

P O R T F O L I O

AMAZON CAREER CHOICE

Content
Creation

TRENT RHODES



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SITUATION

Amazon became a Fullstack partner where the bootcamp would provide programs to the company's staff for upskilling. Career Success support was also needed for the clients joining the various programs. This would require inventing a new support model for this client profile and integrating it into the existing Career Success system.

CHALLENGE

While clients joined the web development program, I was not the direct manager for the coach involved in supporting these groups, but the usual challenges around content creation, tailoring the information to the respective audience existed. This was a new profile and there's always the experience of testing what's new combined with historical knowledge of what worked.

ACTION / REFLECTION

My contribution involved presentation slide deck examination, provided feedback for updates, coordinated with academics to approve for the web development sector on all topics including resume and LinkedIn modules. Provided the source content for the Canvas platform modules.

I was also part of the interview committee for sourcing the coach assigned to the cohorts.

