



How to Raise Your Profile as a Developer

(Any Why You Should Bother!)



@Lauren_Schaefer | Staff Developer Advocate | MongoDB



What do I need
to do to get
promoted?



Raise your
profile



Ugggh





I need a plan



Do X, Y, and Z



I like my comfort zone



Do it anyway





You're promoted!





Scope & influence

Doing your job well may
not be enough



Raise your profile



How to Raise Your Profile

(And Why You Should Bother!)

This worksheet is designed to accompany [Lauren Schaefer's](#) talk of the same title. Related materials for your reference: [live stream recording](#), [article](#), and [slides](#).

Your Profile

Let's begin by building your profile.

Who You Are

Name:

Title:

Company:

Location in your company (team, department, organization, and/or manager):

What You Can Do

List your technical skills as well as your soft skills.

What skills do you want to acquire?

What You Are Known For

List what you are known for internally at your company as well as externally in the wider tech community. You can list things like your technical and soft skills (overlap with the previous section is totally fine), values, traits, and other things you do.

What things are you not currently known for but would like to be?



Lauren Schaefer



Who you are

Lauren Schaefer
Staff Developer Advocate at MongoDB
DevRel Team under Rita Rodrigues

What you can do

Build web apps in JavaScript & Node.js
Data modeling
CI/CD
Keynote speaker

What you are known for

Creating engaging and easy-to-understand content
Dedication to excellence
Detail-oriented
Remote work advocate
TikToks



But why?

1. Explicit promotion requirements

aka career frameworks
aka career ladders
aka title matrixes



Patreon Engineering Levels

- IC3: "Starting to **broaden impact.**"
- IC4: "Routinely has **initiative- to domain-level impact.**"
- IC5: "Routinely has **engineering-wide impact.**"
- IC6: "Routinely has **org- to industry-level impact.**"



Medium Engineering Growth Rubric

1. "Represents Medium well externally, and influences **individuals** positively"
2. "Participates more centrally in **small events**, and takes simple actions that positively influence groups of people"
3. "Works hard to positively influence **large groups** of people on their views of Medium"
4. "Establishes Medium as an great, innovative company and workplace to the **whole industry**"
5. "Introduces Medium in a positive light to a **wider audience outside the industry**"



Khan Academy Engineering Career Development

"Being open and sharing our work is at the heart of our development philosophy. We work on exciting stuff – the type of stuff that energizes passionate, smart people and makes them want to help in any way possible. The more you **blog about our work, share our progress, and connect with the development community**, the more likely we are to attract top talent and become an exemplary dev team.

This type of stuff **increases your market value**, thus justifying our paying you more money, and when you do them as a representative of Khan Academy, they reflect well on us, **establishing our reputation as being the kind of place where the elite celebrity developers work**, which, in turn, attracts more great developers."



1. Explicit promotion requirements



2. Implicit promotion requirements

A group of four women are seated around a conference table in a modern office setting. They are dressed in professional attire, including blouses and jackets. The room features large windows in the background, and the table is equipped with several laptops, papers, and a mobile phone. The overall atmosphere is one of a collaborative meeting.

3. Opens doors

4. Recruiting

JOIN
OUR
TEAM

Internally

Team

Management

Department

Company Wide

Executive Team

Externally

Former Colleagues or Classmates

Local Developers

Global Developer Community
(in person or online)



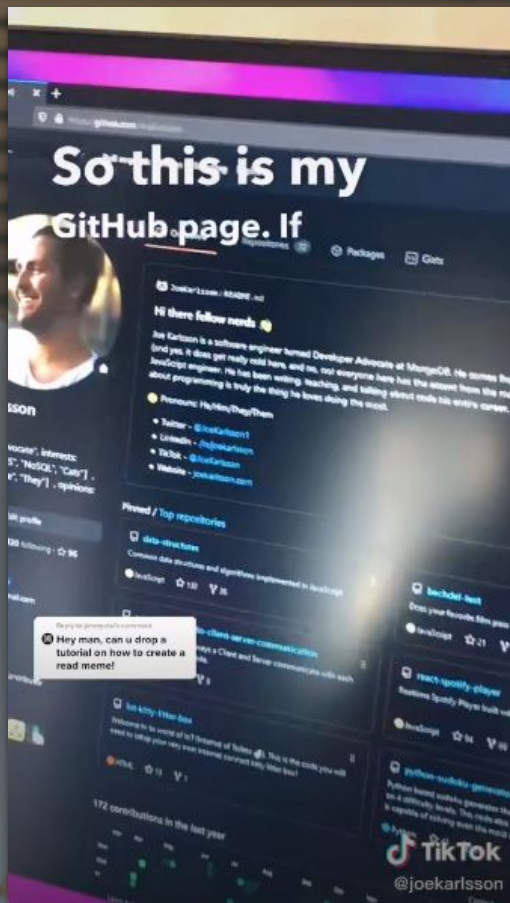
10 Ways to Raise Your Profile



1. Become the go-to person


"You are an **authority at Dropbox on a particular domain**. This could be a platform (e.g. Windows or iOS), particular field of computer science, or product category. As you grow along the arc of being an engineer, you get deeper and **deeper into a space** or expand to having **more breadth**. **Impact** often comes through consulting, quickly unblocking thorny issues in a domain, and finding creative, generalizable approaches to non-obvious problems in a domain."

2. Contribute to open-source



@Lauren_Schaefer

3. Report the news for your team

A man in a dark shirt is being interviewed by a man in a light shirt holding a microphone. A professional video camera on a tripod is visible in the background.

4. Write blog posts or articles



5. Give tech talks



*"I still get nervous.
It's normal.
Don't let the nerves
stop you from trying."*

LAUREN SCHAEFER

 Aspiring Women Speakers

@Lauren_Schaefer



6. Post on social media





7. Lead an employee networking group



8. Attend, host, or speak at a meetup or hackathon

A man is seated on a stage, speaking into a microphone. He is wearing a dark shirt and shorts. Behind him is a large screen displaying a presentation. The audience is seated at tables in the foreground, some looking towards the speaker. The setting appears to be a modern, industrial-style space with brick walls and large windows.

9. Answer questions publicly online



10. Advertise your work





@Lauren_Schaefer



make
it
happen!

Friday 10

Saturday

Sunday

What can you do...

- This week?
- This month?
- This year?

How will you evaluate success?

How will you hold yourself accountable?

1. Become the go-to person
2. Contribute to open-source or public projects
3. Be the news reporter for your team
4. Write blog posts or articles
5. Give tech talks
6. Post on social media
7. Lead an employee networking group
8. Attend, host, or speak at a meetup or hackathon
9. Answer questions publicly online
10. Advertise your work

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**YOU
GOT
THIS**

@Lauren_Schaefer