

# Active Career Management

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## Entrepreneur

Code-squid provides solid, in-depth frontend training that is supported with real-world code projects. Blessed husband and proud father of two.

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Passionate about learning, testing, mentoring, speaking, and personal growth.

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1 / 19



# History

## My History

- 25+ Years as a Teacher (Computers)
- 13+ Years as a Frontend Developer
- (found) #100Devs Bootcamp
- 700+ Coffee Chats

Over the years ...

- "I did nothing to ACTIVELY manage my career."

## My Realization ...

- Obligation to myself (and my family) to build a strong network.
- What companies are good companies (by my standards)?
- Who are the first people I will contact?
- Am I prepared for the unexpected?

# Career Levels: Early-Career

## Early-Career

- Social Media
- Right Job
- Right Company
- Connections

## Mid-Career

## Late-Career



# Career Levels: Mid-Career

## Early-Career

- Social Media
- Right Job
- Right Company
- Connections

## Mid-Career

- Social Media
- Right Job
- Right Company
- Connections

## Late-Career



# Career Levels: **Late-Career**

## Early-Career

- Social Media
- Right Job
- Right Company
- Connections

## Mid-Career

- Social Media
- Right Job
- Right Company
- Connections

## Late-Career

- Social Media
- Right Job
- Right Company
- Connections



# Building Things

## Issue

"Stop telling developers to make projects to get a job. I have never had an employer ask me about a project I built!"

## Reality

- This applies more to Junior than Senior.
- Allows them to show something of significance.
- Demonstrate proof of skill and impact.

## Thoughts

- Can be used to navigate conversations.
- Increase confidence.
- Larger projects is where true learning occurs.
- Stack the deck in your favor.

# Project(s)

## Include

- Branching
- Wiki Notes (documentation)
- Project Board
- PR Markdown
- README (documentation)
- Pipeline (live)
- Unit Tests (tested)

## Types

- Group
- Personal / Passion
- Exploratory

## Considerations

- Build around what you know
- What does a good project look like?

## Killers

- Broken Links
- Bad Spelling
- Grammar

# Portfolio

## Sections

- Hero (with Call To Action)
- Images as a Dev, at Meetups
- Projects and Tech Used
- Resume (optional)
- Contact Information

## Considerations

- Who are we creating this for?
- Developers or Recruiter / Hiring Manager?
- Are resume and links up to date?



# Resume / ATS

## Resume

- Summary
- Skills
- Employment

## Considerations

- Master Resume
- Simpler is better (no photo, ATS ready)
- Broken Links, Bad Spelling, and Grammer
- Regional Differences
- Cover Letter?

## Applicant Tracking Systems

"While we are talking about resumes ..."

## Considerations

- Track EVERYTHING
- Applying Early
- Optimizing Resume Content Sent
- "The goal of the recruiter is to hire you; not to reject you." - Francesco Cuilla

# LinkedIn

## Sections

- Banner
- Image
- Tagline
  
- About - Sell yourself
- Featured - You decide
- Activity - weekly (minimum)
- Experience - Industry Standard Terms
- Skills - Endorsed
- Recommendations

## Considerations

- Post into Groups (impact)
- Social Saturday



10 / 19



# x/Twitter

## Sections

- Banner, Image, and Tagline
- Links
- Pinned Post

## Why?

- Strong Tech Community
- Recruiters / Visibility

## Patterns

- Follow recruiters
- Create a recruiter list
- Retweet good content
- Find the influencers in your industry
- People with common interest or passion
- People in your hometown or current location

## Considerations

- Are links correct?



# Connections

## LinkedIn

- How to connect?
- What is your ask?
- Social Saturday?

## x/Twitter

- Strong Tech Community
- Recruiters / Visibility
- Strengthen Connections

## Considerations

- Stories - people remember the stories.
- Active Listening
- Validate connections in some meaningful way.
- Use meaningful times to reconnect (Christmas).

# Interview Types

- **Informal Interview**
- Cultural Fit
- AI - Resume Overview
- Technical - Code Challenge
- Technical - Conversational
- Technical - Take Home, Code Review
- Technical - Project on Portfolio

Things to account for, research, and practice:

- 30-second elevator pitch.
- Company Website
- Postings
- Interviewer(s)
- Tech Stack
- Glassdoor

Plan out questions.



# Job Search

## 2-Hour Job Search

- Small/Mid-Size Companies
- Tight Focus on Domain

## Thoughts

- Google Search Pattern

```
site:icims.com | greenhouse.io | jobvite.io |  
smartrecruiters.com | workable.com | zoho.com |  
myworkdayjobs.com "fullstack developer" OR "fullstack  
engineer" OR "full stack developer" OR "full stack  
engineer" AND "remote"
```

# Cold Calling

## Cold Emailing

- Powerful marketing tool.
- Effective tool for personal branding.
- Can help you expand your search and potentially uncover new opportunities.

## Challenges

- Getting the recipient to open and read the email.
- Crafting a message that is both compelling and personalised.
- Personalisation is key.
- Value proposition.
- Make it easy to read.

## The Right People

- Identify the ideal customer.
- Determine their needs and what problems they face.

## Mastery

- Follow up to boost response rates.
- Reach out through a different communication channel.
- Balance being pushy with being persistent.

# Networking



# Networking

## Relationships

1. Thoughtful conversation
2. Mutual benefit
3. Respect

## Location

- Network in the Right Place
- Conferences - ensure it's not a sales event.

# If I Had To ...

## Get a Job as Quickly as Possible

1. Referral: strong network, top 10.
2. Domain search: targeting based on experience.
3. Cold email: targeting and stalking.
4. Traditional: finding jobs and applying.

## Thoughts

- They all have benefits and weaknesses.
- They all take work, research, and persistence.
- You need to go the route that's best for you and your circumstances.



