

HOW TO SELL YOURSELF **IN A BAD ECONOMY**

TONIGHT'S TOPICS

- HOW TO MAKE A GOOD PORTFOLIO SITE?
- WHAT SKILLS YOU SHOULD HAVE AND HOW TO MARKET THEM?
- HOW TO DEAL WITH RECRUITERS?
- HOW TO DEAL WITH THE ECONOMY SLOWING DOWN?
- HOW TO NETWORK?
- FLASH TITLES AND SALARIES?

HOW TO MAKE A GOOD PORTFOLIO

YOUR PORTFOLIO SITES

- YOUR PORTFOLIO SHOULD SHOWCASE YOUR SKILLS, IT DOESN'T HAVE TO SHOW OFF YOUR WORK.
- SEPARATE YOUR WORK FROM "YOUR WORK".
- CREATE A THEME, OR CONCEPT BEHIND YOUR PORTFOLIO.
- TELL A STORY ABOUT YOURSELF AND YOUR TALENTS.
- FOCUS ON YOUR GOOD SKILLS.
- MAKE SURE IT'S POLISHED AND BUG FREE.

PORTFOLIO PITFALLS

- DON'T PUT EVERYTHING AND THE KITCHEN SINK IN YOUR PORTFOLIO. INSTEAD FOCUS ON ONLY THE BEST.
- YOUR PORTFOLIO IS NOT YOUR RESUME. KEEP AN UP TO DATE LIST OF PAST WORK AND CLIENTS ON YOUR RESUME.
- BUILD SOMETHING YOU CAN FINISH, NEVER HAVE COMING SOON OR MISSING/BROKEN SECTIONS. IF ITS NOT READY DON'T LET PEOPLE KNOW ITS NOT THERE.
- KEEP IT SIMPLE, DON'T OVER COMPLICATE IT!

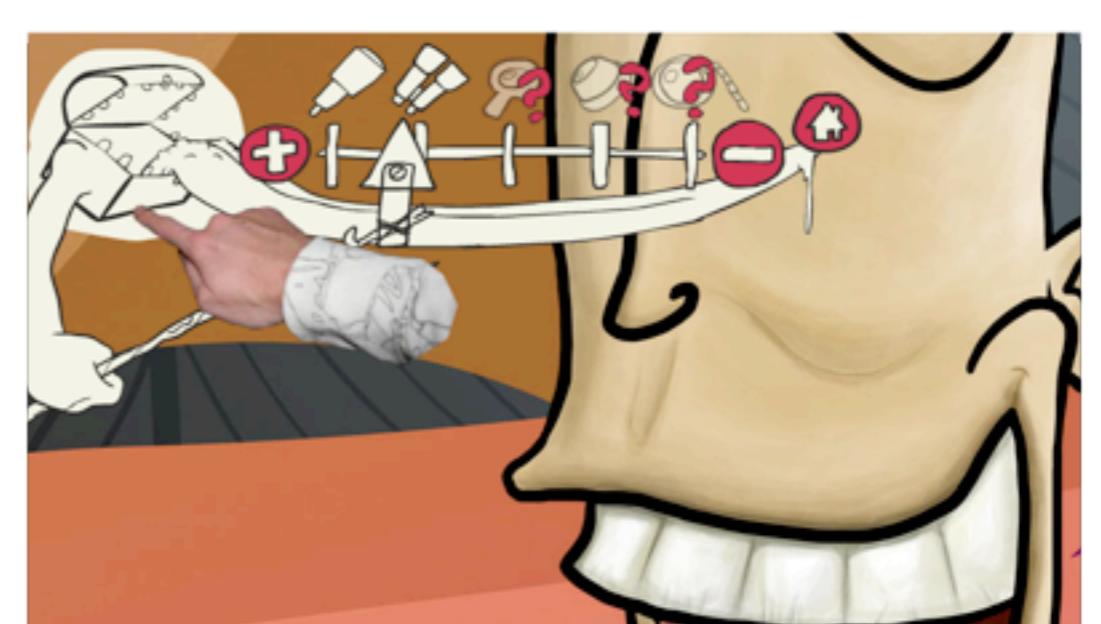


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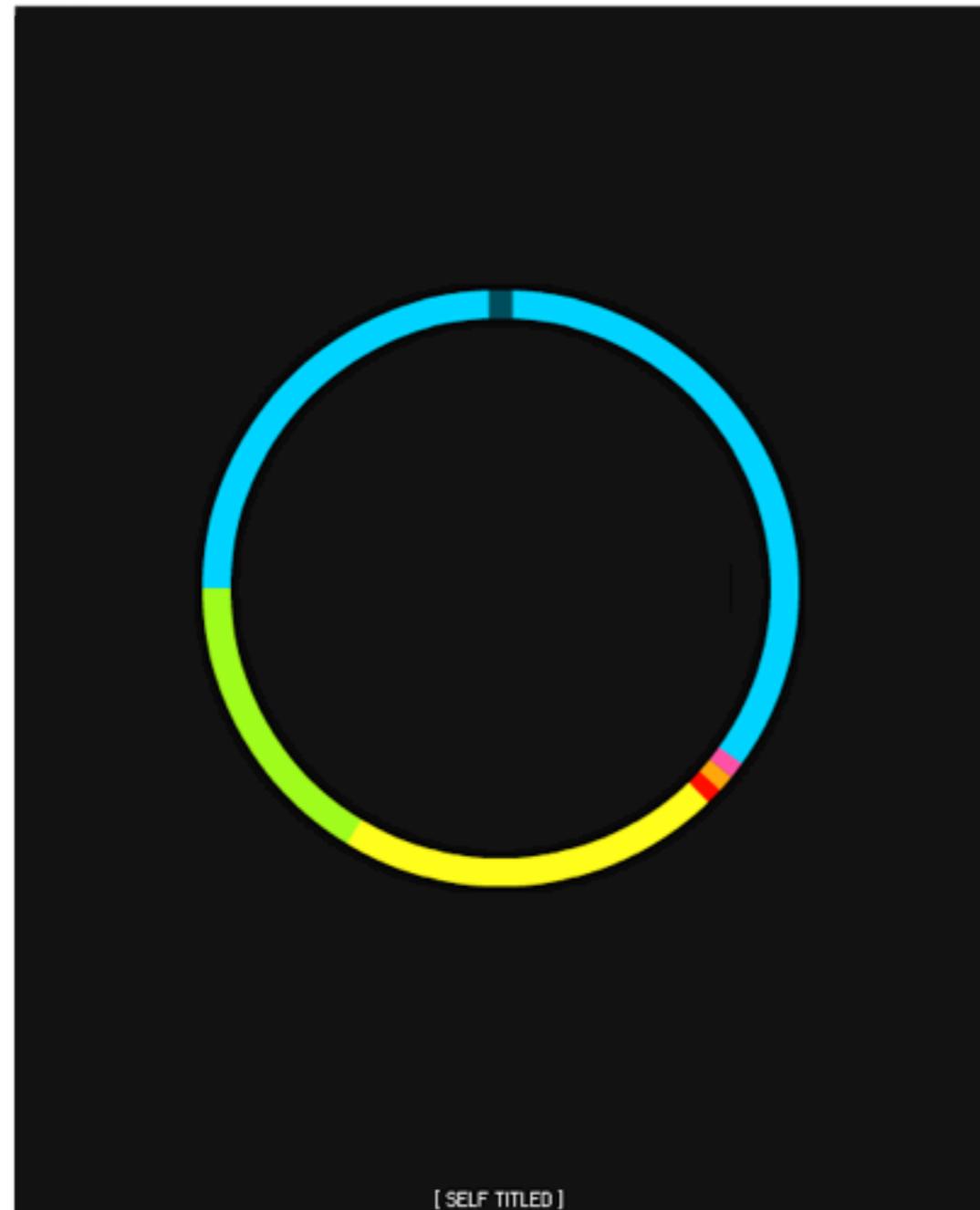
biobakgraphy contact awards

explore ➔ bio-bak

*you want to click this button
(and pay me lots of money)*

A cartoon illustration showing a hand pointing at a brain. The brain is connected to various medical and scientific instruments, including microscopes, test tubes, and question marks. There are also plus and minus signs on the connections. The background is a light blue.

[HTTP://WWW.BIO-BAK.NL/](http://www.bio-bak.nl/)



STNIK

3D VIDEO

EXPERIMENTS

HOME
ABOUT ME
PROJECTS
INTERVIEWS
CONTACT
GALLERIES

STNIK

CONTACT

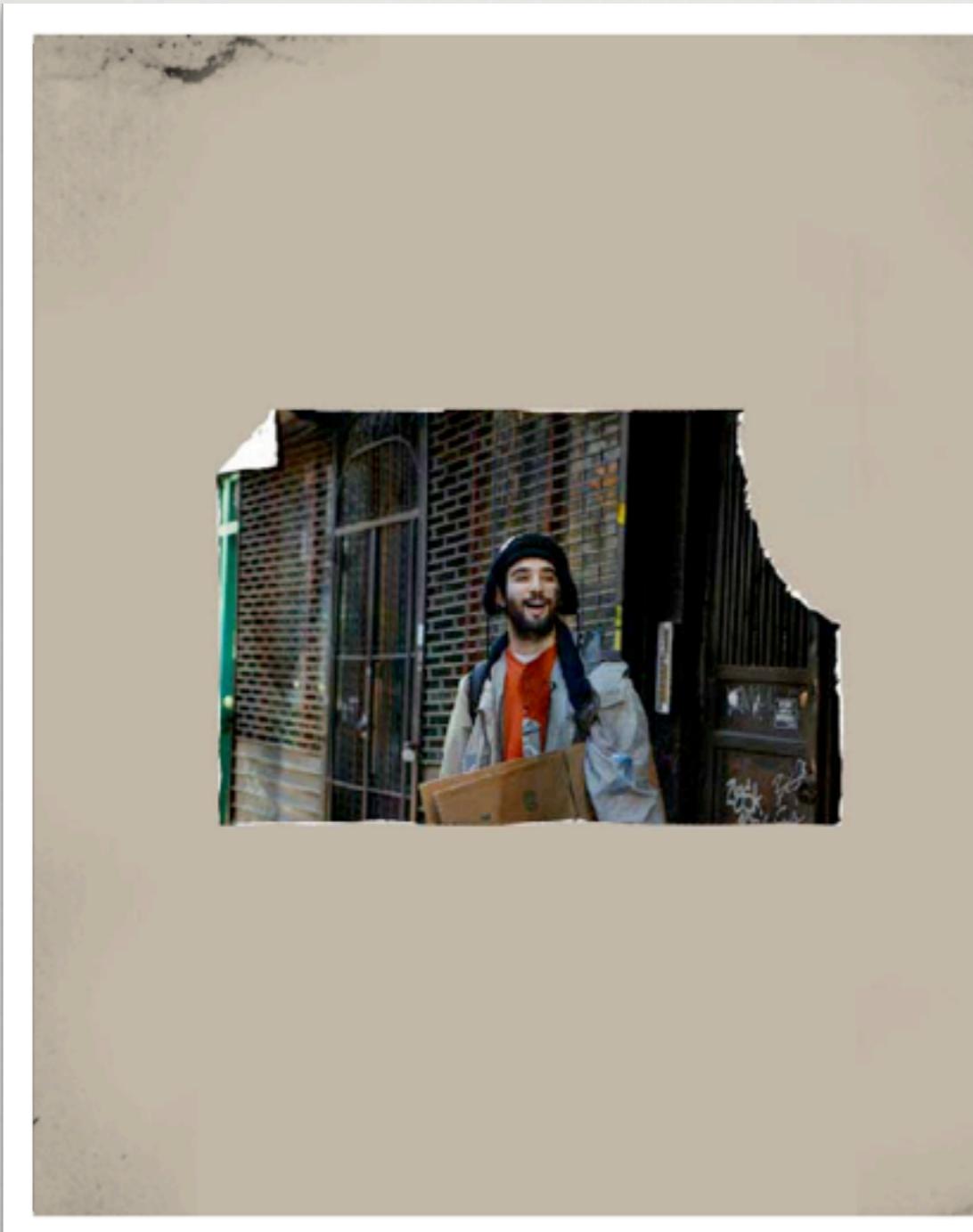
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SUBMIT

[HTTP://WWW.SELFTITLED.CA/](http://www.selftitled.ca/)



[HTTP://FLASHBUM.COM/](http://FLASHBUM.COM/)

WHO ARE YOU?

FLASH DESIGNER/ANIMATOR

- WORKS IN FLASH IDE
- ANIMATES AND USES THE TIMELINE
- FOCUSES ON FLASH DESIGN TOOLS AND LESS ON CODING
- HAS AN ART DEGREE OR DESIGN/ANIMATION BACKGROUND.

FLASH DEVELOPER

- DEAL PRIMARILY WITH CODE
- ANIMATION IS DONE PROGRAMATICALLY
- WORK OUTSIDE OF THE FLASH IDE WITH FLEX BUILDER OR ANOTHER TEXT BASED EDITOR
- HAS A BACKGROUND IN COMPUTER SCIENCE OR PAST PROGRAMMING EXPERIENCE.

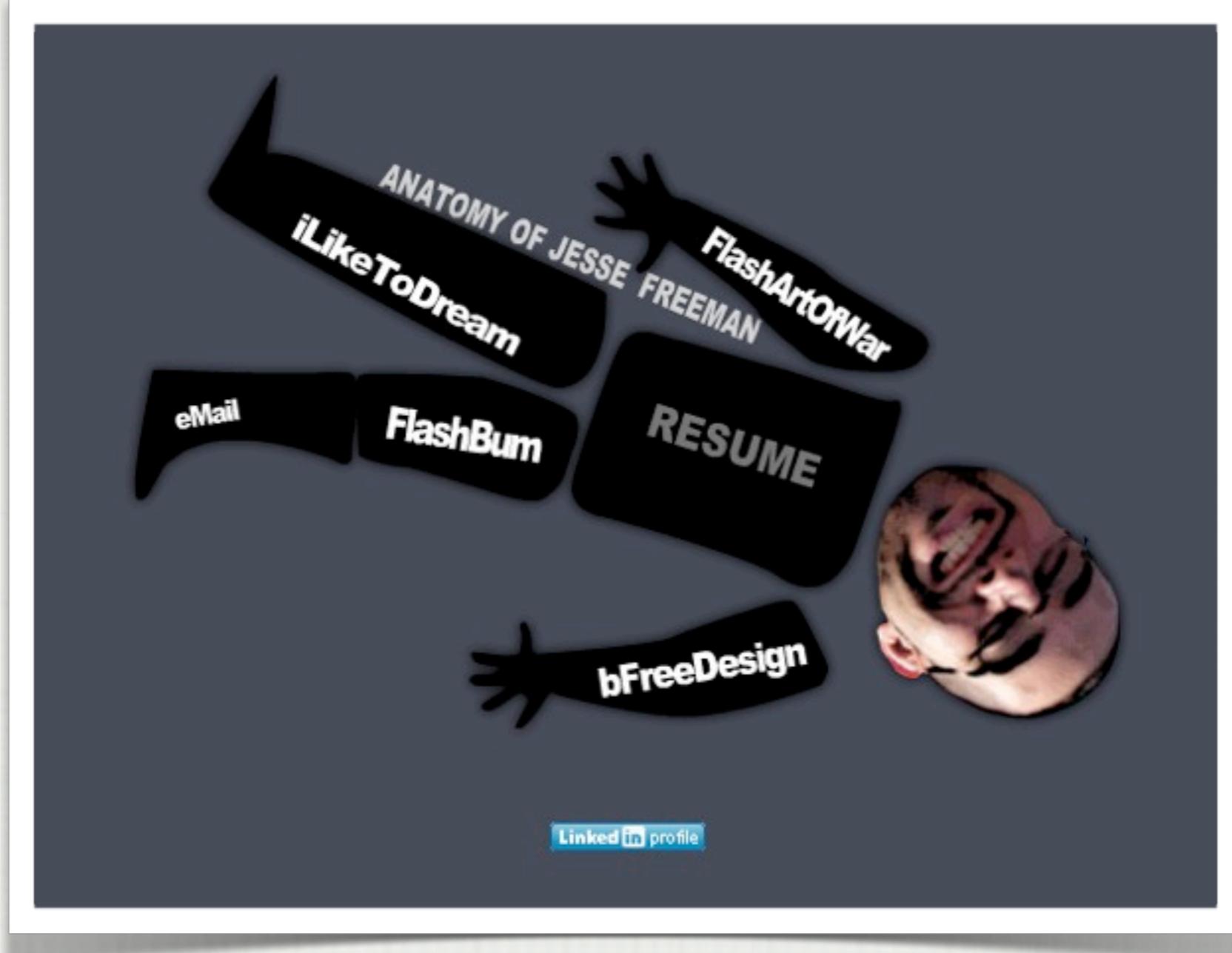
HYBRID DEVELOPER/DESIGNER

- A DESIGNER TURNED PROGRAMMER OR A PROGRAMMER ABLE TO DESIGN.
- COMFORTABLE IN THE IDE AND THE TEXT EDITOR
- EXCELS IN ONE SKILL BUT IS COMFORTABLE SWITCHING OVER TO THE OTHER WHEN NEEDED.

FLASH SKILLS AND HOW TO SELL THEM

MARKET YOURSELF

- PROMOTE YOUR NAME AS A BRAND.
- DECIDE IF YOU ARE GOING TO FOCUS AS A FLASH DESIGNER OR A FLASH PROGRAMMER. BEING BOTH IS VERY RARE AND YOU SHOULD PROMOTE WHAT YOU SPECIALIZE IN.
- CREATE A BLOG!
- BE ACTIVE IN THE FLASH COMMUNITY.
- JOIN HTTP://LINKEDIN.COM



EXAMPLE

HTTP://JESSEFREEMAN.COM IS MY MAIN WEBSITE. EVERYTHING I DO IS
UNDER MY NAME AND I PUSH THAT AS MY BRAND!

RECRUITERS

KNOW WHEN TO USE THEM

- RECRUITERS HAVE ACCESS TO LOTS OF JOB LISTINGS AND CONTACTS.
- HAVING A RECRUITER LOOKING FOR A JOB FOR YOU FREES YOU UP FROM THE JOB HUNT AND ALSO HELPS IF YOU DON'T WANT YOUR CURRENT COMPANY KNOWING YOU ARE LOOKING.
- RECRUITERS CAN HELP YOU CLEAN UP YOUR RESUME AND GET YOUR NAME IN FRONT OF COMPANIES WHO MAY NOT TAKE COLD CALLS.
- RECRUITERS DON'T CHARGE YOU FOR THE TIME THEY PUT IN TRYING TO GET YOU A JOB.

WHEN NOT TO USE THEM

- IF YOU ARE CAPABLE OF MAKING YOUR OWN COLD CALLS OR LOOKING UP JOBS ON JOB BOARDS OR SITES.
- IF YOU HAVE CONTACTS WITH HR OR A FRIEND IN THE COMPANIES YOU WOULD LIKE TO WORK IN.
- IF YOU CHARGE A HIGH RATE THAT MAY BE A TURN OFF FOR A COMPANY TO PAY A RECRUITER'S FINDERS FEE.
- IF YOU HAVE NEVER MEET THE RECRUITER OR TALKED TO THEM AT GREAT LENGTHS ABOUT WHAT YOU ARE LOOKING FOR AND WHAT THEY CAN DO FOR YOU.

FLASH JOB WEBSITES

- [HTTP://WWW.DICE.COM/](http://www.dice.com/)
- [HTTP://WWW.KROP.COM/](http://www.krop.com/)
- [HTTP://WWW.THELADDERS.COM/](http://www.theladders.com/)

HOW TO DEAL WITH A SLOW ECONOMY?

RECESSION TIPS

- SAVE YOUR MONEY AND BUDGET FOR THE WORST.
- DIVERSIFY YOUR SKILLS. STUDY AS MUCH AS YOU CAN AND PRACTICE YOUR CRAFT.
- LEARN A NEW PROGRAMMING LANGUAGE (PHP, RUBY OR C++) OR SKILL THAT WILL MAKE YOU MORE DESIRABLE.
- LEARN OBJECTIVE C AND MAKE AN IPHONE APP.
- NETWORK NETWORK NETWORK!

NETWORKING WITH OTHER DEVELOPERS

MAKING NEW FRIENDS

- IF YOU READ A BLOG POST, LEAVE A COMMENT.
- IF YOU SEE A SITE YOU LIKE, EMAIL THE CREATOR AND INTRODUCE YOURSELF.
- COLLABORATE WITH OTHER DEVELOPERS/DESIGNER WHO ARE DOING THINGS YOU ARE INTERESTED .
- GO TO CONFERENCES AND TALK TO AS MANY PEOPLE AS YOU CAN.
- BUILD SMALL WEBSITES FOR HIGH PROFILE FRIENDS.

WHAT'S YOUR TITLE?

FLASH JOB TITLES MYTHS

- ALL FLASH JOB TITLES ARE MADE UP AND ARE INCONSISTENT FROM COMPANY TO COMPANY.
- FLASH IS STILL NOT CONSIDERED A "REAL PROGRAMMING LANGUAGE" AND IS NOT A DISCIPLINE YOU CAN LEARN IN SCHOOL.
- BECAUSE MOST OF US ARE SELF TAUGHT, WE CAN'T GET THE HIGHER PAY THAT JAVA DEVELOPERS OR C++ DEVELOPS WOULD GET.
- ALL OF THIS IS CHANGING HOWEVER...

FLASH JOB TITLE PYRAMID

- LEAD DEVELOPER
- FLASH ARCHITECT/FLASH ENGINEER
- SR. FLASH DEVELOPER
- FLASH DEVELOPER
- JR. FLASH DEVELOPER
- FLASH PRODUCTION ARTIST

LEAD DEVELOPER (HIGH LEVEL)

- 8+ YEARS OF EXPERIENCE
- HIGHEST LEVEL FLASH DEVELOPER
- STRONG UNDERSTANDING OF DESIGN PATTERNS,
PROGRAMMING BEST PRACTICES
- KNOWS MULTIPLE LANGUAGES OR CAN PICK THEM UP
ON THE FLY
- AND INTIMATELY KNOWS AS 3.0. CAN LEAD A TEAM OF
DEVELOPERS AND PLAN OUT AN ENTIRE PROJECT FROM
START TO FINISH ACROSS MULTIPLE WEB
TECHNOLOGIES.

ARCHITECT/ENGINEER (HIGH LEVEL)

- 6+ YEARS OF EXPERIENCE.
- INTIMATE KNOWLEDGE OF BEST PRACTICES AND CODE THEORY.
- IN CHARGE OF A SITES STRUCTURE AND FOUNDATION.
- USES OR CAN DEVELOP A FRAMEWORK FROM SCRATCH.

SR. FLASH DEVELOPER (MID LEVEL)

- 5+ YEARS OF EXPERIENCE
- IS COMFORTABLE DEVELOPING HIS/HER OWN COMPONENTS
- TAKING OTHER PEOPLE'S CODE AND RE-FACTORYING IT OR ENHANCING IT
- HAS A SOLID UNDERSTANDING OF OOP AND POLYMORPHISM.

FLASH DEVELOPER (MID LEVEL)

- 4+ YEARS OF EXPERIENCE.
- WORKING WITHIN A TEAM IN A SUPPORT ROLE TO A SR. DEVELOPER.
- OWNING SMALL PARTS OF LARGER SITES.

JR. FLASH DEVELOPER (LOW LEVEL)

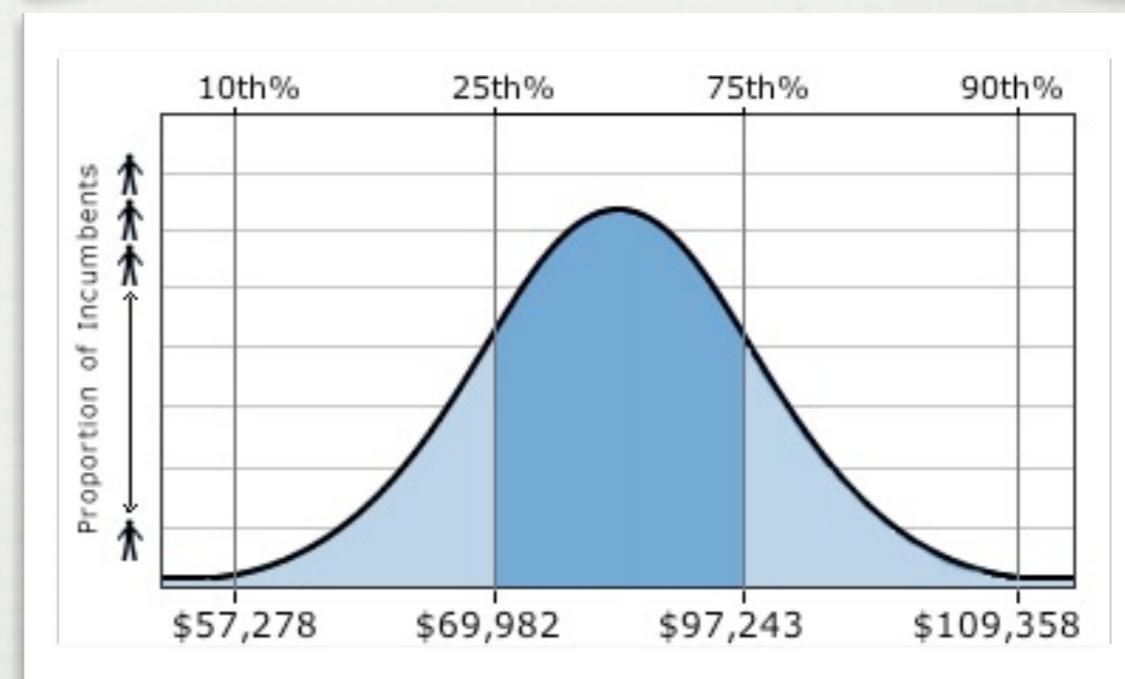
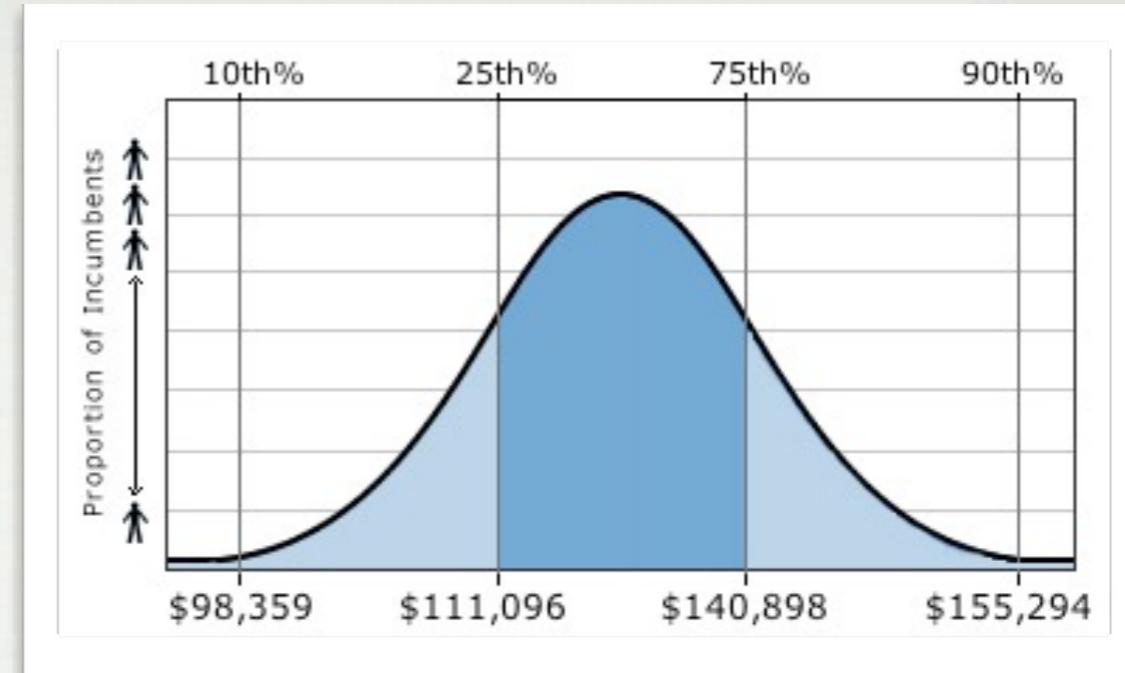
- 2+ YEARS OF EXPERIENCE
- LIMITED KNOWLEDGE OF INNER WORKINGS OF AS3 OR OOP CONCEPTS
- IN A PRODUCTION SUPPORT ROLE WITH KNOWLEDGE OF HOW TO USE COMPONENTS OR OTHER PEOPLES CODE BUT UNABLE TO CREATE COMPLEX SYSTEMS FROM SCRATCH.

FLASH PRODUCTION ARTIST (LOW LEVEL)

- NO REAL EXPERIENCE CODING
- USES THE TIMELINE
- USES LIMITED AS 3
- MOSTLY CUTS UP ARTWORK FOR DEVELOPERS,
COMPRESSES MOVIES, AND OTHER PROTECTION
SUPPORT ACTIVITIES.

SALARY (NYC)

- EXTREMELY HIGH LEVEL DEVELOPERS GET ANYWHERE FROM 110K TO 155K A YEAR IN A SALARY POSITION. MOST ENGINEER LEVEL JOBS ARE AROUND THE 120K MARK.
- LOW LEVEL TO MID LEVEL SALARIES RANGE FROM 50K - 110K A YEAR.



FROM SALARY.COM



KEEP "FLASHING 4 FOOD" AND THANKS FOR COMING OUT!