

# SERTIE'S CAREER NAVIGATION GUIDE

.....

STEP BY STEP GUIDANCE WITH RESOURCES  
TO EXPLORE

STRUCTURED APPROACH TO LEARN AND  
EXECUTE

<https://app.sertie.io>



# FOUNDATION

1

PREPARE A “GENERIC” CV

2

LEARN ABOUT DIFFERENT INDUSTRIES

3

UNDERSTAND YOUR PROFILE  
COMPETITIVENESS



# BUILD MY CV [1/2]

## HOW SHOULD AN “IDEAL” CV LOOK LIKE?

CV IS A SNAPSHOT OF YOUR ACHIEVEMENTS  
THROUGH YOUR SKILLS AND COMPETENCIES

CV SHOULD TELL THE PERSON READING -  
WHY YOU? WHY ARE YOU SPECIAL?

CV SHOULD, BEYOND THE CONTENT, ALSO  
OPTICALLY LOOK “NICE” AND “CLEAN”

## WHAT SHOULD A CV NOT BE?

IT SHOULD NOT BE A DOWNLOAD OF ALL YOUR  
TASKS (NOR WHAT YOU HAVE “LEARNED”)

IT SHOULD ANSWER THE “SO WHAT”  
QUESTION RATHER THAN ONLY THE “WHAT”

ALL NAMES, TITLES, DATES, LOCATIONS  
SHOULD HAVE SAME FORMAT - CONSISTENTLY

FOUNDATION | PREPARE A “GENERIC” CV

# BUILD MY CV [2/2]

SIGN UP TO  
PREMIUM TO  
GET TEMPLATE

[First Name] + [Last Name]  
[location] | [email] | [phone number]

EDUCATION

[University Name]  
[Degree]  
• [Courses] / [Modules]

[Name]  
• [Description Activity]

ADDITIONAL INFORMATION

- [Languages]
- [Volunteering]

# INDUSTRIES OVERVIEW

CONSULTING

SUSTAINABILITY / ESG

FINANCIAL SERVICES

LIFE SCIENCES

TECHNOLOGY (INCL. STARTUPS)

[...]

# CONSULTING

## WHAT IS IT?

CONSULTING IS A CAREER PATH WHERE PROFESSIONALS OFFER EXPERT ADVICE AND SOLUTIONS TO ORGANIZATIONS TO HELP THEM SOLVE PROBLEMS, IMPROVE PERFORMANCE, OR ACHIEVE SPECIFIC GOALS

## CONSULTING TYPES

- MANAGEMENT CONSULTING: FOCUS ON IMPROVING BUSINESS STRATEGY, OPERATIONS, AND MANAGEMENT PRACTICES
- STRATEGY CONSULTING: PROVIDE HIGH-LEVEL ADVICE TO GUIDE MAJOR BUSINESS DECISIONS
- TECHNOLOGY CONSULTING: ADVISE ON DIGITAL TRANSFORMATION, IT SYSTEMS, AND TECH INTEGRATION
- FINANCIAL CONSULTING: ASSIST WITH BUDGETING, INVESTMENTS, AND FINANCIAL STRATEGIES
- SPECIALIZED CONSULTING: FOCUS ON NICHE AREAS LIKE SUSTAINABILITY, HEALTHCARE, HR, LEGAL COMPLIANCE

# CONSULTING

PREP TO  
ENTER THE  
INDUSTRY  
WHILE AT  
UNIVERSITY

PATHWAYS

- BUILD RELEVANT SKILLS

- TAKE COURSES IN BUSINESS, SCIENCE, ANALYTICS, COMMUNICATION, AND
- LEARN TOOLS FOR PROJECT MANAGEMENT, AND DATA VISUALISATION
- GAIN PRACTICE THROUGH CASE STUDY FRAMES AND GROUP WORKING SKILLS

SIGN UP TO  
PREMIUM TO  
ACCESS

CONSULTING  
COMPETITIONS AND  
FAMILIARISE WITH THE

YOUR ACHIEVEMENTS  
AND UNIQUENESS IN A,  
LEADING ROLE

DIRECT ENTRY  
• THROUGH INTERVIEWS  
• IT IS OFTEN DEGREE-AGNOSTIC  
E.G. ANALYTICAL THINKING, PROBLEM-SOLVING, COLLABORATION, AND ADAPTABILITY

YOU REQUIRE  
(CONSULTING) SKILLS -  
COMMUNICATION,

# FINANCIAL SERVICES

## WHAT IS IT?

FINANCIAL SERVICES IS A BROAD FIELD ENCOMPASSING A RANGE OF ROLES THAT MANAGE MONEY, FACILITATE FINANCIAL TRANSACTIONS, AND PROVIDE ADVICE TO INDIVIDUALS AND ORGANIZATIONS.

## FINANCIAL SERVICES TYPE

- INVESTMENT BANKING: ADVISING COMPANIES ON MERGERS & ACQUISITIONS, AND RAISING CAPITAL
- CORPORATE FINANCE: MANAGING A COMPANY'S FINANCIAL PLANNING AND STRATEGY
- ASSET MANAGEMENT: MANAGING INVESTMENTS FOR INDIVIDUALS AND INSTITUTIONS
- PRIVATE EQUITY AND VENTURE CAPITAL: INVESTING IN COMPANIES AT VARIOUS STAGES OF GROWTH
- RISK MANAGEMENT: IDENTIFYING AND MITIGATING FINANCIAL RISKS
- RETAIL AND COMMERCIAL BANKING: SERVING INDIVIDUALS OR BUSINESSES WITH BANKING SERVICES
- INSURANCE: ASSESSING RISKS AND CREATING POLICIES TO PROTECT CLIENTS
- FINANCIAL PLANNING AND ADVISORY: OFFERING ADVICE ON INVESTMENTS, RETIREMENT, AND ESTATE PLANNING
- FINTECH: WORKING ON TECHNOLOGY-DRIVEN FINANCIAL INNOVATIONS



# FINANCIAL SERVICES

PREP TO  
ENTER THE  
INDUSTRY  
WHILE AT  
UNIVERSITY

PATHWAYS

- BUILD RELEVANT SKILLS

- TAKE COURSES IN FINANCIAL SERVICES, ACCOUNTING, AND DATA ANALYTICS, MODELING
- LEARN TOOLS AND SOFTWARES LIKE EXCEL, POWERBI, SAP, OR MATLAB

SIGN UP TO  
PREMIUM TO  
ACCESS

EXPERIENCE OR  
KNOWLEDGE AND  
CERTIFICATIONS OR

CERTIFICATIONS LIKE  
FINANCIAL RISK  
MANAGEMENT AND DATA  
ANALYTICS

- DIRECT ENTRY
- INTERNSHIPS OR
  - MANY FIRMS HIRE DIRECTLY INTO ENTRY-LEVEL ANALYST ROLES

ENTRY-LEVEL ANALYST

# TECHNOLOGY

## WHAT IS IT?

TECHNOLOGY FIRMS, INCLUDING STARTUPS AND SCALE-UPS, OFFER DYNAMIC AND INNOVATIVE CAREER PATHS FOR INDIVIDUALS PASSIONATE ABOUT PROBLEM-SOLVING, CREATIVITY, AND IMPACT-DRIVEN WORK

## TECHNOLOGY TYPES

FIRMS HAVE TYPICALLY “BUSINESS” AND “TECH/PRODUCT” TYPES

### TECHNOLOGY/PRODUCT

- SOFTWARE DEVELOPMENT: FRONT-END, BACK-END, AND FULL-STACK
- PRODUCT MANAGEMENT: OVERSEEING THE DEVELOPMENT AND LAUNCH OF TECH PRODUCTS
- DATA SCIENCE AND ANALYTICS: WORKING WITH BIG DATA, MACHINE LEARNING, AND AI TO DERIVE INSIGHTS
- CYBERSECURITY: PROTECTING SYSTEMS AND DATA FROM SECURITY THREATS
- UI/UX DESIGN: DESIGNING USER INTERFACES AND EXPERIENCES FOR TECH PRODUCTS

### BUSINESS

- BUSINESS DEVELOPMENT, SALES AND MARKETING: DRIVING ADOPTION OF PRODUCTS THROUGH OUTREACH AND STRATEGY
- OPERATIONS AND STRATEGY: MANAGING COMPANY LOGISTICS, GROWTH STRATEGY, AND INTERNAL EFFICIENCY

# TECHNOLOGY

PREP TO  
ENTER THE  
INDUSTRY  
WHILE AT  
UNIVERSITY

PATHWAYS

- BUILD RELEVANT SKILLS

- TAKE BUSINESS ENGINEERING COURSE FORMS MY
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SIGN UP TO  
PREMIUM TO  
ACCESS

CLUBS,  
CONTRIBUTIONS

OR TOOLS TO  
GITHUB OR A PERSONAL

- VARIOUS
- STARTUPS
  - PERSONAL PROJECTS
  - MANY SCALE-UPS (BIG TECH FIR

D FREELANCING,  
UNIVERSITIES

# SUSTAINABILITY / ESG

## WHAT IS IT?

SUSTAINABILITY IS A RAPIDLY GROWING FIELD FOCUSED ON CREATING SOLUTIONS THAT MEET PRESENT NEEDS WITHOUT COMPROMISING THE ABILITY OF FUTURE GENERATIONS TO MEET THEIRS. SUSTAINABILITY IS AN INTERDISCIPLINARY INDUSTRY COMBINING DIFFERENT AREAS.

## SUSTAINABILITY / ESG TYPES

- CORPORATE SUSTAINABILITY: DRIVING SUSTAINABLE PRACTICES IN BUSINESSES (E.G., ENERGY EFFICIENCY, WASTE REDUCTION)
- ENVIRONMENTAL SCIENCE AND POLICY: RESEARCHING AND IMPLEMENTING POLICIES TO COMBAT ENVIRONMENTAL CHALLENGES
- RENEWABLE ENERGY: WORKING ON SOLAR, WIND, AND OTHER CLEAN ENERGY SOLUTIONS
- SUSTAINABLE AGRICULTURE: PROMOTING ECO-FRIENDLY FARMING PRACTICES AND FOOD SYSTEMS
- GREEN BUILDING AND DESIGN: DESIGNING AND CONSTRUCTING ENERGY-EFFICIENT, SUSTAINABLE BUILDINGS
- CLIMATE CHANGE: ENGAGING IN POLICY-MAKING, ACTIVISM, AND AWARENESS CAMPAIGNS
- CIRCULAR ECONOMY AND WASTE MANAGEMENT: DEVELOPING SYSTEMS FOR RECYCLING, REUSE, AND WASTE REDUCTION
- SUSTAINABLE FINANCE: GUIDING INVESTMENTS IN ENVIRONMENTALLY AND SOCIALLY RESPONSIBLE PROJECTS

# SUSTAINABILITY / ESG

PREP TO  
ENTER THE  
INDUSTRY  
WHILE AT  
UNIVERSITY

PATHWAYS

- BUILD RELEVANT SKILLS

- TAKE COURSES IN  
PUBLIC POLICY,  
WITH A SUSTAINABILITY

SIGN UP TO  
PREMIUM TO  
ACCESS

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CAMPAIGNS  
IT  
TY CONFERENCES

SUSTAINABILITY  
INDUSTRIES  
• INTERNSHIP  
SUSTAINABILITY,

ARIOUS  
FOCUS ON

# LIFE SCIENCES

## WHAT IS IT?

LIFE SCIENCES ENCOMPASS THE STUDY OF LIVING ORGANISMS, BIOLOGY, AND THEIR APPLICATIONS TO HEALTH, AGRICULTURE, AND THE ENVIRONMENT.

## LIFE SCIENCES TYPES

- RESEARCH AND DEVELOPMENT (R&D): DISCOVERING NEW DRUGS, VACCINES, CONDUCTING EXPERIMENTS AND PUBLISHING FINDINGS
- CLINICAL RESEARCH: DESIGNING AND MANAGING CLINICAL TRIALS TO TEST THE SAFETY AND EFFICACY OF MEDICAL INTERVENTIONS
- BIOTECHNOLOGY: DEVELOPING GENETICALLY ENGINEERED PRODUCTS, SYNTHETIC BIOLOGY SOLUTIONS, AND BIOPHARMACEUTICALS
- HEALTHCARE TECHNOLOGY: WORKING ON MEDICAL DEVICES, DIAGNOSTICS, OR PERSONALIZED MEDICINE
- ENVIRONMENTAL AND AGRICULTURAL SCIENCES: IMPROVING CROP YIELDS, DEVELOPING SUSTAINABLE FARMING PRACTICES
- REGULATORY AFFAIRS: ENSURING COMPLIANCE WITH LAWS & STANDARDS FOR RESEARCH, DEVELOPMENT, AND MARKETING OF PRODUCTS
- EDUCATION AND COMMUNICATION: TEACHING, WRITING, OR COMMUNICATING SCIENTIFIC CONCEPTS TO THE PUBLIC

# LIFE SCIENCES

PREP TO  
ENTER THE  
INDUSTRY  
WHILE AT  
UNIVERSITY

PATHWAYS

- BUILD RELEVANT SKILLS

- PURSUE COURSES  
GENETICS, BIOCHEMISTRY,  
SCIENCE

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SIGN UP TO  
PREMIUM TO  
ACCESS

- 

BIOLOGY  
AFFAIRS  
ADVANCEMENTS.

VARIOUS  
• ENTER INTO  
INDEPENDENT  
• INTERSHIPS /  
EXPERIENCE

PURSUING  
PRACTICAL



FOUNDATION | LEARN ABOUT YOUR COMPETITIVENESS



**“OK.. HOW DO I RELATE ALL THAT  
INFORMATION TO MYSELF?”**








FOUNDATION | LEARN ABOUT YOUR COMPETITIVENESS



DON'T WORRY.. WE HELP YOU.



**SERTIE USES YOUR CV PROFILE AND  
ANALYSES THAT WITH INDUSTRY STANDARD.**

**BASED ON THE ANALYSIS, WE TELL YOU  
YOUR STRENGTHS, WEAKNESSES AND HOW  
YOU CAN BECOME MORE COMPETITIVE.**



# HOW COMPETITIVE IS YOUR PROFILE?

## USE SERTIE TO

- LEARN ABOUT YOUR STRENGTHS
- IDENTIFY YOUR GAPS
- UNDERSTAND HOW YOU CAN CLOSE THESE GAPS

SIGN UP TO  
PREMIUM TO  
ACCESS

### Strengths

- Strong academic background with a Master's in Contemporary Chinese Studies and a Bachelor's in Social Sciences, providing a solid foundation in social sciences.
- Significant experience in the tech industry, including roles at Google and Spotify.

### Weaknesses

- Limited experience in the finance industry.
- Lack of specific financial analysis skills.
- No formal training in financial modeling or valuation.

### Recommendations

- Enroll in a finance-related course or certification program.
- Gain experience in the finance industry through internships or part-time roles.
- Seek internships or part-time roles in finance to gain practical experience.
- Consider obtaining a certification in financial analysis or modeling.
- Participate in finance-related workshops or networking events.



BASED ON IRENE'S PROFILE



FOUNDATION | LEARN ABOUT YOUR COMPETITIVENESS



IF YOU WANT TAILORED ADVICE ON HOW YOU  
CAN PREPARE TO ENTER A SPECIFIC  
INDUSTRY/JOB/CAREER AND SEE WHAT YOU ARE  
MISSING; SIGN UP TO OUR PREMIUM OFFERING





FOUNDATION | LEARN ABOUT YOUR COMPETITIVENESS

# THINGS THAT ARE ALWAYS IMPORTANT



IT IS ABOUT  
SKILLS; NOT  
THE DEGREE

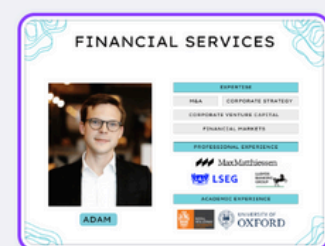
GET MENTORS;  
BUILD YOUR  
NETWORK

THINK  
BEYOND  
YOUR CV



FOUNDATION | LEARN ABOUT YOUR COMPETITIVENESS

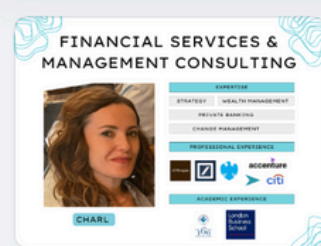
# ACCESS TO SERTIE MENTORS



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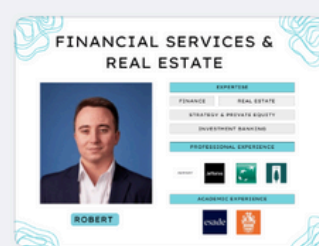
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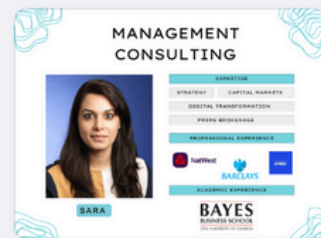
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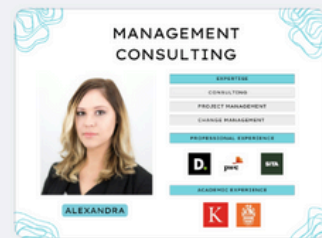
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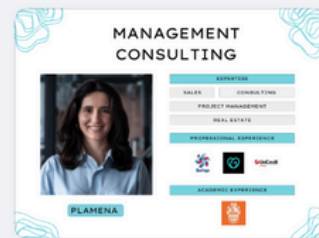
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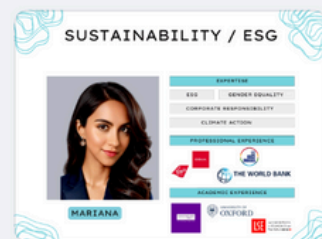
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## SERTIE OFFERS STUDENTS ACCESS TO MENTORS

- LEARN ABOUT THEIR CAREER PATHS
- BETTER UNDERSTAND THE INDUSTRY
- ANYTHING ELSE YOU'D LIKE TO KNOW RELATED TO CAREER

**Sign up to our premium plan for £9.99 per month to become more prepared and competitive to land your dream job.**



GET STARTED



INSTAGRAM



LINKEDIN