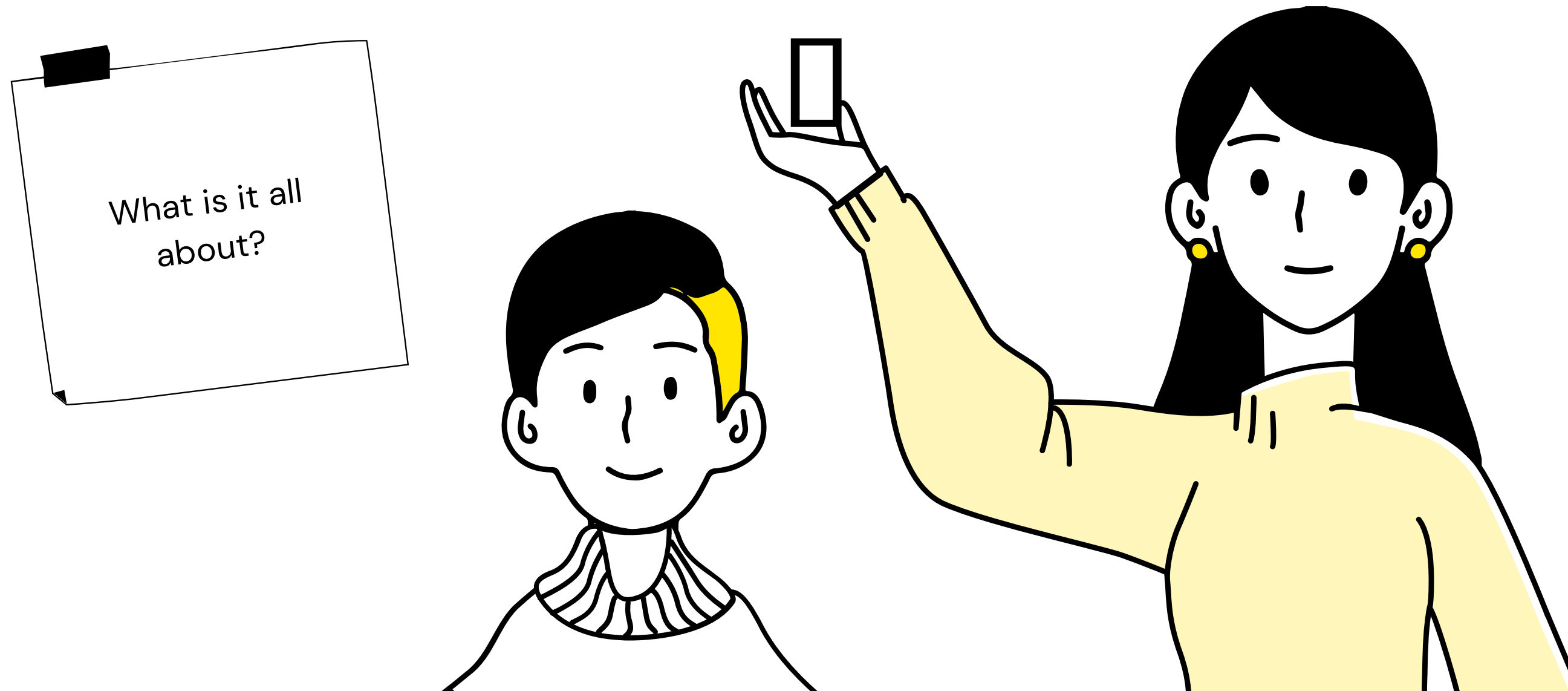


@pachicodes

February 09, 2021

Developer Relations

#DevRel



Today's Agenda

1

What is this DevRel thing?

3

What does a DevRel do? What do YOU do?

2

How did you get into this?

4

Is DevRel for me? How can I get started?

5

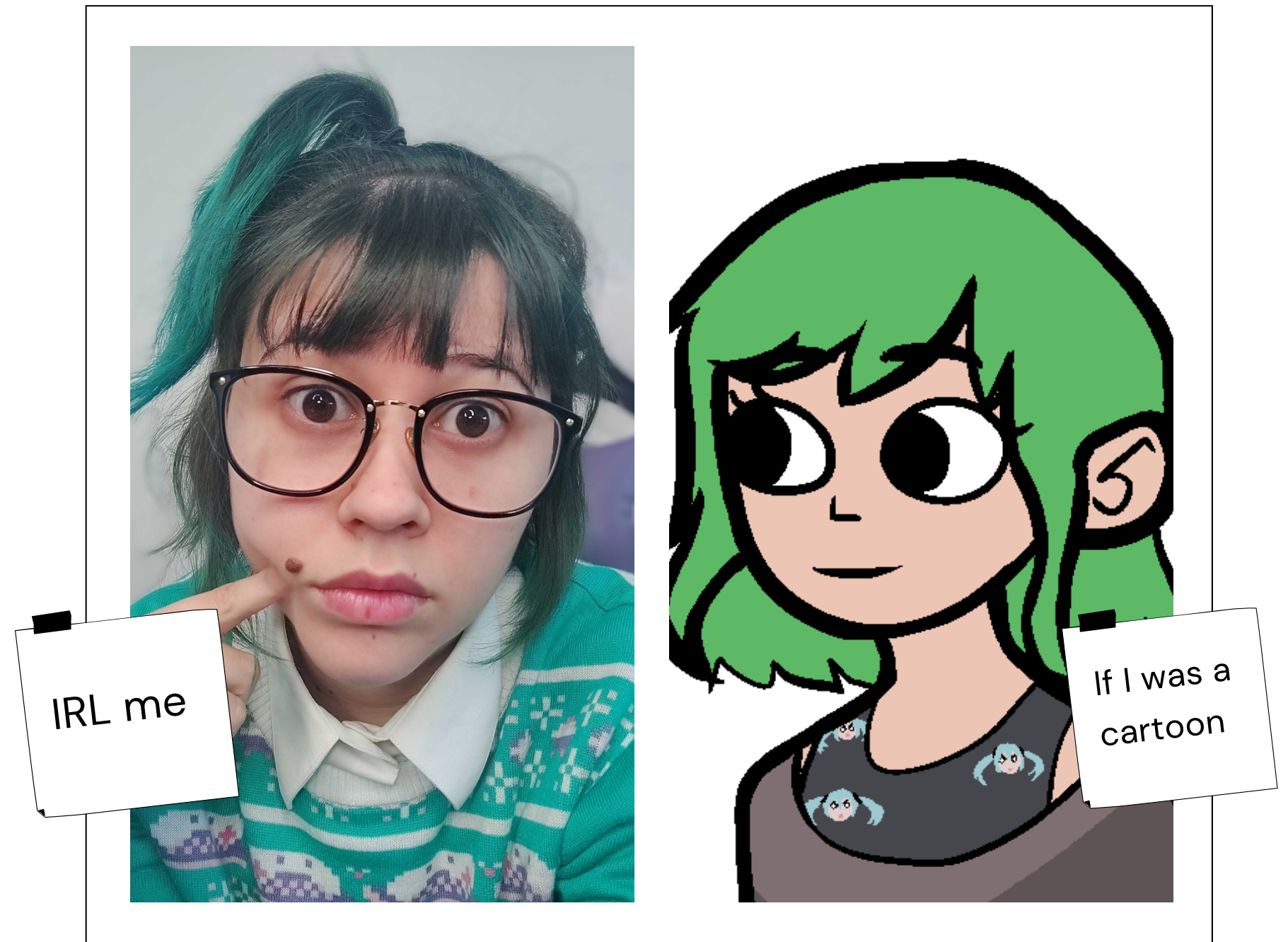
Resources

Who are you?

I am Pachi!

I am a Brazilian immigrant, self-learner front-end developer, who used to be a nanny.
Streaming is my passion, reading is my addiction, I think I am funny and I LOVE my community <3

Also, I am a Developer Relicans Engineer at New Relic!
@therelicans



Developer Relations?

Developer
Evangelist?

1. So...
What is this
DevRel thing?

Community
Manager?

Developer Avocado ?

**To the community, I represent the
company.**

**To the company, I represent the
community.**

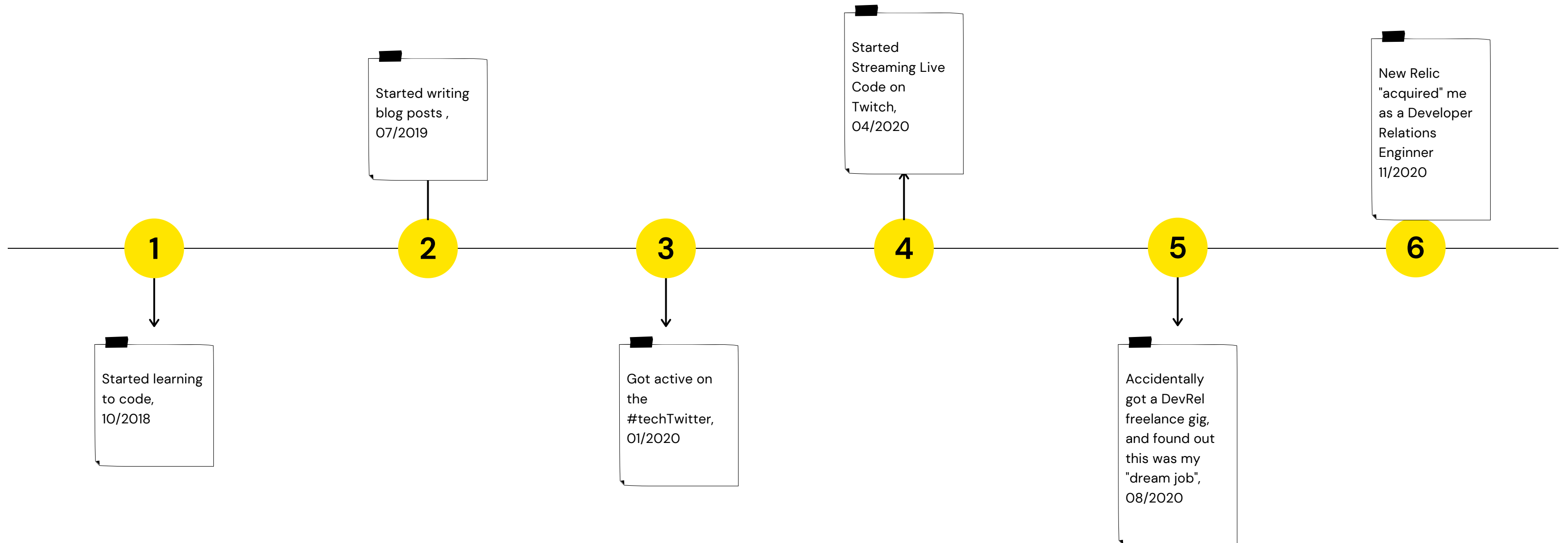
**I must have both of their interests in
mind at all times.**

Mantra mentioned by
Mary Thengvall *

**not sure who is the actual author, if you do let me know*

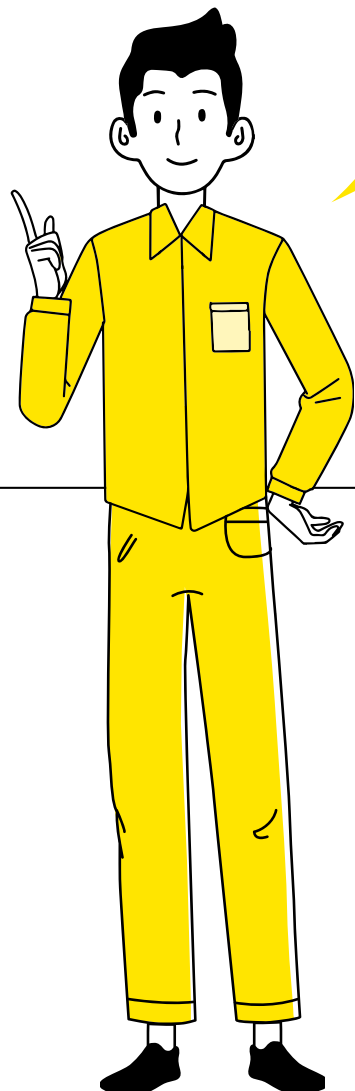
2. How did you get into this?

My Journey in the Developer universe...



3. What does a DevRel do? What do you do?

A DevRel wears MANY hats, and it varies from company to company.



1

Writes blog posts,
documentarians, and
tutorials

2

Gives talks, presentations,
workshops

3

Listen to the community
and connects them with
the company

I Stream on
Twitch, A LOT!

I write posts for
TheRelicans,
record
Podcasts

I am working on
the creation of
a "Champions"
type program

4. Is DevRel for me?

If it is, how can I get started?

Do you
love
community
?

Are you
ready to
make a
difference
?

Is
creating
content
your
thing?

Building
relationships
!=
Networking

Are you a
Developer
?

Be ready
to
explain...
again
and
again xD

Getting started



Action 1

Choose your content type

Action 2

Start writing!

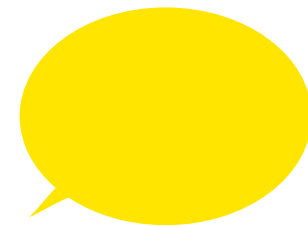
Action 3

Be active on communities

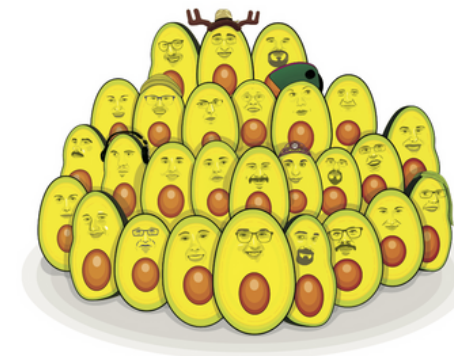
Action 4

Keep coding!

Resources



There is a lot out there, but here are my favs



The Business Value of Developer Relations

How and Why Technical Communities Are Key To Your Success

— With a Foreword by Jono Bacon —

Mary Thengvall

Apress®



Getting Started in Developer Relations

Travel, learn, and teach — all on the clock.

Sam Julien



THE DEVELOPER'S GUIDE TO Content Creation

A STEP-BY-STEP ROADMAP FOR PRODUCING & PUBLISHING HIGH-QUALITY TECHNICAL CONTENT

NEWSLETTERS

devrelweekly.com

developeravocados.net

Developer Microskills

@pachicodes

Thank you!

