Elevator Pitch/Personal Branding

DATAQUEST

"Tell me about yourself"

Your past and present experiences and skills you can use as as an Elevator Pitch in Interviews, but also as your personal brand in blogs, social media, etc...

What is an Elevator Pitch?

Past: your background: what is your current occupation, or what were you doing before Dataquest?

Present: the WHY...Why/How did you get into Software Development/Data Science?

Future: What do you plan on doing with your past and present experience, what is your end goal?

What is an Elevator Pitch?

- You will most likely be asked the "Tell me about yourself" question in almost every behavioral/technical interview, right off the bat

- Try to keep it at 90 seconds maximum, short and sweet

- Try to keep it as close to the Past, Present, Future structure as you can

What is an Elevator Pitch?

Take this as an opportunity to humble brag a bit and also talk about your new skills: talk about your Past and throw in an accomplishment (i.e. in this former position I found a way to automate the process, etc...), when you talk about Present mention new skills (python, R, SQL, machine learning...) Future: show that you've done research on the company - "I think my accounting background and my experience with APIs/Data Analysis will really help me in the Fintech industry because..."

Personal Branding

Your personal brand will be extremely important in marketing yourself to current or potential employers. Your personal brand is essentially how you describe yourself as a Data Scientist, whether this be in person in an elevator pitch/interview, or via your online presence. You want people to know what your background is but also what new skills you have and how you can apply them. This is your time to highlight what you can do but also show off your personality.

Hot Tips On Personal Branding

- If you haven't already, start a Blog

- Create and maintain an Online Portfolio

- Keep your Github green

- Up your Social Media Game

- If you have a niche focus or a strength, emphasize it

- Be consistent across all platforms

- Don't be afraid to show your creativity and passion

Personal Branding

Having an online portfolio goes hand and hand with keeping your Github green. There are a few reasons you want to keep your squares consistently green, not only does it show that you are constantly learning and developing new skills by working on code, but it's a huge plus for employers to see your Github active. It helps them see that you are passionate about what you're working on and your skills are staying fresh

Personal Branding

- Using social media for personal branding is highly encouraged. Join the [Twitter](#) community, join [Slack](#) communities and [Meetups](#), so that you can share your blogs and portfolios with a wider population. Try to find relevant groups that cater to your specific strengths or areas of interest. If you can't find a meetup in your area check out our blog on [Starting your own DS Meetup](#).
- Be consistent across all of your various platforms. You want to make sure and have the same contact information and picture on all of your sites and blogs so that potential employers or connections can find you easier.

Blog Writing

A blog is a great way to not only describe your journey into your perspective fields but also share info about yourself and your projects/skills. Not only will you be expanding your online presence within your field, but you also stand to gain some knowledge and ideas through people viewing and commenting on your blog.

Blog Writing

Even if you're a beginner in your field, people will still be interested in hearing about your experiences and new skills that you're learning. It's not only a good way to communicate with your fellow developers or data scientists, but you're showing future/current employers what your personality and interests are outside of data science.

Blog Writing

- There are so many ways to go about selecting a topic for your blog. You can practice data cleaning, statistics, data visualization, communication, or show off your skills by analyzing a dataset for research, work, a new project you're working on, etc...
- Your blog doesn't have to be super flashy or wordy, just make sure you do a grammar/spell check and don't overthink it! It's always good to have someone review it before you publish it as well

Blog Writing

- To help you get started, we have a great article on Setting up a Data Science Blog :). You can also check out these blog platforms: WordPress, Jekyll, Medium, Blogger, Tumblr

- Once you get on the Blog Writing train, you may be able to work with Dataquest to get paid for your Data Science blog as well!

Online Portfolios

As a Data Scientist, a portfolio is a good way to keep your skills fresh and show off your projects. Portfolios should include an "About Me" (basically a written elevator pitch), nice and complete projects with some variation to show your breadth of knowledge, contact information so potential clients can get a hold of you. You should also customize your portfolio to show a bit of creativity and personality.

Online Portfolios

- You should be [sharing your portfolio on Github](#), but here are some template sites to help get you started as well: [WordPress](#), [Wix](#), [Contentful](#), [Weebly](#), I also have a connection with the guys at [Hackhive](#), a super cool platform for Data Scientists and Developers to show off their projects.

- Make sure you are also linking any relevant social media sites and blogs to your portfolio. An added bonus to your portfolio would be to add some "testimonials", good feedback from peers/teachers/clients on your projects.