



How to Raise Your Profile as a Developer

(Any Why You Should Bother!)



@Lauren_Schaefer | Staff Developer Advocate | MongoDB



What do I need
to do to get
promoted?





Raise your
profile







I need a plan





Do X, Y, and Z



I like my comfort
zone





Do it anyway







You're promoted!





Scope & influence

Doing your job well may
not be enough

Raise your profile

How to Raise Your Profile

(And Why You Should Bother!)

This worksheet is designed to accompany [Lauren Schaefer](#)'s talk of the same title. Related materials for your reference: [live stream recording](#), [article](#), and [slides](#).

Your Profile

Let's begin by building your profile.

Who You Are

Name:

Title:

Company:

Location in your company (team, department, organization, and/or manager):

What You Can Do

List your technical skills as well as your soft skills.

What skills do you want to acquire?

What You Are Known For

List what you are known for internally at your company as well as externally in the wider tech community. You can list things like your technical and soft skills (overlap with the previous section is totally fine), values, traits, and other things you do.

What things are you not currently known for but would like to be?

@Lauren_Schaefer



Lauren Schaefer



Who you are

Lauren Schaefer
Staff Developer Advocate at MongoDB
DevRel Team under Rita Rodrigues

What you can do

Build web apps in JavaScript & Node.js
Data modeling
CI/CD
Keynote speaker

What you are known for

Creating engaging and easy-to-understand content
Dedication to excellence
Detail-oriented
Remote work advocate
TikToks



But why?

1. Explicit promotion requirements

aka career frameworks

aka career ladders

aka title matrixes



Patreon Engineering Levels

- IC3: "Starting to **broaden impact.**"
- IC4: "Routinely has **initiative- to domain-level impact.**"
- IC5: "Routinely has **engineering-wide impact.**"
- IC6: "Routinely has **org- to industry-level impact.**"



Medium Engineering Growth Rubric

1. "Represents Medium well externally, and influences **individuals** positively"
2. "Participates more centrally in **small events**, and takes simple actions that positively influence groups of people"
3. "Works hard to positively influence **large groups** of people on their views of Medium"
4. "Establishes Medium as a great, innovative company and workplace to the **whole industry**"
5. "Introduces Medium in a positive light to a **wider audience outside the industry**"

[Source: Medium Engineering Growth Rubric](#)



Khan Academy Engineering Career Development

"Being open and sharing our work is at the heart of our development philosophy. We work on exciting stuff – the type of stuff that energizes passionate, smart people and makes them want to help in any way possible. The more you **blog about our work, share our progress, and connect with the development community**, the more likely we are to attract top talent and become an exemplary dev team.

This type of stuff **increases your market value**, thus justifying our paying you more money, and when you do them as a representative of Khan Academy, they reflect well on us, **establishing our reputation as being the kind of place where the elite celebrity developers work**, which, in turn, attracts more great developers."



1. Explicit promotion requirements

2. Implicit promotion requirements



3. Opens doors

4. Recruiting

JOIN
OUR
TEAM



Internally

Team

Management

Department

Company Wide

Executive Team

Externally

Former Colleagues or Classmates

Local Developers

Global Developer Community
(in person or online)

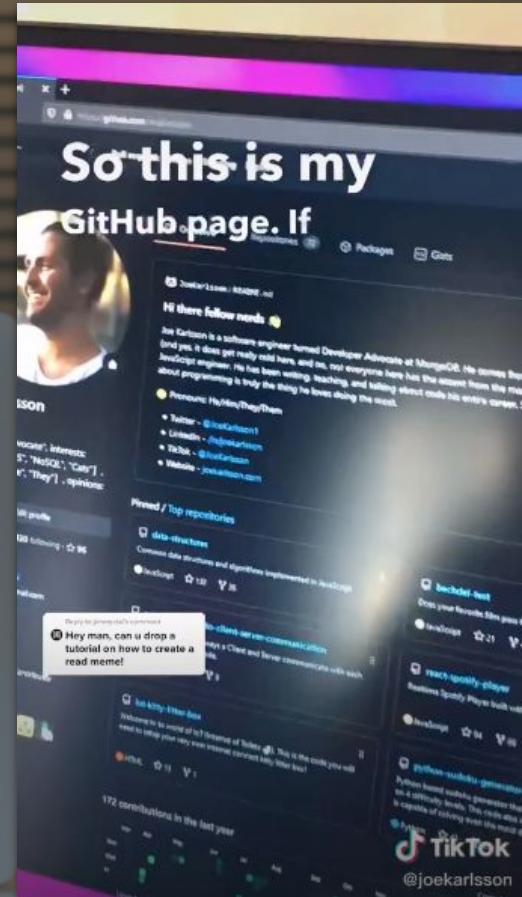


10 Ways to Raise Your Profile

1. Become the go-to person

"You are an **authority at Dropbox on a particular domain**. This could be a platform (e.g. Windows or iOS), particular field of computer science, or product category. As you grow along the arc of being an engineer, you get deeper and **deeper into a space** or expand to having **more breadth**. **Impact** often comes through consulting, quickly unblocking thorny issues in a domain, and finding creative, generalizable approaches to non-obvious problems in a domain."

2. Contribute to open-source



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3. Report the news for your team



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4. Write blog posts or articles

5. Give tech talks



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6. Post on social media



A photograph showing a group of six diverse professionals in a huddle, with their hands joined together. They are dressed in business casual attire, including shirts, blazers, and a tie. The background is slightly blurred, suggesting an office or conference room setting.

7. Lead an employee networking group



A photograph of a man with a beard and short hair, wearing a dark polo shirt, standing on a stage and speaking into a handheld microphone. He is gesturing with his right hand. Behind him is a whiteboard and a window looking out onto a brick building. In the foreground, several people are seated at tables, facing the speaker. One person's back is to the camera. On the tables, there are laptops, water bottles, and other items. The room has brick walls and large windows.

8. Attend, host, or speak at a meetup or hackathon



1 May 23

May 23

Noor_Arman

9. Answer questions publicly online

Hey, friends! I'm Lauren

created last reply 1 226 2 1
May 23 May 24 reply views users link

May 24



Lauren_Schaefer MongoDB Employee

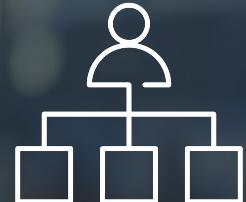
Hi @Noor_Arman - Welcome to the community!

I think `$project` is what you're looking for. `$project` lets you define the fields that should be included in the next stage. Those fields can either be existing fields or newly calculated fields.

@Lauren_Schaefer



10. Advertise your work





@Lauren_Schaefer

day 5



monday 4

friday 10

saturday

sunday

What can you do...

- This week?
- This month?
- This year?

How will you evaluate success?

How will you hold yourself accountable?

1. Become the go-to person
2. Contribute to open-source or public projects
3. Be the news reporter for your team
4. Write blog posts or articles
5. Give tech talks
6. Post on social media
7. Lead an employee networking group
8. Attend, host, or speak at a meetup or hackathon
9. Answer questions publicly online
10. Advertise your work

@Lauren_Schaefer



**YOU
GOT
THIS**

@Lauren_Schaefer