JOBS

SIGN IN HERE!

TECHNICAL
WORKSHOP #3:

MARKETING
YOURSELF

THE PLAN

3. LOGOS W/ INKSCAPE

4. DIGITAL BUSINESS CARD

I.   INTRO

2. TOOLS
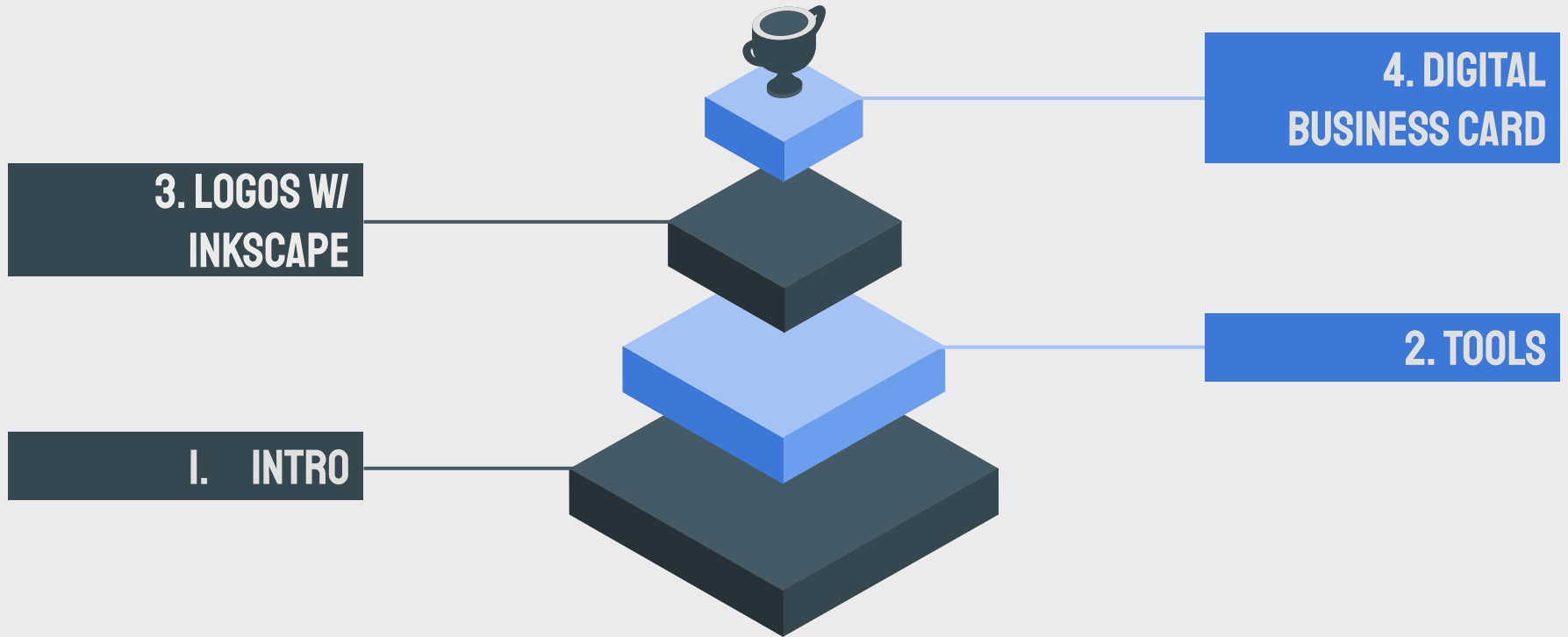
NUMBER #1

INTRODUCTION

WHY YOU SHOULD MARKET YOURSELF WITH TECHNOLOGY

- Technology has become a central part of our lives
  - The rise of various social media sites allows people to create profiles for themselves in a digitized way.
  - These sites allow people to view other's profiles in a more simplified way than traditional profiles, making it easier to get to know somebody.

- Ease of Use
  - When applying to jobs, internships, etc… digital profiles are a great way for employers to know who you are with one click on your phone.

- Stand out
  - Creating your digital profile through logos, business cards, etc… will also enhance your technical skills, which looks great to employers.

NUMBER #2

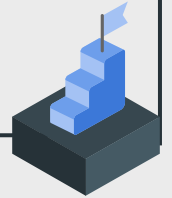# NECESSARY TOOLS

TOOLS NEEDED

INKSCAPE

CANVA ACCOUNT

HI HELLO ACCOUNT/APP

**NFC TOOLS APP**

NUMBER #3

LOGOS WITH

INKSCAPE

BENEFITS OF A PERSONAL LOGO

- Instead of having an entirely textual resume, having a personal logo adds a unique visual element.

- This lets it be a useful way of standing out in a visually memorable way to a recruiter or interviewer.

- It demonstrates a technical skill tangibly, as opposed to just being described in the resume.

- In general, the personal logo is one of the best ways to go above and beyond in the application process.

WHY INKSCAPE?

- Inkscape is a tool for creating vector images, which are based on paths and basic shapes.
- Because of this, it is a lot more precise than image editors like GIMP or Photoshop, which makes it better for illustrations like logos.
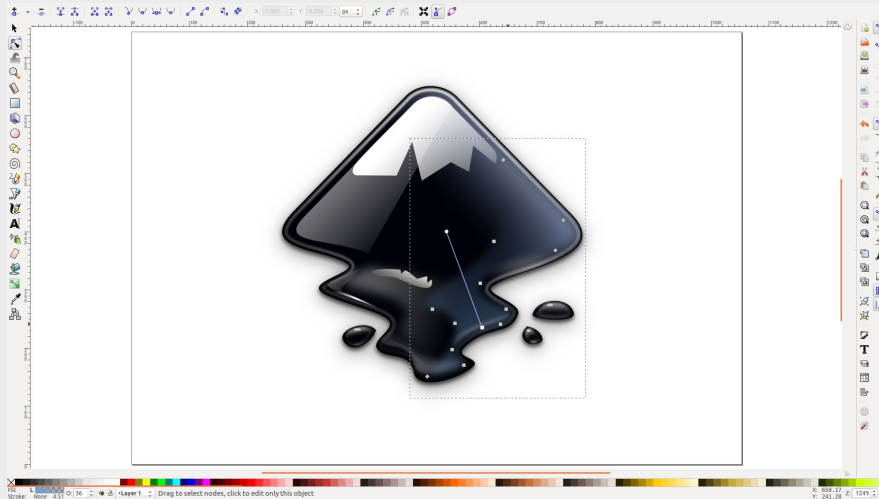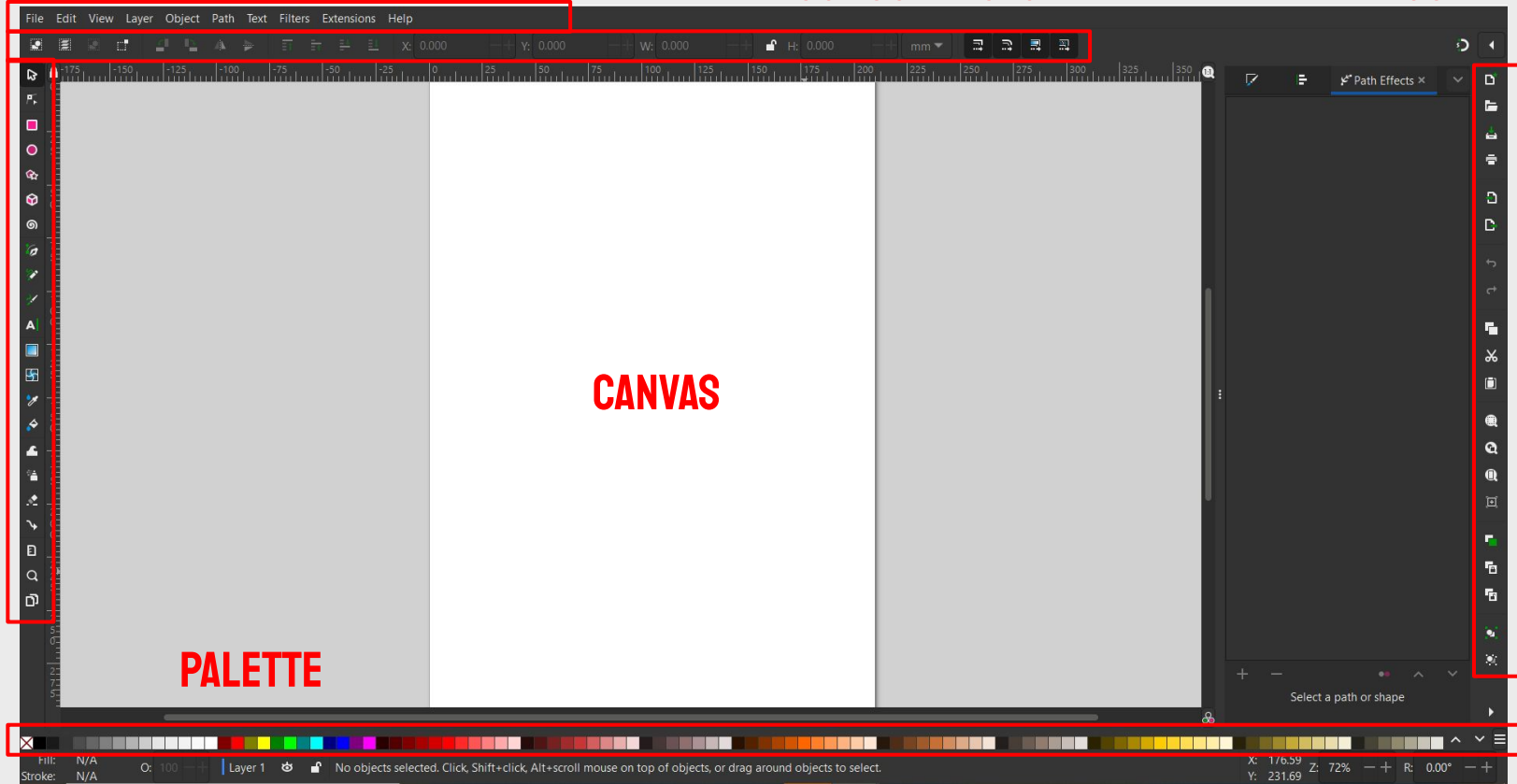
INKSCAPE LAYOUT

MENU

TOOL CONTROLS

COMMANDS

TOOLS

CANVAS

PALETTE

NUMBER #4

DESIGNING DIGITAL BUSINESS CARDS

WHY HAVE A DIGITAL BUSINESS CARD

- Can hold more information
  - Link all your important information in one card

- Easy to update
  - Simply change the links on your business card to update your card

- Easy to keep track of
  - It is very easy to lose a physical business card, but having a digital business card allows you to have an accessible copy
  - It's easier to share a copy as well

STEP I: SETTING UP YOUR BUSINESS CARD

We recommend you use our template!

<u>Key Takeaways</u>

1. Leave space for your logo

2. Ensure your name is prominent

3. If using another template, use similar icons (these will be your links)

https://www.canva.com/design/DAFSLIcwy38/MDC5nzxd67bRMGf8rbB3Tw/view?utm_content=DAFSLIcwy38&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

STEP 2: ADD LINKS TO THE ICONS

FOR EACH ICON: CLICK ANY ELEMENT → CLICK THE ... → CLICK THE LINK BUTTON

PHONE ICON

tel: 904-661-6642

EMAIL ICON

mailto: gator@gmail.com

RESUME ICON

https://drive.google.com/.
(pdf of your resume)

WEBSITE ICON

albertgator.com

LINKEDIN ICON

www.linkedin.com/in
/albert-gator

STEP 3: ADD THE SAVE CARD OPTION

First, create a *viewer's link* to your card.

Then, add a save icon in the top right of your business card.

We will make a link to this icon that allows who ever scans your card to email themselves a copy of your business card.

Example: les@ventureguitars.com
?subject=Music%20Lessons
&body=I'm%20interested%20in%20learning%20to%20play

Common phrases in this link	
mailto	Who the email is sent to
?subject	Subject line of email
&body	Message in body of the email
%20	Creates a space between words
%0d%0a	Creates a line break
%0d%0a%20	Creates a blank line

STEP 3: SAVE CARD EXAMPLE EMAIL

mailto: enter_email

?subject=**FirstName**%20**LastName**%20Business%20Card

&body=

Hi,%20it%20was%20great%20meeting%20you.%20

%0d%0a %20

%0d%0a %20

Here%20is%20the%20link%20to%20 my%20business%20card:%20

https://www.canva.com/design/DAFSDngc8s4/NJnqxa-u520HaLTwJvByuA/view?utm_content=DAFSDngc8s4%20

%0d%0a %20

%0d%0a %20
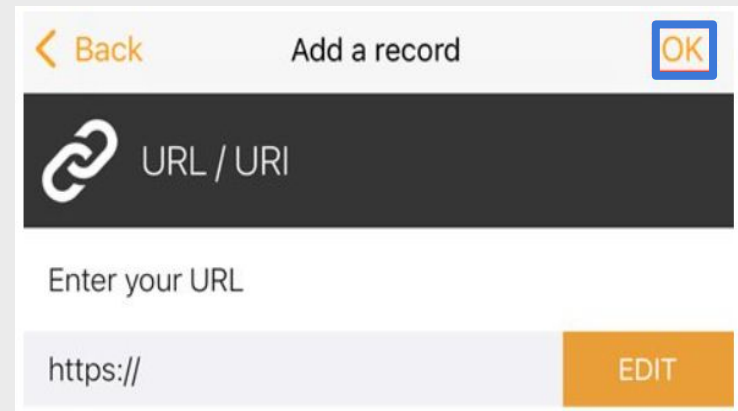
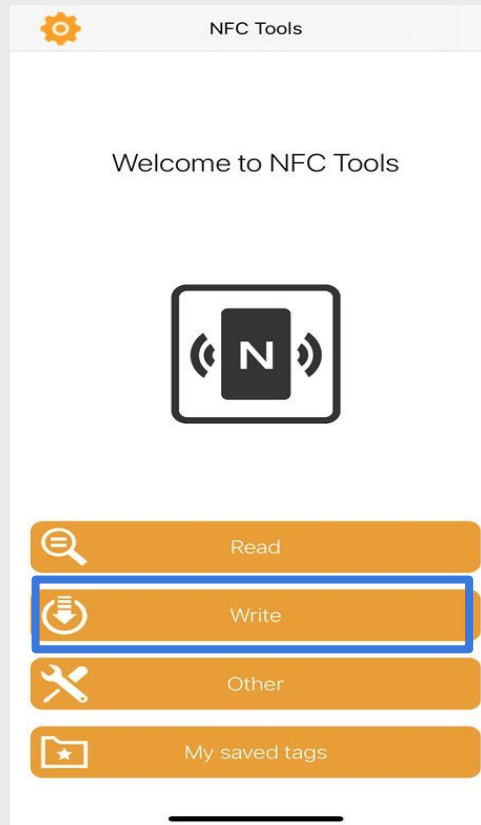Looking%20forward%20to%20hearing%20from%20you,
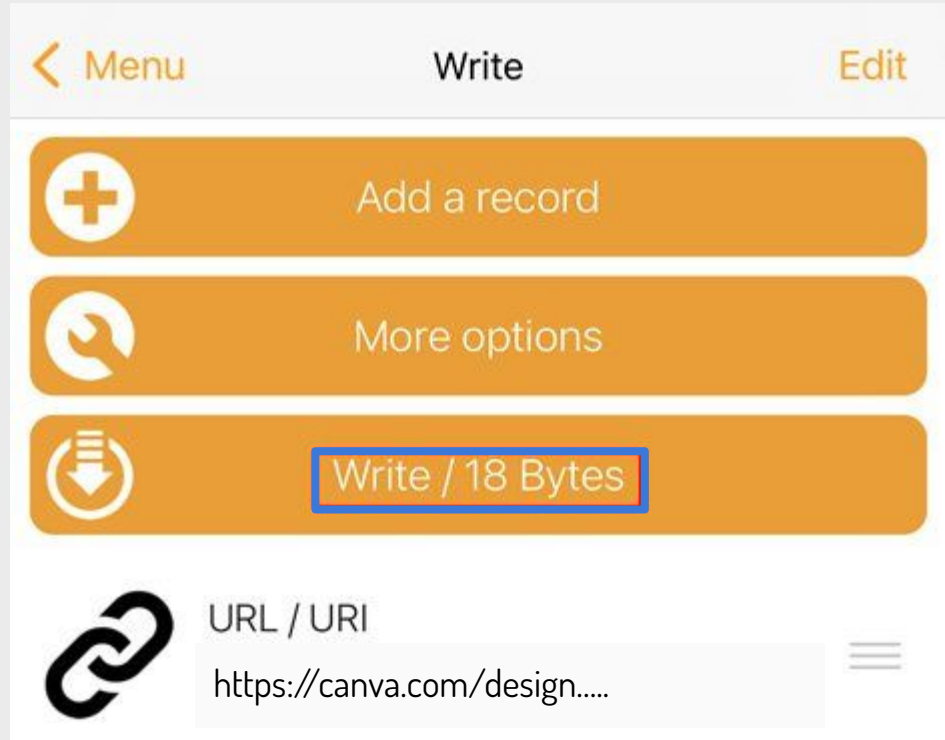
%0d%0a %20

%0d%0a%20

Name%20

STEP 4: LINK YOUR CANVA CARD TO THE NFC CARD

1. Click Write
2. Click Add a record
3. Click URL
   a. Enter Canva page URL (same one from the save button)
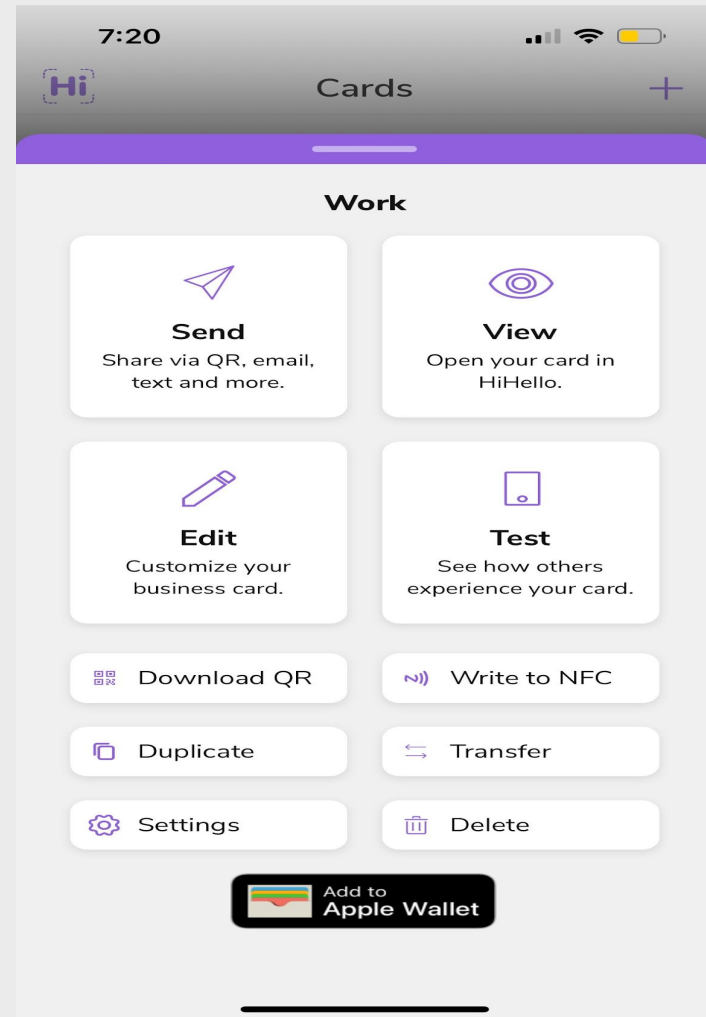   b. Click OK

STEP 4: LINK YOUR CANVA CARD TO THE NFC CARD

4. Then you should see your URL in the bottom
5. Click Write
6. Hold the NFC card close to your phone to make the link

USING HI HELLO

1. Once you load up your account, you will able to customize your card with different urls and information about yourself!

2. You also have the option to add to your apple wallet and read an NFC tag!

THANK YOU!