**Newsletter #1: "Resume Revolution - Making Your Tech Skills Shine"**

**Quick Win: The ATS-Friendly Tech Resume**

Your AWS or Software Engineering training that you completed with Queensborough Community College is valuable—but only if recruiters can find it! Most tech companies use Applicant Tracking Systems (ATS) that scan for specific keywords before humans ever see your resume.

**This Week's Action Items:**

* Create your "master resume" with ALL your technical skills, projects, and experiences
* Use both full terms AND acronyms: "Amazon Web Services (AWS)" not just "AWS"
* Include specific technologies: Python, JavaScript, Docker, EC2, Lambda, etc.
* Save as: [YourName]-SoftwareEngineer-Resume.pdf or [YourName]-CloudEngineer-Resume.pdf

**Career Changer Spotlight:** I worked with a student recently who landed her first cloud role by highlighting her project management background alongside her new AWS certifications. Her secret? She used the combination resume format to showcase transferable skills while emphasizing her cloud expertise.

**Resource Alert:** Free ATS scanner: Upload your resume to **Jobscan.co** alongside job descriptions to see your match rate.

**Next Week Preview:** We'll tackle the hidden job market and networking strategies that actually work for introverts.

**Newsletter #2: Most Tech Jobs Aren't Posted Online - Here's How to Find Them**

Only 30% of tech jobs are publicly posted. The rest are filled through networking, internal referrals, and direct outreach. Don't panic—you don't need to be a social butterfly to tap into this market.

**The Introvert's Networking Playbook:**

1. **LinkedIn Strategy (15 minutes daily):**
   1. Connect with QCC alumni in tech
   2. Comment thoughtfully on posts from local tech companies
   3. Share one article weekly about AWS/Software Engineering trends
2. **Virtual Coffee Chats:**
   1. Reach out: "Hi [Name], I recently completed tech training at QCC and I am looking to learn about your experience at [Company]. Would you have 15 minutes for a brief virtual coffee?"
   2. Ask about their role, not for jobs
3. **Tech Meetups That Work:**
   1. [NYC AWS User Group](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.meetup.com%2FAWS-NYC%2F&data=05%7C02%7Cdorourke%40qcc.cuny.edu%7C80a027d79c354e2856b608dde5d8e7be%7C6f60f0b35f064e099715989dba8cc7d8%7C0%7C0%7C638919441938141397%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=MgBGwlOqz%2Bz0O54A%2FRe14pxQHrGcfI5%2FWZYkyLcT1Mc%3D&reserved=0)
   2. [New York Code + Coffee](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.newyorkcodeandcoffee.com%2F&data=05%7C02%7Cdorourke%40qcc.cuny.edu%7C80a027d79c354e2856b608dde5d8e7be%7C6f60f0b35f064e099715989dba8cc7d8%7C0%7C0%7C638919441938173529%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=%2BZ%2BS35BUn4%2FrAfZSGtE0o5rIwj3dOe3Z5Wtdxule8MY%3D&reserved=0)
   3. [Robotics NYC](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.meetup.com%2FJS-NYC%2F&data=05%7C02%7Cdorourke%40qcc.cuny.edu%7C80a027d79c354e2856b608dde5d8e7be%7C6f60f0b35f064e099715989dba8cc7d8%7C0%7C0%7C638919441938201551%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=GGImAJz%2BJR6DsYZjrNBhWW%2BFoB0CjctN3wwMmnsiQxo%3D&reserved=0)

**The 2-Week Challenge:**

* Week 1: Send 5 LinkedIn connection requests to people in your target companies
* Week 2: Schedule 2 informational interviews

**Success Metric:** If you're not getting responses, your message needs work. Try: "I'd love to learn about your transition into cloud computing" instead of "I'm looking for opportunities."

**Newsletter #3: "Interview Mastery - Technical + Behavioral Questions Decoded"**

**The Two-Part Challenge**

Tech interviews test both your technical knowledge AND your ability to communicate and problem-solve. Many QCC students nail the technical part but stumble on behavioral questions.

**Technical Preparation:**

* **For AWS roles:** Be ready to explain the [Well-Architected Framework](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdocs.aws.amazon.com%2Fwellarchitected%2Flatest%2Fframework%2Fwelcome.html&data=05%7C02%7Cdorourke%40qcc.cuny.edu%7C1dfd7e6d06d04bc72d1e08dde5d89872%7C6f60f0b35f064e099715989dba8cc7d8%7C0%7C0%7C638919440606244218%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=9ROqRYlzGTCW9zkd5xoNLZCj8jwvUFaQrxWAPbxMPOU%3D&reserved=0), design a simple 3-tier architecture, and discuss cost optimization
* **For Software Engineering:** Practice coding problems on [HackerRank](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hackerrank.com%2F&data=05%7C02%7Cdorourke%40qcc.cuny.edu%7C1dfd7e6d06d04bc72d1e08dde5d89872%7C6f60f0b35f064e099715989dba8cc7d8%7C0%7C0%7C638919440606264596%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=PGvSGwz0jVRQ25AZM0WM83pu14HJQCbPKQUTplll4vs%3D&reserved=0)or [LeetCode](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fleetcode.com%2F&data=05%7C02%7Cdorourke%40qcc.cuny.edu%7C1dfd7e6d06d04bc72d1e08dde5d89872%7C6f60f0b35f064e099715989dba8cc7d8%7C0%7C0%7C638919440606299847%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=Ifzg67QKiXVPnY8R%2BRuBNngFoI03rgJBbcnBR%2FUUiis%3D&reserved=0) (has more interview-focused problems), explain your projects in detail, and walk through your GitHub repositories
  + **Resource alert!** [LeetCode Interview Crash Course](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fleetcode.com%2Fexplore%2Finterview%2F&data=05%7C02%7Cdorourke%40qcc.cuny.edu%7C1dfd7e6d06d04bc72d1e08dde5d89872%7C6f60f0b35f064e099715989dba8cc7d8%7C0%7C0%7C638919440606315032%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=pZYa2KhLT6EhqJbphGDS5USt91hJBdt7QXXG%2B%2BMF2yQ%3D&reserved=0)

**Behavioral Question Decoder:**

* "Tell me about a time you failed" = How do you handle setbacks and learn from mistakes?
* "Describe a challenging project" = Can you work through problems systematically?
* "Why are you changing careers?" = Are you committed to this field long-term?
  + **Resource alert!** [Pramp by Exponent](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.pramp.com%2F%23%2F&data=05%7C02%7Cdorourke%40qcc.cuny.edu%7C1dfd7e6d06d04bc72d1e08dde5d89872%7C6f60f0b35f064e099715989dba8cc7d8%7C0%7C0%7C638919440606329379%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=FYhtAIW2piffUBa4lwXF92TlR2llwiE%2FGpuxTnlTyl0%3D&reserved=0) - practice live interviews with peers

**The STAR Method for Career Changers:**

* **Situation:** Describe a challenge from ANY background (previous job, school, volunteer work)
* **Task:** What needed to be accomplished?
* **Action:** What specific steps did YOU take?
* **Result:** What was the measurable outcome?

**Practice Scenario:** "At my previous job in retail management, I noticed our inventory system was causing delays (Situation). I needed to find a solution that wouldn't disrupt daily operations (Task). I researched options, proposed a phased implementation plan, and coordinated with the team (Action). We reduced inventory errors by 40% in three months (Result). This experience taught me how technology can solve real business problems, which is what drew me to cloud computing."

**Interview Preparation Checklist:**

* 3 STAR stories prepared
* Questions ready to ask them
* Technical portfolio/GitHub polished
* Mock interview scheduled (practice, practice, practice!)

**Newsletter #4: "Job Search Strategy - Where to Look and How to Stand Out"**

**Multi-Channel Approach**

Relying only on job boards is like fishing in an overfished pond. Diversify your search strategy:

**Tier 1 - Direct Company Applications (30% of your time):**

* Target 10-15 companies you actually want to work for
* Apply directly on their careers page
* Follow up with hiring managers on LinkedIn

**Tier 2 - Strategic Job Boards (40% of your time):**

* **For AWS roles:** [AWS Jobs Portal](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.amazon.jobs%2Fcontent%2Fen%2Fartificial-intelligence-ai%3Fcmpid%3DSA_GOAL201108B%26gad_source%3D1%26gad_campaignid%3D22620565618%26gbraid%3D0AAAAACtXheATvKPWpIuKlPy_DV1rmezKC%26gclid%3DCjwKCAjw2brFBhBOEiwAVJX5GEOKvRSiel5ulac4r01v9KA7dw0okMrdLa4MSxRhuo0oW1wmaXAHuxoCFA8QAvD_BwE&data=05%7C02%7Cdorourke%40qcc.cuny.edu%7Cbba48b63d24c4c9b738f08dde5d842b7%7C6f60f0b35f064e099715989dba8cc7d8%7C0%7C0%7C638919439196290139%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=Azz2eYA9J2dWwrcymPeH9S%2BOtTkMMXk1LVtL5WqcmGA%3D&reserved=0), [CyberSeek.org](https://nam02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fcyberseek.org%2F&data=05%7C02%7Cdorourke%40qcc.cuny.edu%7Cbba48b63d24c4c9b738f08dde5d842b7%7C6f60f0b35f064e099715989dba8cc7d8%7C0%7C0%7C638919439196304436%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=euu3HYN7ceMwp4b%2F69sCbqRzivyMu9SCD39qVNI00%2FY%3D&reserved=0), [BuiltIn](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbuiltin.com%2F&data=05%7C02%7Cdorourke%40qcc.cuny.edu%7Cbba48b63d24c4c9b738f08dde5d842b7%7C6f60f0b35f064e099715989dba8cc7d8%7C0%7C0%7C638919439196318729%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=sPvjZ4y6uurcZ%2FUPqigL2tqJ29xT5zRUrK2l9T8ZZ4Y%3D&reserved=0)
* **For Software Engineering:** [Wellfound](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwellfound.com%2F&data=05%7C02%7Cdorourke%40qcc.cuny.edu%7Cbba48b63d24c4c9b738f08dde5d842b7%7C6f60f0b35f064e099715989dba8cc7d8%7C0%7C0%7C638919439196345945%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=njw1UUlJT1255Vu4UFkVukGc6AoSHPC6kN60%2F8lCcyQ%3D&reserved=0)(startups) [GitHub Jobs](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.github.careers%2Fcareers-home&data=05%7C02%7Cdorourke%40qcc.cuny.edu%7Cbba48b63d24c4c9b738f08dde5d842b7%7C6f60f0b35f064e099715989dba8cc7d8%7C0%7C0%7C638919439196373462%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=lS7q0rSw%2FIqzDqXNo%2Bq%2F8D%2Ba6DpKehZ%2F7VysVoOGNz4%3D&reserved=0)
* **Don't forget:** [WayUp](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.wayup.com%2F&data=05%7C02%7Cdorourke%40qcc.cuny.edu%7Cbba48b63d24c4c9b738f08dde5d842b7%7C6f60f0b35f064e099715989dba8cc7d8%7C0%7C0%7C638919439196388160%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=ab%2FTwVytf8IBtNTn93RntKoiF8MzRfWbEwuklSpf%2BRY%3D&reserved=0) (new grad focused), [Hirepurpose](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.oriontalent.com%2Fsolutions%2Fhirepurpose-military-sourcing%2F&data=05%7C02%7Cdorourke%40qcc.cuny.edu%7Cbba48b63d24c4c9b738f08dde5d842b7%7C6f60f0b35f064e099715989dba8cc7d8%7C0%7C0%7C638919439196401979%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=wVpuSdyour%2Bl2QjA8HTb5RdkleYk4pHRMayv%2BbUH7bU%3D&reserved=0)(veterans)

**Tier 3 - Networking and Referrals (30% of your time):**

* Alumni network
* Tech meetups and virtual events
* Informational interviews leading to referrals

**The Application Strategy:**

* Treat each application like a mini research project
* Customize your resume for each role (use that master resume!)
* Write cover letters that tell your career change story
* Apply within 48 hours of job posting for best visibility

**Standing Out as a Career Changer:**

* Lead with enthusiasm: "I'm passionate about cloud technology because..."
* Show continuous learning: "I'm currently working on [side project/certification]"
* Connect past experience: "My background in [previous field] gives me unique insight into [business problem]"

**Weekly Action Plan:**

* **Monday:** Research 5 new target companies
* **Tuesday-Wednesday:** Apply to 3-5 positions with customized materials
* **Thursday:** Network outreach (LinkedIn, informational interviews)
* **Friday:** Follow up on applications from the previous week

**Reality Check:** Expect a 2-5% response rate from cold applications. If you're getting interviews but no offers, the issue is likely interview skills. If you're not getting interviews, focus on resume optimization and networking.

**Remember:** Your tech training gave you valuable, in-demand skills. The job market for AWS and Software Engineering professionals is strong, but competition is real. Stay persistent, keep learning, and trust the process.

Your career change journey isn't just possible—it's happening. These next few months of focused effort will pay dividends for years to come.