How to Transition to Tech in One Year or Less

Created by





A FREE guide for those looking to pivot to tech



Why the rave about the tech industry?







Why the rave?

In the first four months of 2022, start-ups in Africa have already raised \$2.25 billion which is 5x what was raised in 2020 and 8x what was raised in 2019.

By the end of 2022, almost \$7 billion would have been raised across Africa.

Globally, the numbers are astounding and it will likely go up from here.

Source: thebigdeal.substack.com

What you should know before transitioning



Anyone can transition

You don't have to know how to code

You already have what it takes to succeed in tech

You'll need friends or a community



Our Customer Experience Manager, who now leads a vibrant team studied Medical Biochemistry and Genetics. Oh, we also have a Product Manager who is a medical doctor but now fully works in tech. 😒

One of our Product Managers studied Adult Education/Political Science in the University.

"One thing I love about working in tech is that you don't have to reinvent the wheel to join a tech company. Many times, your skills are enough to get you in, you just need to learn how to "sell" them effectively."

- Growth Marketing Manager



How to successfully transition

Define your interests

Be clear on what team you want to work with within a tech company. Is it Marketing? People Management? Product Management? You decide.



How to successfully transition

Hone your skills

To attract valuable opportunities, you should have relevant skills like content creation, product design, portfolio management, etc. You can learn these on free channels like YouTube or look out for relevant paid courses.



How to successfully transition

Join a community

Being a member of communities like <u>Tech4Dev</u>, <u>Non Tech in Tech</u>, <u>AltSchool</u>, <u>Ingressive For Good</u>, <u>DearDesigner</u> and <u>Developers in Vogue</u> open you up to opportunities that build your capacity.



How to successfully transition

Send cold emails and messages

Strategically pitch yourself to the right people. Like this example one of our Growth Marketing Managers sent to our CEO in 2020.





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Search from Message

Need a New "Ope From Cowrywise"?

Dear R.A.,

Q

Today, 8:26 AM

I hope you and yours are doing well and staying safe.

My name is Mo, an experienced Communications and Marketing Strategist and Writer.

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I love the platform that you and the team have built. As a young person cultivating better money habits, I really appreciate the fact that Cowrywise gives the opportunity to grow wealth without the overwhelm or complexity accustomed to the industry.

I am sending this email because I would love to join the team at Cowrywise.

I have more than four years cumulative experience creating relatable and persuasive content for stakeholders' engagement. I also enjoy growing virtual communities that help increase top-of-mind awareness and ultimately drive sales of products and services.

In a previous employment in the tech industry, I helped reintroduce weekly newsletters and managed a partnership that increased revenue. I also have successfully managed an unexpected viral post that eventually helped increase brand likability.

I would love to continue to get similar results at Cowrywise and I have attached my resume for your review.

Thank you for your time.

Hoping to hear back from you soon.

Best regards,







How to successfully transition



Steal this template

you may get.

- ... and go shoot bold professional "shots" to companies you love.
- You never know the exciting opportunities

Do a thorough research of the work culture before joining

This will save you from toxic work environments.





Ask a lot of questions

In tech, being inquisitive is a superpower so never be ashamed to ask lots of questions.



Take on projects and execute

Be a problem-solver and build an excellent work ethic.



Share constant reports with your manager

Team leads hate when they have to micromanage so share progress reports often.





Show your work within the industry

Visibility is important. Share your portfolio and other career-related content on LinkedIn.





Play active roles in tech communities

Actively participate in communities, don't be a dormant member.



"Managing people is about giving them value."

- Community Manager



Product Managers

Liaise with engineers to create/update/optimize product features.



Product Marketers

Create campaigns focused on getting users to adopt more features.



Technical Writers

Draft, assess, modify, and maintain technical documents. Collect and interpret technical information from different sources to make them easy to understand.

Growth Marketers

Create campaigns focused on getting new users to use the product.



UI Designers

Design and synergize in-app features that improve a customer's brand experience.



UX Designers

Increase user likeability by making app experience seamless and easy to use.

Recruiter

Employ people that will fit well with the company's culture.



SEO/SEM Specialist

Optimize content so that the company can rank high in search engines like Google.

Operations Manager

Makes sure the office runs smoothly on a day to day basis.



Business Analyst

Conduct in-depth research to gather insights that grow the business.



Product Specialist

Understand the products/business and relate with customers/users to get the best value from the business.

"Selling to people is easier when you're selling solutions to their problems."

- Growth Marketing Manager





About Cowrywise

Cowrywise is a wealth management company licensed by the SEC. With one Cowrywise account, you can put your money to work by saving and investing, build discipline and get access to financial tools that steadily grow your networth.



Earn higher interest rates than your bank with personal savings plans.



Cowrywise savings plan



Save with friends and family on group savings plans (Circles).



Earn quarterly or yearly returns from Naira investment plans.



Beat inflation with dollar investment plans.







In conclusion...





