



...empowering lives, one at a time!

Java Hope Foundation L.A.U.N.C.H. Career Conference





John Brandwagt – Area Manager, Huntel Global

jbrandwagt@huntelglobal.com

- 27 years in IT Search in Calgary
- Placed hundreds of Candidates
- Began career in Finance & Accounting
- Father, Hiker, Speed Walker, Adventurer

Placing IT Professionals:

- Independent Contractors
- Permanent Placements
- Helpdesk to CIO

Business Analysts, Architects,
CyberSecurity and SCM





Recruiters' Dilemma: Recruiting the Job Seeker for Our Client's needs. How do we find them and where?



Future Trends for Information Technology

- IT is constantly evolving at rapid pace
- Goal has been to put IT in the hands of everyone
- AI is prevalent - take advantage

The Challenge:

- Determining what is available and how to use it?
- What is needed to adopt it?
- How to keep stay safe?
- Where to get it?

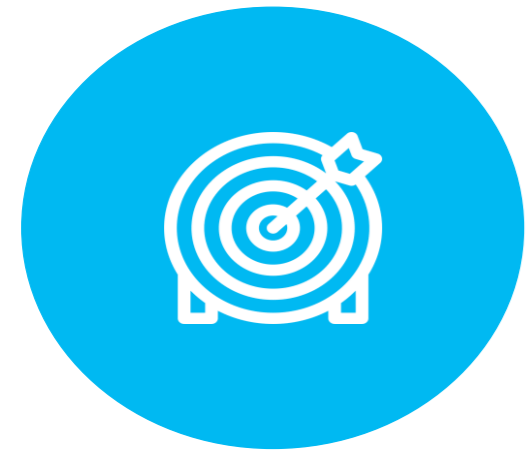


”

Finding your next opportunity is your responsibility.
Equip yourself with the right tools and network,
network, network.



Where does a Recruiter look for you?



#1 Source World-Wide is LinkedIn

Job Boards: LinkedIn Recruiter, Indeed, other speciality sites

Responses to Job Postings



On average recruiters spend 6-8 seconds reviewing a resume before deciding if a candidate could be a suitable match for a position. It is critical to be clear, concise and well-organized to capture their attention. AI requires the same details to make a selection.





Tips for your LinkedIn profile: Do's and Don'ts

Do's

- Full name: what you want on pay stub
- Business-like photo of yourself
- Use feature “open to finding a new job”
- Heading tells us who you are
- Location is accurate
- About Section: who and what you are
- Each position you held provide details

Don'ts

- Don't abbreviate i.e., “Jane D”
- No pic wearing sunglasses
- Don't overthink the heading
- Heading shouldn't be long: K.I.S.S.
- Don't mislead or be vague
- Not long winded, not misleading
- Don't use title alone to describe role





Additional resources for help with profile and learning

1. Recommendations for improving your LinkedIn profile:

- https://www.youtube.com/watch?v=M2Lh5Bj1PlQ&ab_channel=Sakurambo
- https://www.youtube.com/watch?v=B40huzwLc9o&ab_channel=JeffSu

Article with tips for a better LinkedIn Profile:

- <https://ca.topresume.com/career-advice/10-ways-to-create-a-winning-linkedin-profile>
- LinkedIn profile advice from LinkedIn:
- <https://www.linkedin.com/business/sales/blog/profile-best-practices/17-steps-to-a-better-linkedin-profile-in-2017>
- Profile Heading Advice:
- <https://www.youtube.com/watch?v=zd4ALKv8Das>
- Profile picture creation advice:
- <https://www.youtube.com/watch?v=B40huzwLc9o&t=28s>
- <https://www.youtube.com/watch?v=bZ2xiTvVhpM>

Importance of networking. Find communities on Meetup.com and local LinkedIn professional groups:

- Meetup.com groups in Calgary:
<https://www.meetup.com/cities/ca/ab/calgary/>
- LinkedIn Calgary professional groups:
<https://www.linkedin.com/search/results/groups/?keywords=calgary%20professional>

AI tools that can assist with job search tasks:

- ChatGPT: <https://chat.openai.com/>
- Gemini: <https://gemini.google.com/app>
- Perplexity: <https://www.perplexity.ai/>
- Microsoft Copilot: <https://www.microsoft.com/en-us/ai>

Free access to LinkedIn Learning courses through a free Calgary Public Library card: <https://calgarylibrary.ca/read-learn-and-explore/digital-library/linkedin-learning-for-library/>

- <https://www.immigration.ca/mastering-canadian-workplace-culture-essential-tips-for-newcomers/#:~:text=Understanding%20Canadian%20Workplace%20Culture%3A%20Tips%20for%20Newcomers%20underscores%20the%20importance,to%20maintain%20diplomacy%20and%20tactfulness.>
- [https://www.youtube.com/watch?v=E2fcYLjR3hA&t=126s&ab_channel=Arrive.ForyourlifeinCanada.](https://www.youtube.com/watch?v=E2fcYLjR3hA&t=126s&ab_channel=Arrive.ForyourlifeinCanada)

Here are **three free AI courses** that your employees can take to gain a better understanding of artificial intelligence:

- **Google's Generative AI Learning Path:** This comprehensive learning path consists of **five short courses** that cover generative AI and its applications. [The introductory courses include topics like "Introduction to Generative AI," "Introduction to Large Language Models," and "Generative AI Fundamentals."](#) The intermediate courses delve deeper into concepts such as "Encoder-Decoder Architecture" and "Attention Mechanism: Overview"¹.
- **DeepLearning.AI's "AI for Everyone" on Coursera:** In this course, participants will learn about the fundamentals of AI, how to build AI projects, and consider AI's social impact. [It's a great starting point for anyone interested in AI, and it takes approximately six hours to complete](#)².
- **IBM's "Generative AI: Prompt Engineering Basics":** This course explores various prompt engineering techniques related to generative AI. [Participants will gain practical knowledge in as little as seven hours](#)².





Questions?

Thank you for viewing!