



How to get a role in tech?



If you are not an engineer



Let's Meet



Daria

Daria Kunz

UACU, EDHEC Business School

L'Oreal, Google, Apple

8+ years in sales and marketing

Lived in 5 countries

Yoga teacher, fashion stylist

Daria Kunz

Didn't get a role, where I thought was 100% fit

Excel is not my passion :)

Got internship at L'Oreal from the 2d attempt

Closed a project after 3 months after launch

Took Statistics course twice at UACU

Goals of the session

- 1 to get you equipped to get your first role at tech
- 2 understand how to create effective CV
- 3 how to effectively present yourself during the interview

1

Skills

2

CV & Interview

3

Career Options

Communication

How do you explain what a VPN is to your babushka?

Team Collaboration

Be able to work with a variety of people and roles

Soft Skills

Decision Making

Short cycles of launches

?

Hard Skills

1

Project Management


OKRs, Timelines, Communication

2

Analytical Skills

If you are shy of Excel or Google Sheets, it is time to start working on it

The rest you
will learn on
the job...




Where to get experience as a student?

Internships

**Part-time jobs
for students**

**Student
Organizations**





The Art of CV

Summary of your achievements

1

If you cannot measure result of your work - it never happened

Run 20 workshops and educated 400 people

2


Don't tell what did you do - tell what did you achieve

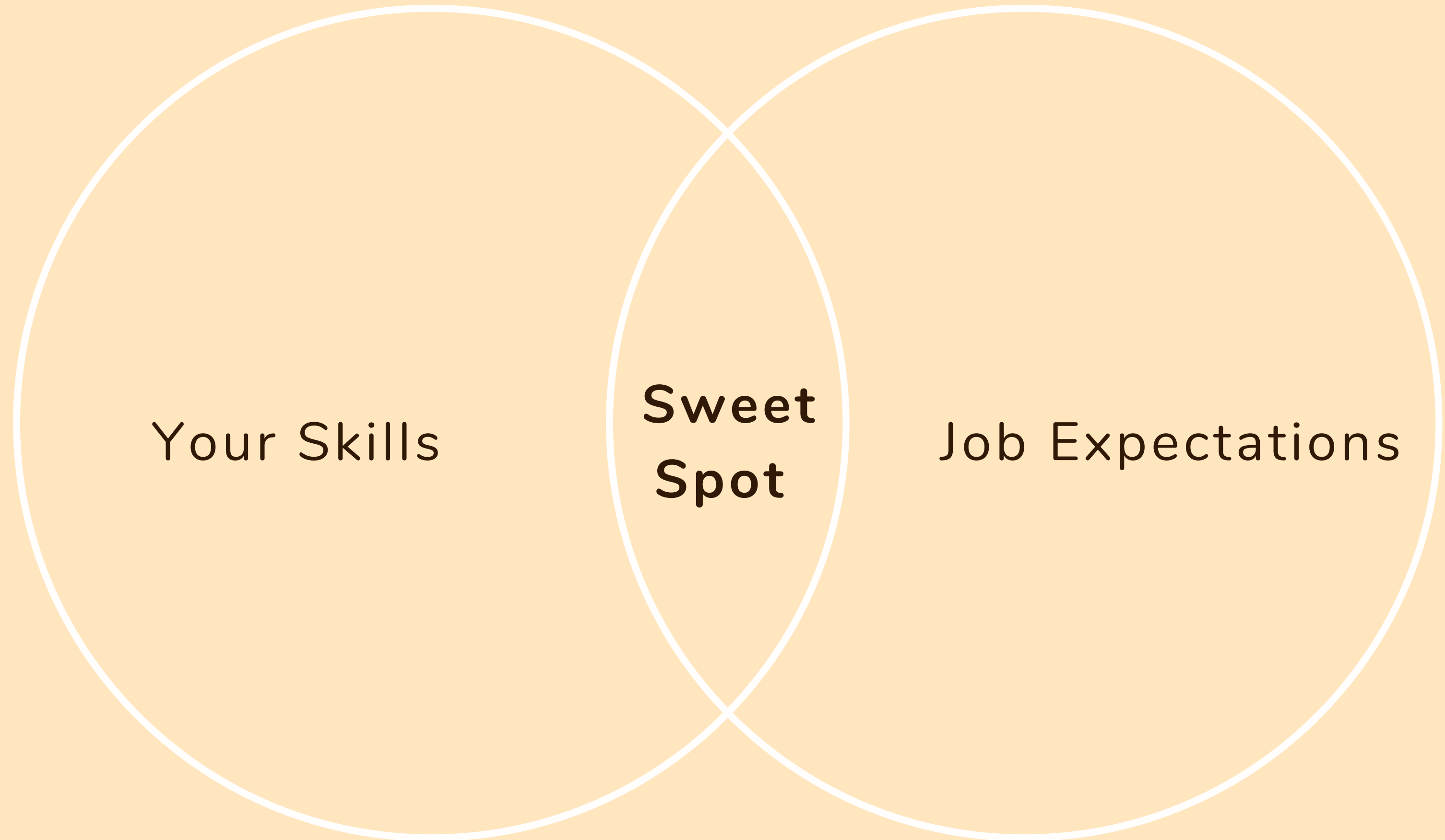
Brought incremental \$400K revenue by pitching new solutions to a client

3

Adjust your CV to every position, do not copy paste

Use appropriate storytelling and twist your skills and experiences in the right way





A meme featuring David Walliams as David Brent from the British sitcom 'The Office'. He is shown from the chest up, wearing a light blue shirt and a dark tie, with a questioning or skeptical expression on his face. The background is a blurred office setting.

**AM I READY FOR THIS
INTERVIEW?**

**FALSE. THE QUESTION IS, IS THIS INTERVIEW
READY FOR ME?**

**Interview is not
only for the
employer, but
also for you**

To check their values, priorities,
people..

STAR

Situation / Context

Task

Action

Result

**How many people are landing
in Paris airports daily?**

It is not always important what do you know, but how do you think and how you get the information

How many people are landing in Paris airports daily?

I assume, there are 3 airports, operate 24 hours, every 5 minutes plane lands, 200 passengers per plane, etc...

**If you don't have questions -
you are not interested in the job**

There are no stupid questions and you are not
supposed to know everything. You should rather
know how to get the information.

Job Titles are Confusing

Sales

Account Manager

Customer Support / Experience

Digital Marketing Strategist

Junior Project Manager

**You are the author of your
story. Only you decide how
people will perceive you.**

It is not bragging, if its based on facts

Takeaways

- 1 Soft Skills is the king
- 2 Learn couple of hard skills
- 3 CV is a summary of accomplishments
- 4 Assume, if you don't know using STAR
- 5 Ask questions, be curious



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