Education 2

Employment
The Basics

• Optimize Your Resume
• Practice Interviewing
• Everything Else the School Placement Division Tells You….
Now what will set you apart?
Your Personal BRAND
Your brand is what people say about you when you are not in the room.

-- Jeff Bezos
Tip 1
30 Second Commercial
Hi I am Suzanne. For the last 19 years, I’ve help IT and Business Professionals create the career they want through innovative plans that include adding on in-demand skills, career guidance and strategy sessions. I am passionate about helping others. What about you?
Tip 2
Get Experience
Experience

• Internships, Internship, Internships
• Volunteer at School Clubs, Help Desk, Church, Temple, anywhere that will let you in
• Shadow for a day
Tip 3
Professional Social Media
LinkedIn

Things to do daily:
Comment on two posts – must add content… not just great job.
Support Others – Support - two people with work anniversaries, birthdays, new jobs, etc.
New Connections with five new people with a personalized connection request for at least
   Use the search feature too
Update your profile with a new tagline
See who’s looking and reach out.
LinkedIn

Things to do daily:

Add a Post – 2x a day - Custom content
- News article from a variety of resources
  - CyberSecurity Magazines – Blogs – Tech Topics
- Motivational pictures on the same day every week
  - #motivationalmonday #WednesdayWisdom #FunnyFriday
  - Start Your Own #Hashtag - #CyberKnowHow – etc.
- Video from YouTube
- Custom video, PowerPoint presentation, etc.
- Share a post from a colleague
Sample Places for Content Curation

- Inc.
- Fortune
- WSJ
- NYT
- Tampa Times
- Tampa Business Journal
- MSN
- Accenture Blogs

- Wired
- Daily Skimm,
- ZD Net
- The Hustle
- CIO
- Industry Associations
- CNN
- Your Favorite Blogs
LinkedIn

Things to do 2x / Month:

Add an Article in LinkedIn – can be used or the same if you have a personal blog
Sample Article Titles

- 3 Key Takeaways From…
- 4 Tips To…
- 5 Must Knows About…
- 6 Ways to Use…
- 7 Things I Wish I Knew Before…
- 8 Interesting Facts About…
- 9 Topics that are Important in the (Industry)…
- 10 Techniques to…
Tip 4
Casual Social Media
<table>
<thead>
<tr>
<th>Casual Social Media</th>
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</thead>
<tbody>
<tr>
<td>Facebook</td>
</tr>
<tr>
<td>Snap Chat</td>
</tr>
<tr>
<td>Medium</td>
</tr>
<tr>
<td>Instagram</td>
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<tr>
<td>Any Others</td>
</tr>
</tbody>
</table>
Tip 5
In Person Networking
In Person Networking

Networking in person 2 – 3 x per week

- Eventbrite
- Meetups
- Conferences
- Religious events
- Associations
- Industry specific events

30 Second Commercial
Tip 6
Speaking Events
# Speaking Events

<table>
<thead>
<tr>
<th>Meetups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schools</td>
</tr>
<tr>
<td>Barcamp every year</td>
</tr>
<tr>
<td>Apply for conferences</td>
</tr>
<tr>
<td>Host your own topics</td>
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<tr>
<td>Religious groups</td>
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</tbody>
</table>
Tip 7
Volunteer in the Tech Community
Volunteer in the Tech Community

1x per month at least
• Cyber Florida Conference in October
• Bsides
• TampaCC
• WITI every month
• Synapse
• Gasparilla
• and more….
Tip 8
Certifications
Globally Recognized Cyber Security Certifications

- CompTIA Security +
- CompTIA PenTest+
- CompTIA CyberSecurity Analyst+
- Certified Ethical Hacker (CEH)
- Certified Information Systems Security Professional (CISSP)
Tip 9

Community Involvement
Community Involvement

• Capture the Flag
• Hackathons
• Just show up....
Tip 10
Follow Up
Follow Up

• 80% Don’t follow up
• What sets you apart
  • Handwritten Notes
  • Note on Linked In
  • Phone Call
  • Text Message
Setting Yourself Up for Career Success...

Degree
Overall Knowledge that Tells employers so much.

Certifications
Specific information b/c IT moves fast...

Branding
Why an employer wants you on their team.
Facebook: ComputerCoach
Twitter: @ComputerCoach
LinkedIn: Computer Coach IT Training

Suzanne Ricci – suzanne@computercoach.com
Twitter: @suzannericci
Meetup: Tampa Bay Technology Career Advice

Meetup, Eventbrite, or Facebook