

P O R T F O L I O

FULLSTACK BLOG

Content
Creation

TRENT RHODES



FULLSTACK BLOG

SITUATION

The Fullstack blog is an extensive information repository about the bootcamp and general career success topics.

The content was written largely by the marketing/branding team. With majority of the articles written for evergreen purposes, some emphasize a topic for a certain time of the year.

Both the Grace Hopper Program and Fullstack websites have blogs with content tailored for each audience.

CHALLENGE

Singular challenge was refining the copy for our cohort profile audience.

Ensuring article content was broad enough to appeal to all programs yet offering tangible guidance that could be applied whether or not a prospective client joined the bootcamp.

ACTION / REFLECTION

I was tapped at times to have a look at some of the articles, especially those that were to be updated and put at the website's forefront. I examined the content and provided feedback on where information could be improved.

I also wrote two blog posts through a security connection, featured by Fullstack and those organizations.

