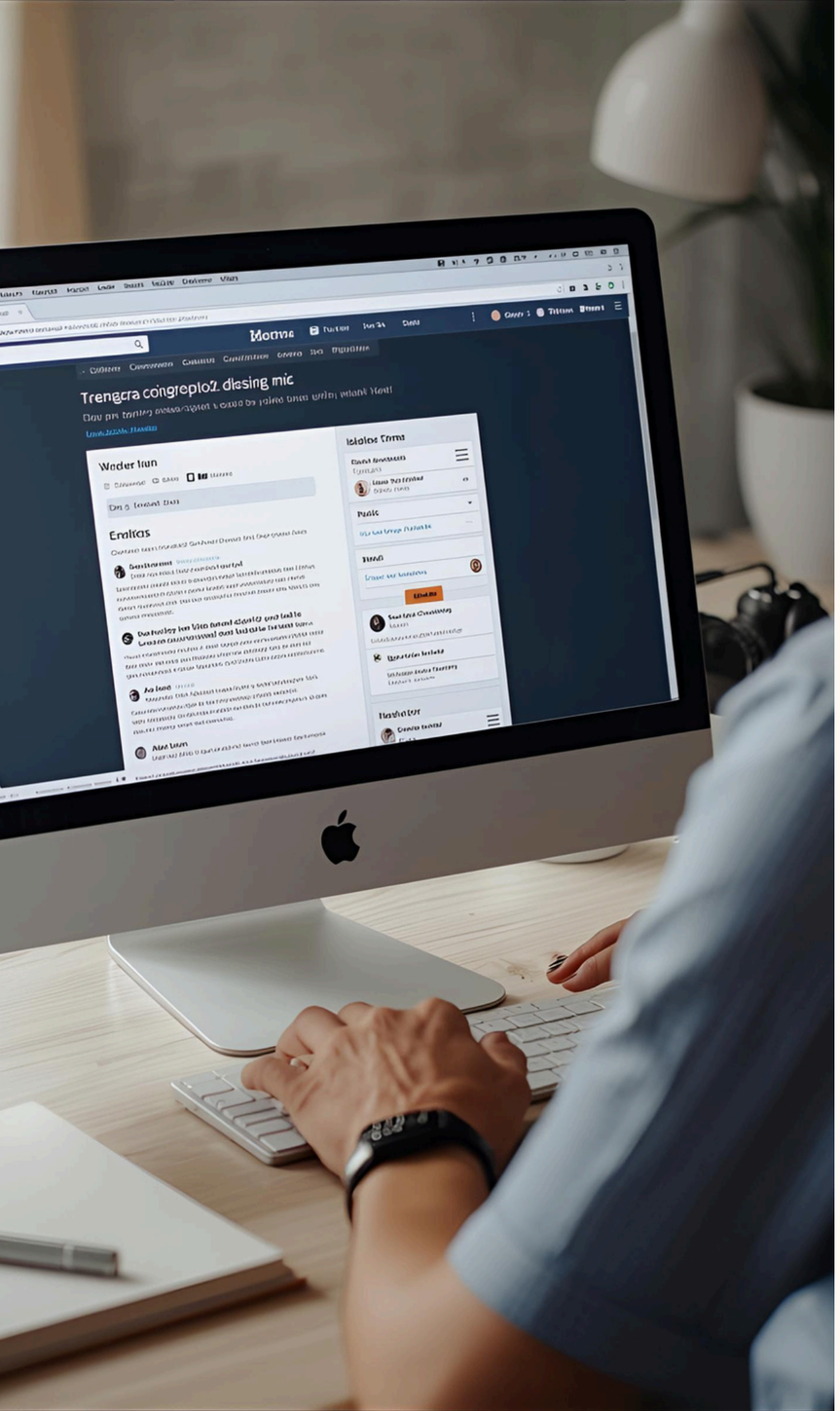
Conversation Openers Examples #3

- “I noticed your company is expanding into new international markets. I imagine that brings interesting challenges for your data and operations teams. How are you approaching that?”
- “Since your company is scaling its cybersecurity infrastructure, what kind of skills or perspectives are most valuable for new hires joining the team?”
- “I read that you’re integrating generative AI tools across departments. What are some of the key challenges your teams are focusing on this year?”



Put Everything into Practice





Access the Google Doc for more scripts:

- Scripts for Online Introduction
  - Before applying
  - After Applying
  - General scripts
- Scripts for Your Personal Pitch
- Scripts For Conversation
- Scripts For Follow-Up

CLICK FOR ALL SCRIPTS

Meet Your Host



Eleonora Valenti
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Eleonora is an international Career & Leadership Coach with over 15 years of experience in HR, Talent Acquisition, and Leadership Development across global organizations such as Nike, Mindvalley and fast growing startups, now based in Japan.

Having guided and interviewed thousands of professionals and students worldwide, today she partners with universities and organizations to empower the next generation of talent to find the right path for them and build purposeful, future-ready careers.

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