

Salesforce Career Course Bootcamp



Module 9: Resume & Linked-In Accelerator Pack

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Lesson 1 - Introduction

In this introductory lecture we look ahead to what we will be covering in this module. I walk you through my own LinkedIn profile as well.

Notes:

Lesson 2 – Meet Daniel

In this lesson, which was recorded a few months ago, I introduce you to a Student Volunteer, Daniel Crossin. Daniel assisted with the first and second sessions of this Bootcamp. I interview Daniel and get his permission to work on his resume and LinkedIn profile throughout the duration of this module.

Since Daniel was newer to the workforce and Salesforce, his was a good case study for those of you without a lot of work experience. I'm also happy to report that since this recording, Daniel has landed full-time employment as a Salesforce Administrator. You can view his LinkedIn Profile here -

<https://www.linkedin.com/in/danielcrossin-salesforce/>

Notes:

Lesson 3 - Resume Templates

In this lesson, I share two Word-formatted resume templates that you can customize to meet your own needs. These templates are derived from the actual resumes for both Daniel Crossin and myself. I also have included an entry related to this Bootcamp, along with the tasks that you have completed as a participant.

Notes:

Lesson 4 – Adding Salesforce Experience to Your Resume

In this lesson, I walk through Daniel’s resume to accentuate and highlight his Salesforce experience. See if there are practical tips you can implement in your own resume to improve it.

Notes:

Lesson 5 - Uploading Your Improved Resume to Your Job Opportunities App

In this lesson, we upload your improved resume to your Job Opportunity application. We discuss versioning and sharing the link to your resume in emails, adding to your email signature, etc.

Notes:

Lesson 6 – Creating a LinkedIn Account

In this lesson, I discuss why you need to leverage LinkedIn in your Cloud Career Path pursuits. I also walk through the process of creating an account and the key components of your LinkedIn Profile.

Notes:

Lesson 7 – Optimizing Your LinkedIn Profile

In this lesson, I cover some of the core methods of optimizing your LinkedIn Profile. Topics discussed include:

- Experience – match your resume (content and dates)
- Professional headshot
- Summary Statement
- How to Include Certifications
- #mikewheelermedia shoutouts
- Skills Section and Endorsements
- Profile views

Notes:

Lesson 8 – More LinkedIn Optimization Tips

In this lesson, I walk you through further LinkedIn Profile optimization tips that you can apply to your own LinkedIn Profile.

Notes:

Lesson 9 - Finding and Applying to Jobs on LinkedIn

In this lesson we discuss how to search for and apply to Salesforce jobs on LinkedIn.

Notes:

Lesson 10 – Good Job Resources for Salesforce Jobs

In this lecture, we visit various job websites that tend to have good Salesforce related jobs listed. Sites we visit include:

- Dice.com
- CareerBuilder.com
- Indeed.com
- Success Community

Notes:

Module Review and Weekly Assignment

Let's take a look back on all the things you have done thus far in this module.

- Created a LinkedIn Account
- Created a LinkedIn Profile
- Created a Resume from a LinkedIn Profile
- Created a Word formatted Resume
- Added Salesforce Experience to our LinkedIn Profiles
- Added Salesforce Experience to our Resumes
- Created profiles on other job boards, such as Dice, CareerBuilder, and Indeed
- Joined the Salesforce Success Community Job Group
- What else?

Weekly Assignment

Update your resume and LinkedIn profile with the experience you have gained in this Bootcamp. Feel free to share what you put on your resume and LinkedIn profile with the group inside our Facebook Group in order to receive feedback.

Stretch Assignment for Experienced Bootcampers

Apply to several jobs and see if you can land an interview. You may want to do this close to the end of the week, closer to the release of next week's module, which is all about job interviews.

