A SOFTWARE DEVELOPER'S STORY

Horizons Career Speakers
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Presented By

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Know Me

TWO TRUTHS AND A LIE

- ➤ I've traveled to over 20 countries on 4 continents ✔
- ➤ I was born in New York ✘
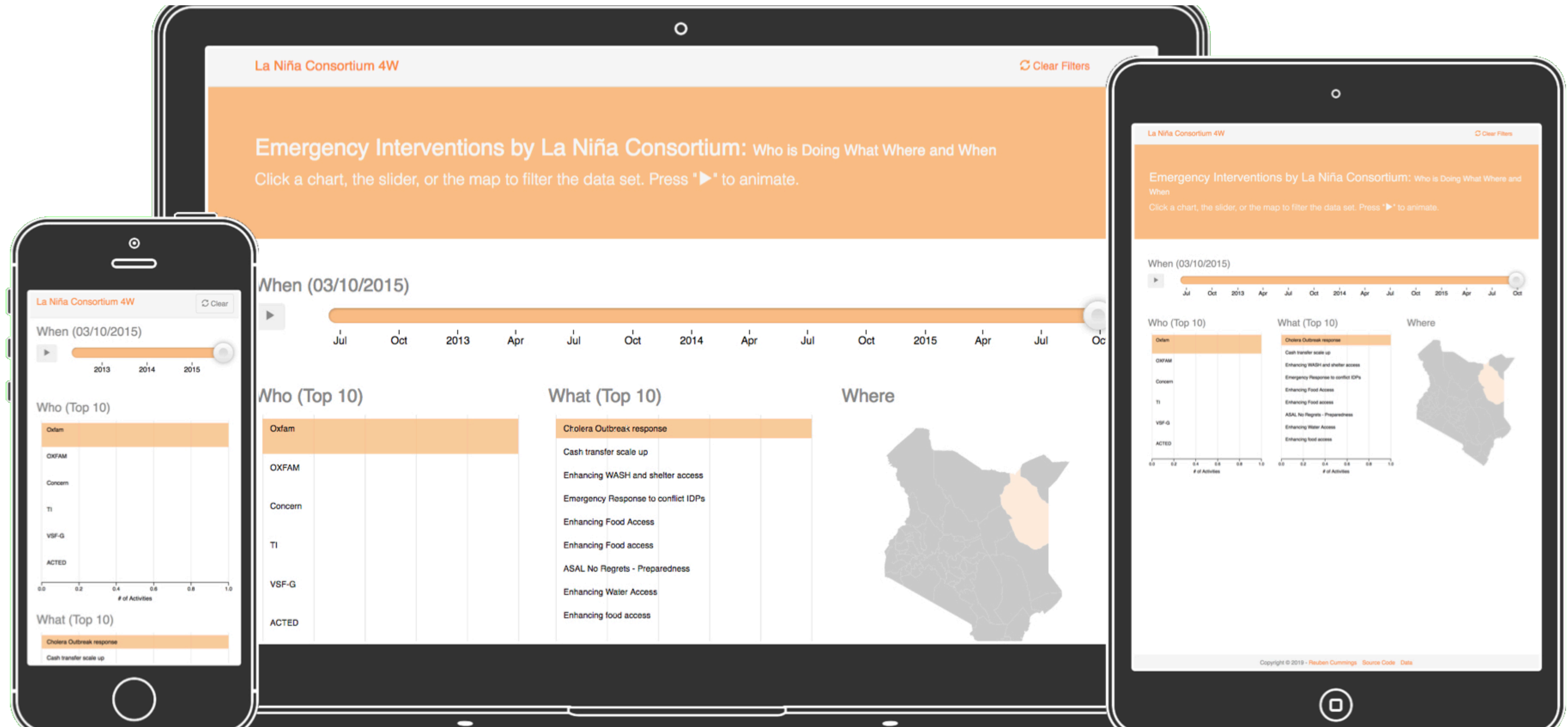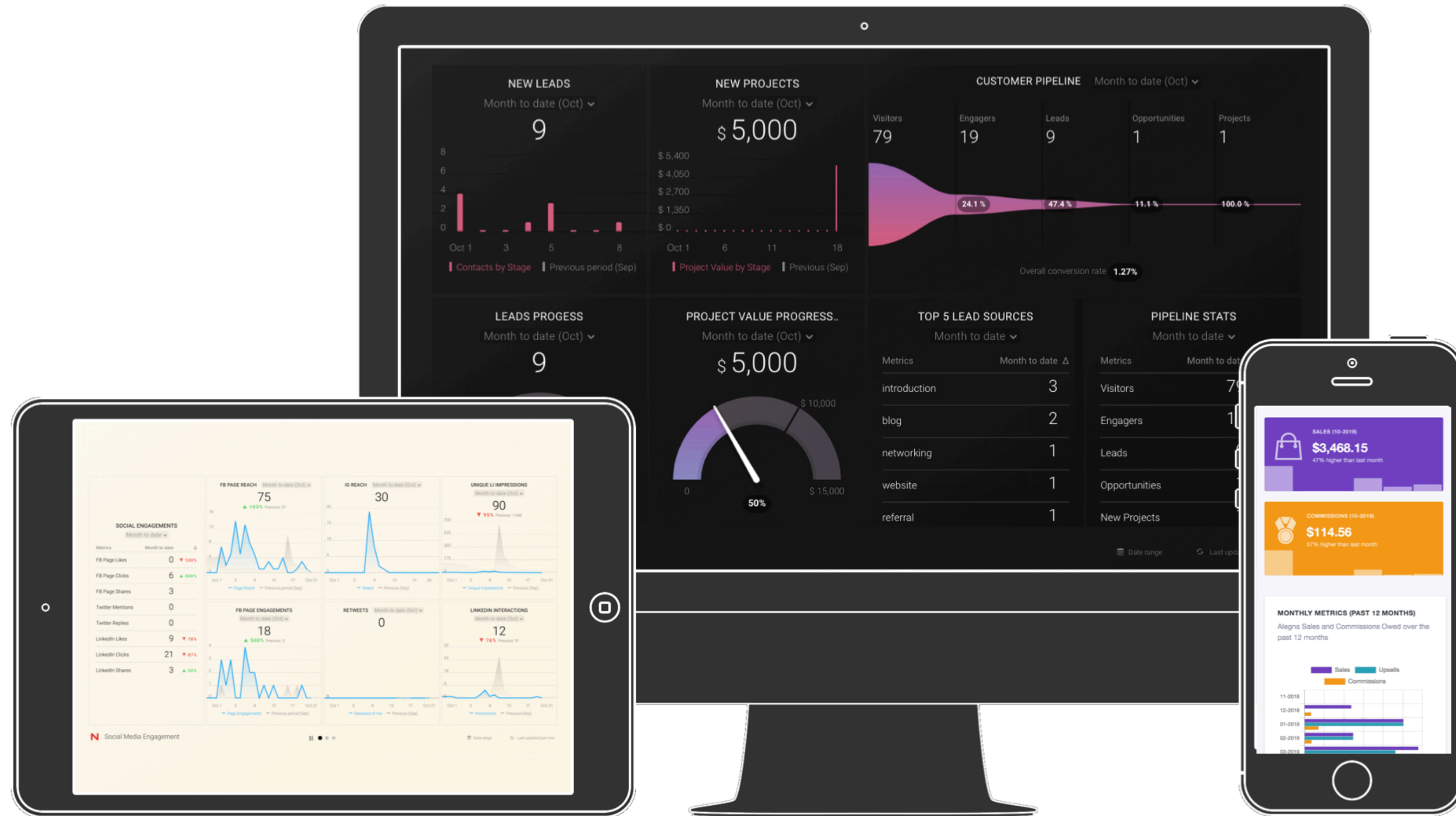- ➤ I've made friends with a cheetah ✔

Truths

What is a Software Developer?

showcase.nerevu.com/4w-visualizer

NEW LEADS
Month to date (Oct) ⌄
9

8			
6			
4			
2			
0			

Oct 1   3   5   8

▮ Contacts by Stage   ▮ Previous period (Sep)

NEW PROJECTS
Month to date (Oct) ⌄
$ 5,000

$ 5,400
$ 4,050
$ 2,700
$ 1,350
$ 0

Oct 1   6   11   18

▮ Project Value by Stage   ▮ Previous (Sep)

CUSTOMER PIPELINE   Month to date (Oct) ⌄

Visitors	Engagers	Leads	Opportunities	Projects
79	19	9	1	1

24.1 %   47.4 %   11.1 %   100.0 %

Overall conversion rate   **1.27%**

LEADS PROGESS
Month to date (Oct) ⌄
9

PROJECT VALUE PROGRESS...
Month to date (Oct) ⌄
$ 5,000

$ 10,000
0       $ 15,000
50%

TOP 5 LEAD SOURCES
Month to date ⌄

Metrics	Month to date △
introduction	3
blog	2
networking	1
website	1
referral	1

PIPELINE STATS
Month to date ⌄

Metrics	Month to dat
Visitors	7
Engagers	1
Leads	
Opportunities	
New Projects	

🗓 Date range   ↻ Last up

SOCIAL ENGAGEMENTS
Month to date ⌄

Metrics	Month to date
FB Page Likes	0 ▼ 100%
FB Page Clicks	6 ▲ 500%
FB Page Shares	3
Twitter Mentions	0
Twitter Replies	0
LinkedIn Likes	9 ▼ 70%
LinkedIn Clicks	21 ▼ 67%
LinkedIn Shares	3 ▼ 50%

FB PAGE REACH   Month to date (Oct) ⌄
75
▲ 183% Previous 37

IG REACH   Month to date (Oct) ⌄
30
▲ 95% Reach   Previous (Sep)

UNIQUE LI IMPRESSIONS   Month to date (Oct) ⌄
90
▼ 95% Previous 1,948

FB PAGE ENGAGEMENTS   Month to date (Oct) ⌄
18
▲ 800% Previous 2

RETWEETS   Month to date (Oct) ⌄
0

LINKEDIN INTERACTIONS   Month to date (Oct) ⌄
12
▼ 76% Previous 51

N Social Media Engagement

II ● ○ ○   🗓 Date range   ↻ Last updated just now

SALES (10-2019)
$3,468.15
47% higher than last month

COMMISSIONS (10-2019)
$114.56
57% higher than last month

MONTHLY METRICS (PAST 12 MONTHS)
Alegna Sales and Commissions Owed over the
past 12 months

▮ Sales   ▮ Upsells
▮ Commissions

11-2018	
12-2018	
01-2019	
02-2019	
03-2019	

WEI
WORKFORCE EQUITY INITIATIVE

News Contact Search

OVERVIEW COLLEGES FIELDS STUDENT SPOTLIGHT PARTNERS RESOURCES ADMINISTRATION

Providing high-skill, high-wage outcomes for underrepresented individuals living in poverty

High Demand Fields Offered

Get Started

There are over 100 WEI programs offered by 17 participating colleges throughout the state.

WWW.ILLINOISWEI.ORG
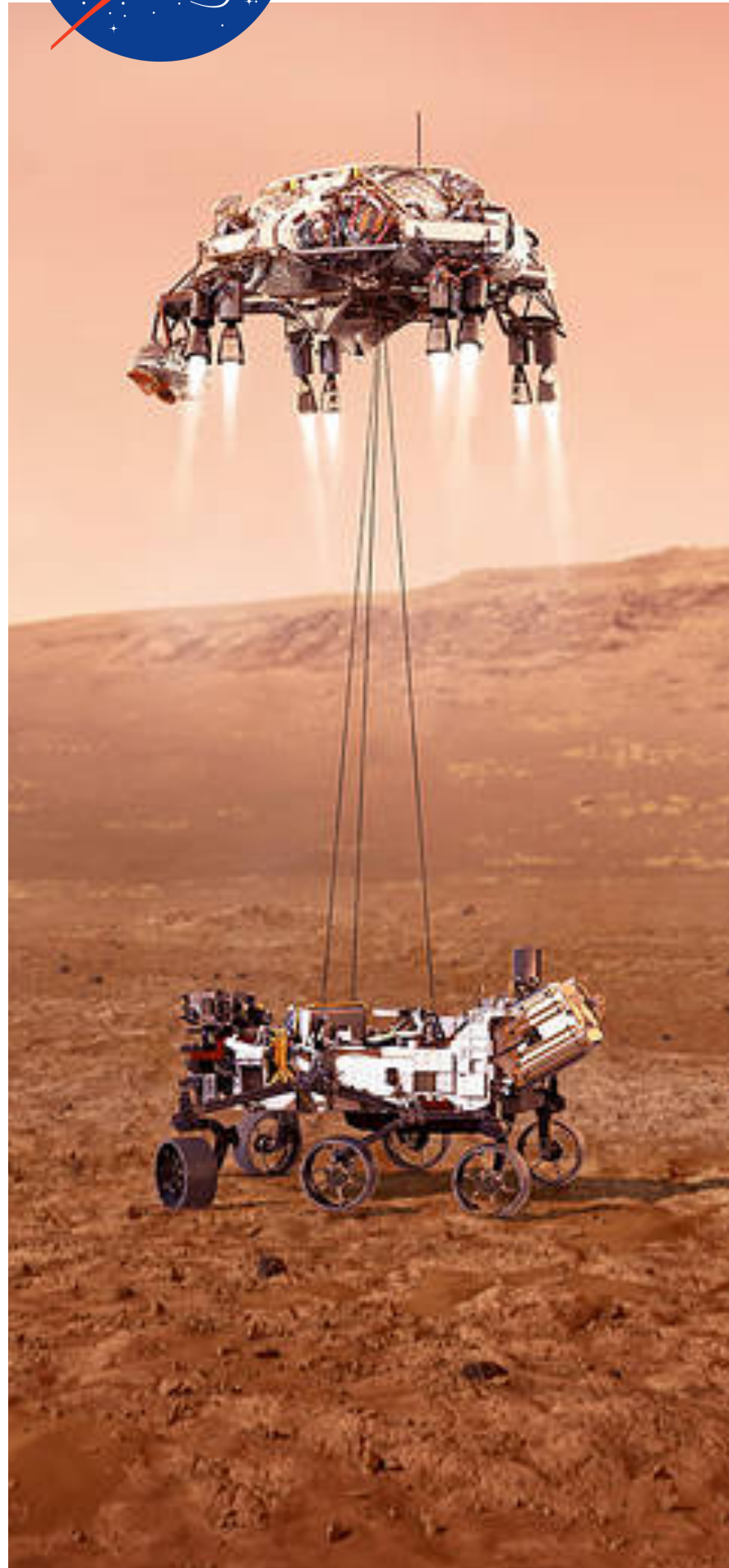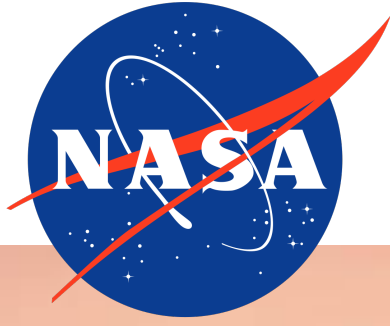
Where do Developers Work?

WHAT I LIKE ABOUT BEING A SOFTWARE DEVELOPER

➤ solving problems

➤ Doing something different every day

➤ Always learning something new

➤ Expressing my creativity

➤ Working from anywhere

Entry Software Engineer in Peoria, Illinois

($) **Salary**   Benefits   Job Description

Paid Annually ⌄   View as table

10% $53,481   25% $60,400   50%(Median) **$68,000**   75% $75,000   90% $81,373

Paid Hourly ⌄   View as table

10% $26   25% $29   50%(Median) **$33**   75% $36   90% $39
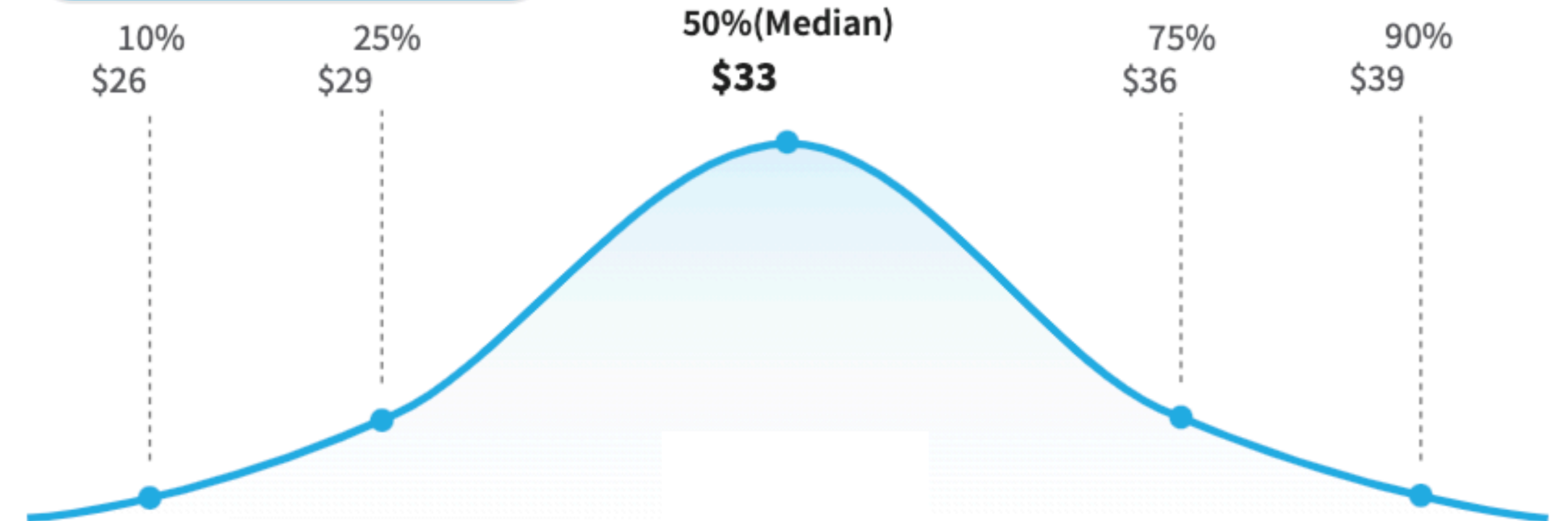
Software Developer Pay (salary.com)

HOW CAN YOU START PREPARING?

➤ Study in school (especially math)

➤ Be curious (and ask questions)

➤ Invest in yourself (learn a programming language)

➤ Find your passion (do what interests you)
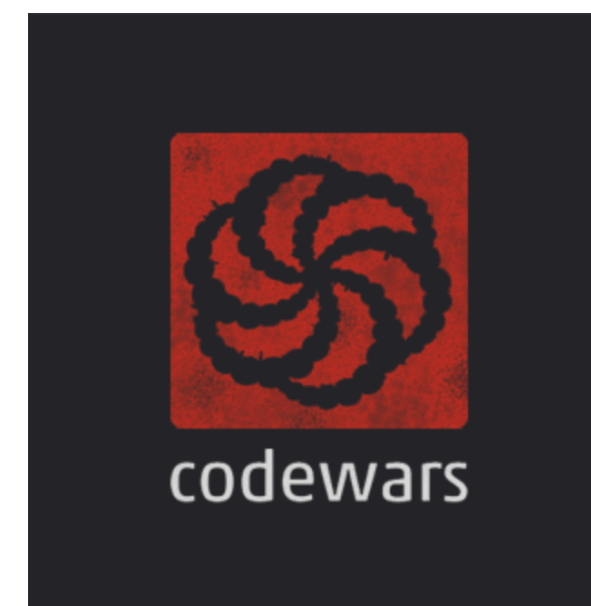
Resources
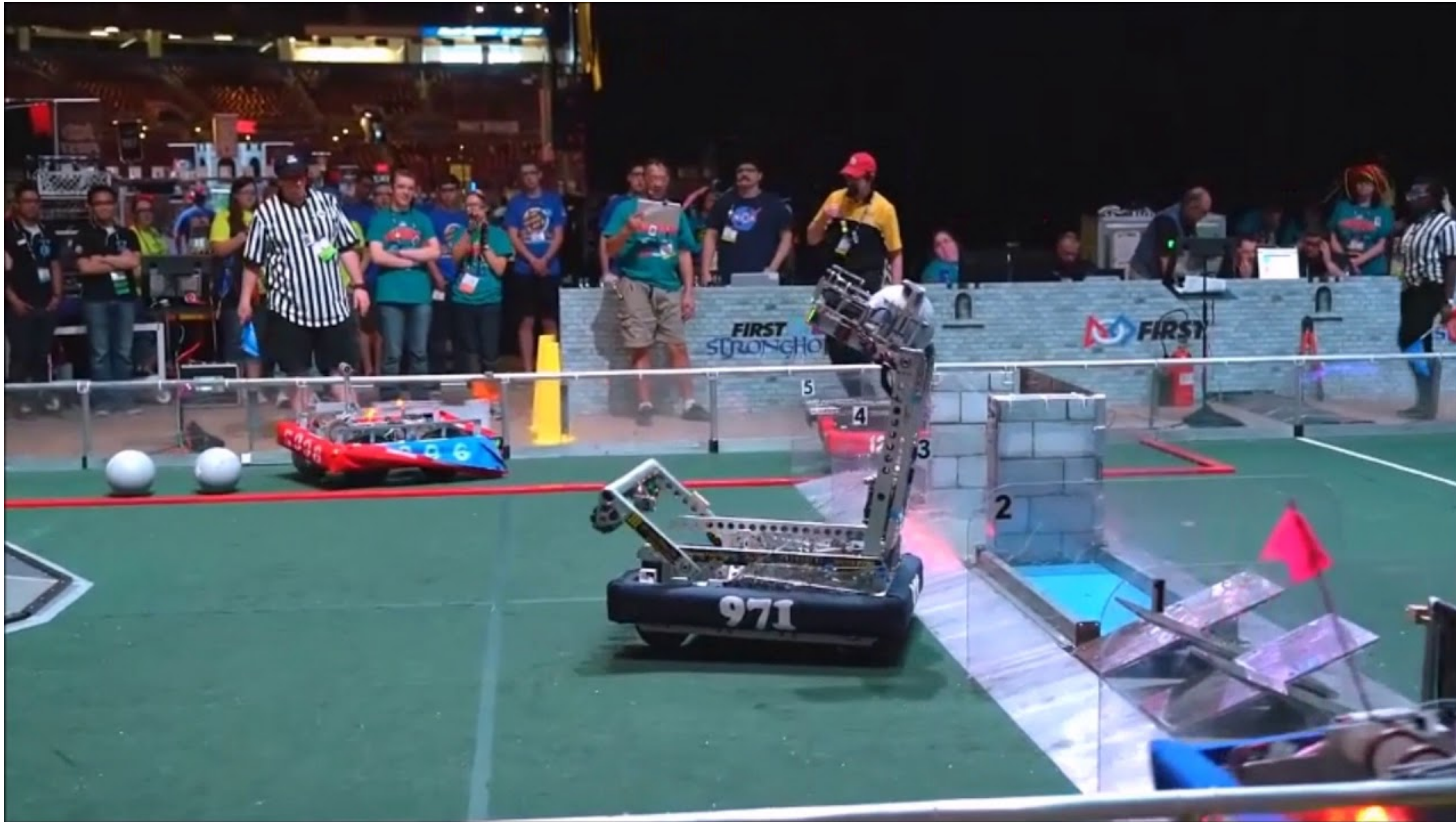
QUESTIONS?

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