

INTRODUCTION TO INDUSTRY & MARKET

OUTCOMES EXPECTATIONS

RECAP: BECOMING A JOB SEEKER

In order to set you up for success, you will need the following:

RESUME

**DIGITAL PRESENCE
(PROFILE +
LINKEDIN)**

**PROFESSIONAL
PROJECT/
PORTFOLIO**

JOB TRACKER

**ATTENDANCE &
PARTICIPATION IN
OUTCOMES
PROGRAMMING**

OUTCOMES EXPECTATIONS

RECAP: REMAINING AN ACTIVE SEEKER

We recognize that the job search is a personal journey for each student. However, the following steps are key to success within our 90 day framework & to remain an active job seeker:

10+ JOB
APPLICATIONS/WK

CONTINUED
NETWORKING (2+
EVENTS/MONTH)

DAILY UPDATING OF
JOB SEARCH
TRACKER +
RESPONSIVENESS
TO OUTCOMES
PRODUCER

PRESENCE IN
PREFERRED
MARKET

CONTINUED STUDY
AND/OR
APPLICATION OF
SKILLS

TODAY'S AGENDA

Common questions...

- How long does a GA grad stay at their first job after GA?
- How many employers attend the Meet & Hire event?
- How many grads are hired from the Meet & Hire event?

DENVER MARKET

DENVER MARKET

- Denver considered one of the most promising in digital economy (Innovation that Matters report & tech.co) - people are talking about it
- Not just Denver - Boulder & Ft. Collins considered to be an extremely innovative tech hub
- Colorado Startup funding is growing rapidly:
 - \$461M in 2013
 - \$758M in 2014
 - \$683M in 2015
 - Majority of funding in Denver
- Big industries: Aerospace, Telecommunications, Technology

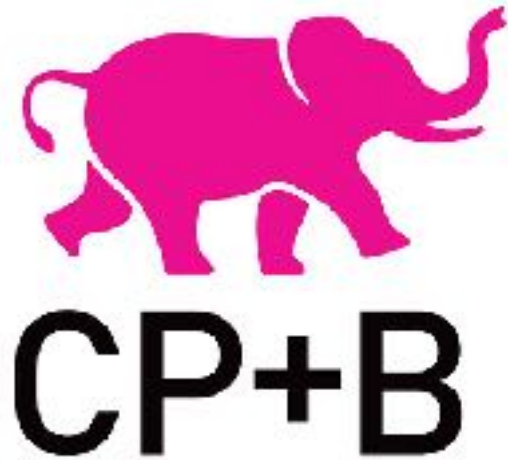
DENVER SUCCESS STORIES: HOMEGROWN



DENVER SUCCESS STORIES: ACQUISITIONS



DENVER SUCCESS STORIES: LEGENDARY AGENCIES



DENVER SUCCESS STORIES: FORTUNE 500 COMPANIES



BLOGS AND ONLINE RESOURCES

- [Built In Colorado](#)
- [Denver Egotist](#)
- [Colorado Technology Association](#)
- [Denverite - Startups](#)
- [Meetup + any tech-related search word](#)
- [AngelList](#)
- [tech.co Denver](#)
- [Denver Business Journal - Tech News](#)
- [Denver Post - Tech](#)

STARTUP INCUBATORS

- Companies that helps new and startup companies to develop by providing services such as management training or office space. Business incubators differ from research and technology parks in their dedication to startup and early-stage companies.

DENVER & BOULDER

- [Galvanize](#)
- [Innovation Pavilion](#)
- [Boomtown Accelerator](#)
- [Techstars](#)

NATIONAL

- [Y Combinator](#)
- [500 startups](#)
- [Angelpad](#)

WHAT DO WDI GRADS DO?

WEB DEVELOPER MARKET

- Demand for developers is at an all-time high
- 83.45% are employed full time
- 5.5% are freelance/contractor

How did they find their job?

- **28.14% referred by friend**
- 13.25% contacted by external recruiter
- 13.13% contacted by company
- 9.91% other job website
- 9.48% sought out opportunity directly

WEB DEVELOPER JOB DESCRIPTIONS

What do developers call themselves?

- **Developer**
- **Programmer**
- **Engineer**
- **Architect**
- **Technical Lead**

WEB DEVELOPER JOB DESCRIPTIONS

What do other people call web developers?

- **Webmaster**
- **Hacker**
- **Ninja**
- **Rockstar**
- **Tech guy**
- **IT Professional**

Always read descriptions - job titles can be misleading.

WEB DEVELOPER JOB DESCRIPTIONS

Common Web Developer Job Titles

UX Developer (Sketch/Photoshop, HTML, CSS, some JS)

Frontend Developer (HTML, CSS, light JS)

Frontend Engineer (HTML, CSS, heavy JS)

Backend Developer (heavy JS, PHP, Ruby)

Web Developer (Full Stack)

Technical Lead (HTML, CSS, JS, architecture & management)

PREVIOUS GA GRADS

What are they up to?

Previous WDI grads (globally) include:

- Junior Web Developer @ Conde Nast, Humaan, SmartZip
- Software engineer @ Accenture
- Quality engineer @ Constant Contact
- Mobile Developer Intern @ Udemy
- Implementation engineer @ Slack
- Developer @ TiVo, Salesforce, Mule Design

PREVIOUS GA GRADS

bluewolf viacom
Etsy Google a



Microsoft



Deloitte.
Digital

Ameritrade



PREVIOUS GA GRADS

We typically see salary ranges of \$50,000 - \$70,000

For contract work, we've seen ranges of \$25 - \$40/hour

Great resources to check out market rates:

[Indeed](#)

[PayScale](#)

[Robert Half Technology Salary Guide](#)

[Simply Hired](#)

[Glassdoor](#)^{*}

[Comparably](#)

GA OUTCOMES

ACTIVITY:

GO TO ONE OF THE SALARY RESEARCH SITES AND DISCOVER THE RANGE FOR YOUR SKILL SET

General Assembly

LinkedIn Group

Q&A

ASSIGNMENTS

ASSIGNMENTS

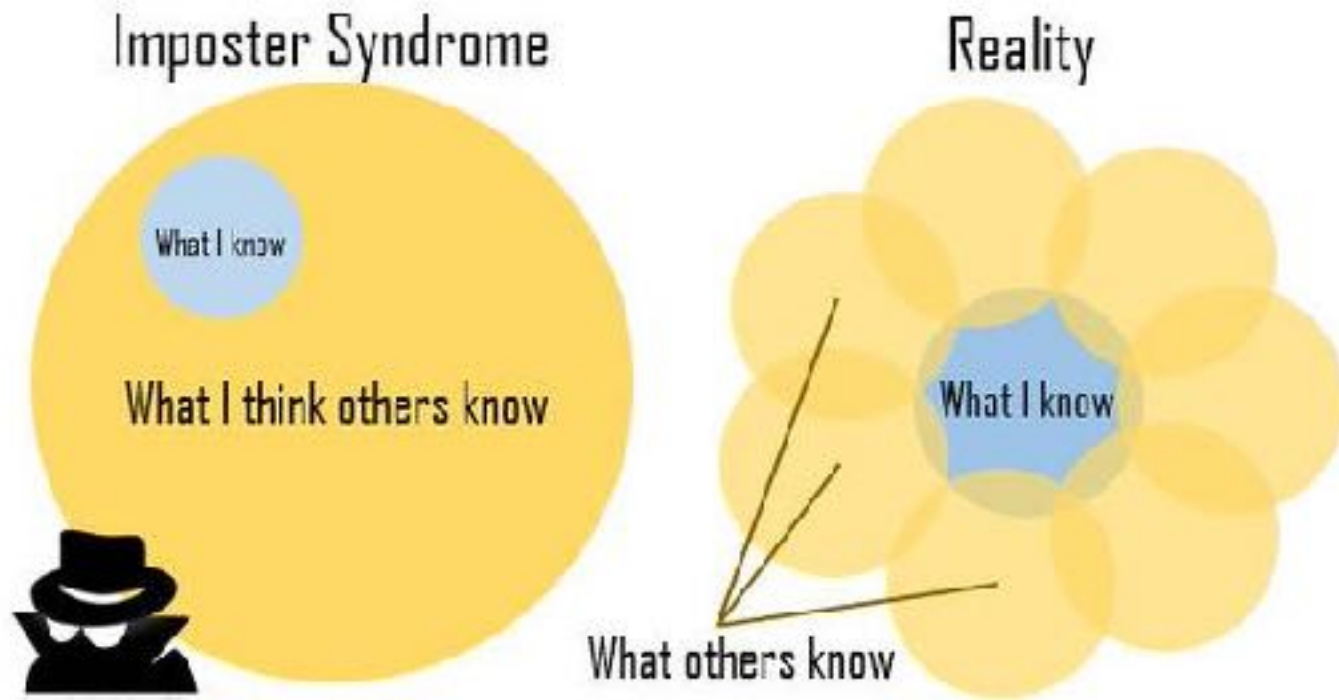
This week...

- Start researching job types - i.e. agency, product, contractor
- Start researching job roles - i.e. Frontend, backend, UX Dev
- Try to find one company in your market that looks like it could match your desired job role/type
- Email the above info to nick.anderson@generalassemb.ly

GA OUTCOMES

FINAL THOUGHTS

IMPOSTER SYNDROME



MOMENT OF ZEN

PROGRAMMING!

<http://www.dailymotion.com/video/x2gp98t>

EXIT TICKET

Exit ticket: <https://ga-research.typeform.com/to/HY2abn>