

P O R T F O L I O

CAREER EXPLORATION
EVENTS

Content
Creation

TRENT RHODES



CAREER EXPLORATION EVENTS

SITUATION

The marketing team hosted frequent events to attract prospective clients for the Fullstack program experience.

Career Exploration was a segment that began with Career Exploration Week, an initiative to have the Career Success team join the front-facing activities to attract prospective students.

This expanded into more cyclical offerings; Career Exploration events hosted quarterly on common job search topics but delivered in unique ways for a prospective audience.

CHALLENGE

Main challenge: time constraints. As with all other projects moving and day-to-day services for our clients, those activities did not stop, so this was an additional planning and project experience to implement.

ACTION / RESULT

From a career development perspective, the marketing events were important for relating to new audiences, to learn more about their inquiries before official program commitment. Hosting many of these, I understood more about admission concerns, as it did require time and resources for candidates to make the change.

My workshop style created an opening for engagement, questions about the presentation content and how they work together with coaches.

I collaborated with the marketing / events team, learned how they thought about brand messaging, co-created some of the slide deck content with them. Presentations were recorded and housed in posterity for future prospectives. On occasion I received messages on LinkedIn from them, giving feedback and showing interest in joining the bootcamp. One of my presentations, Optimize Your LinkedIn Profile, became the most-watched recording in the series.

