

How to Transition to Tech in One Year or Less

Created by

Ope

Why the rave about the tech industry?



Why the rave?

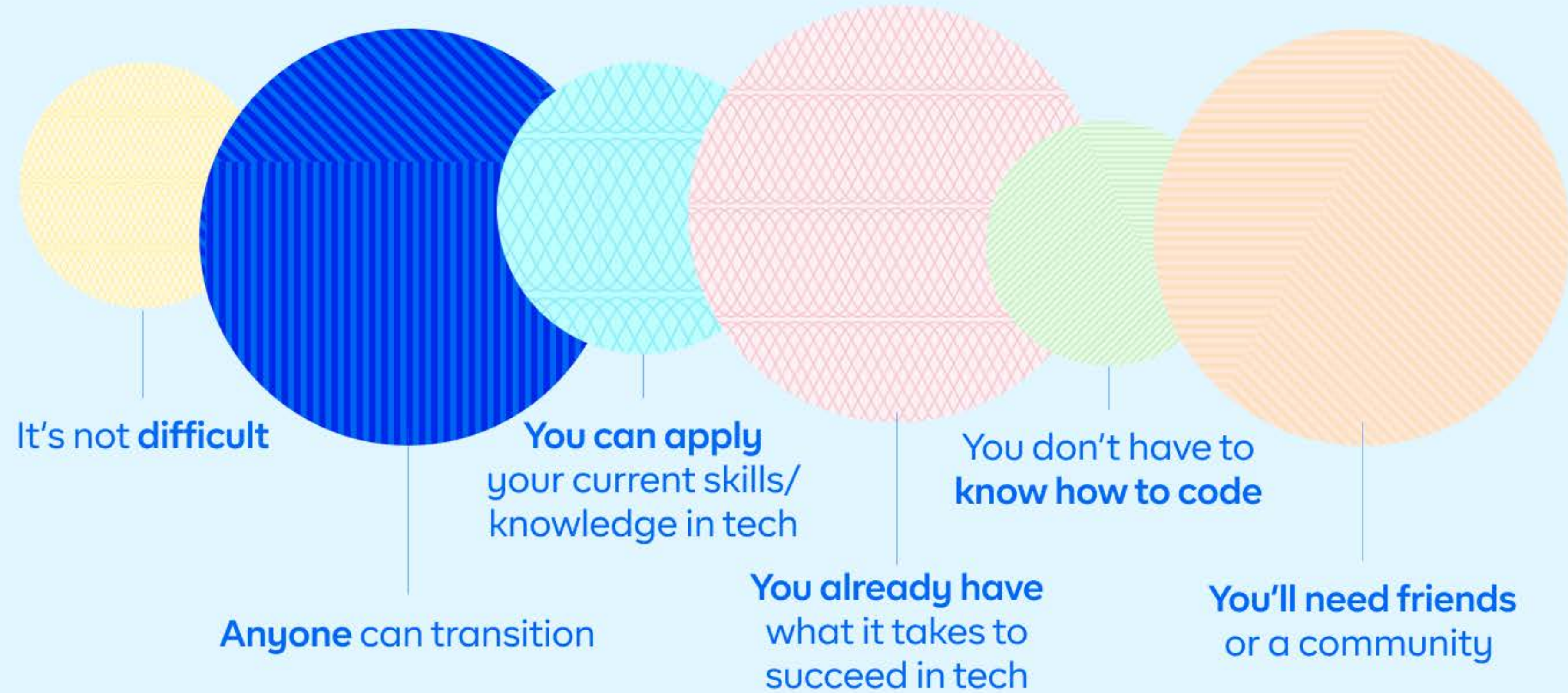
In the first four months of 2022, start-ups in Africa have already raised \$2.25 billion which is 5x what was raised in 2020 and 8x what was raised in 2019.

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





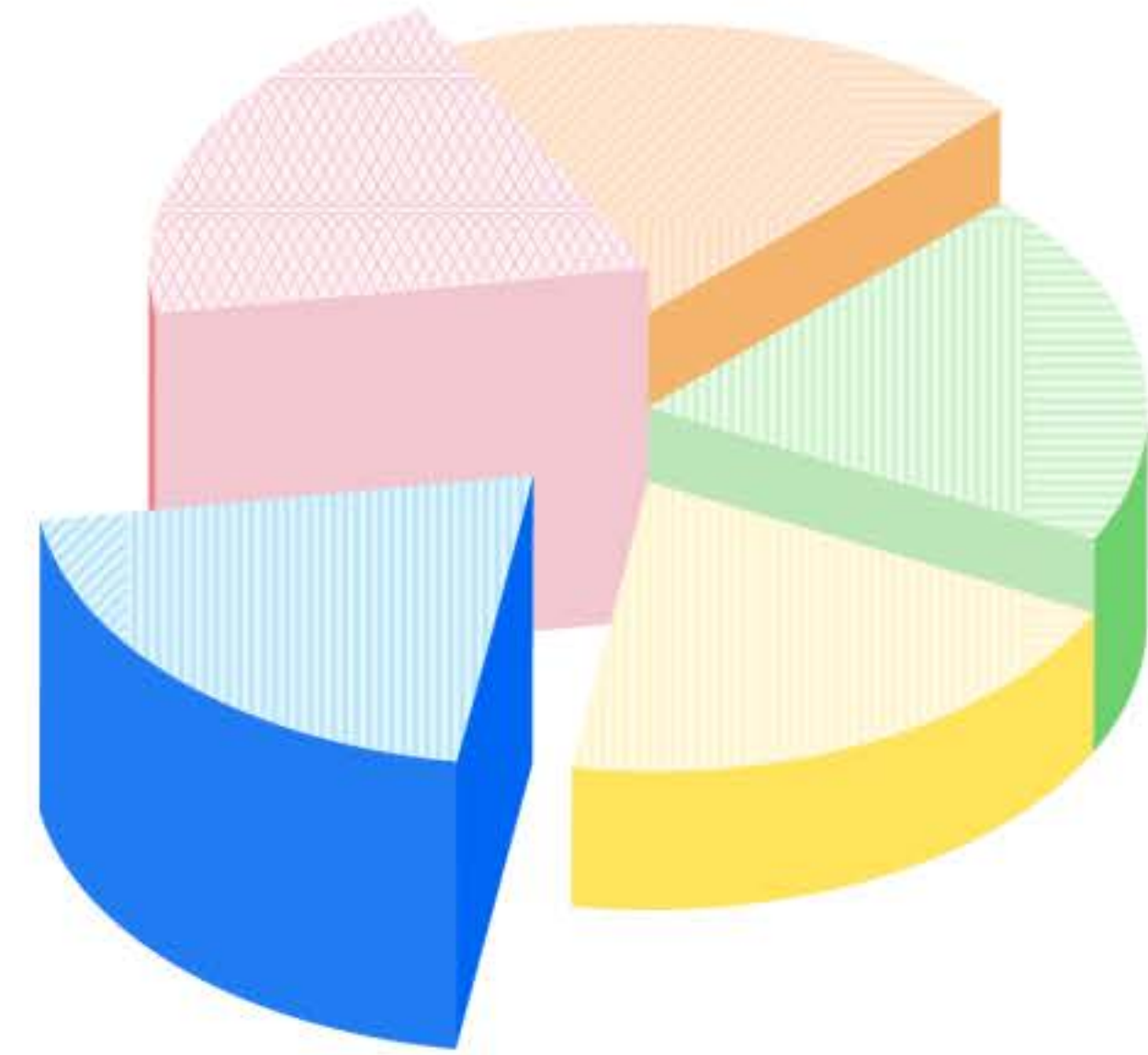
Oh, we also have a Product Manager who is a medical doctor but now fully works in tech. 😎

Our Customer Experience Manager, who now leads a vibrant team studied Medical Biochemistry and Genetics.

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.

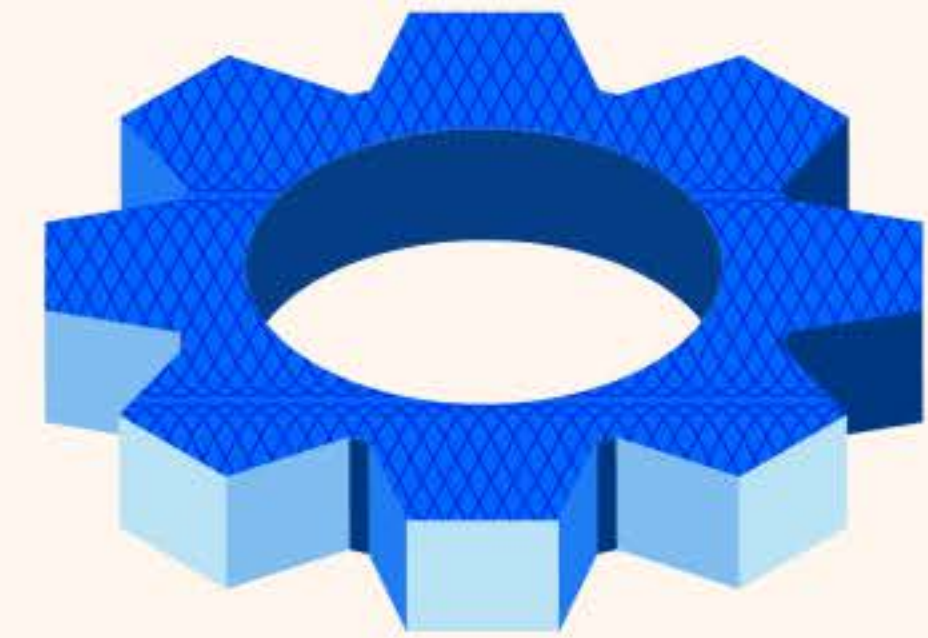
Is it Marketing? People Management? Product Management? You decide.



How to successfully transition

Hone your skills

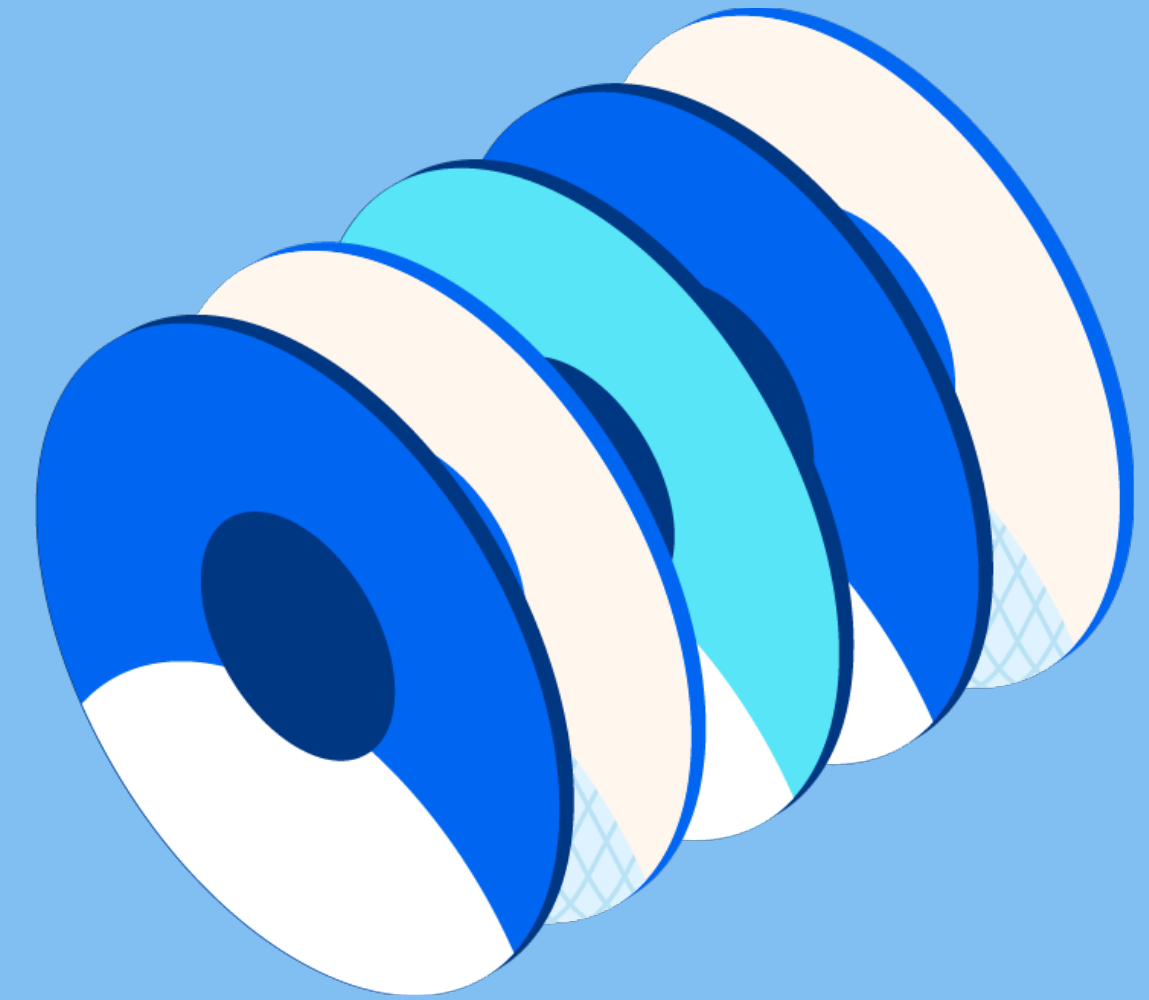
To attract valuable opportunities, you should have relevant skills like content creation, product design, portfolio management, etc. You can learn these on free channels like YouTube or look out for relevant paid courses.



How to successfully transition

Join a community

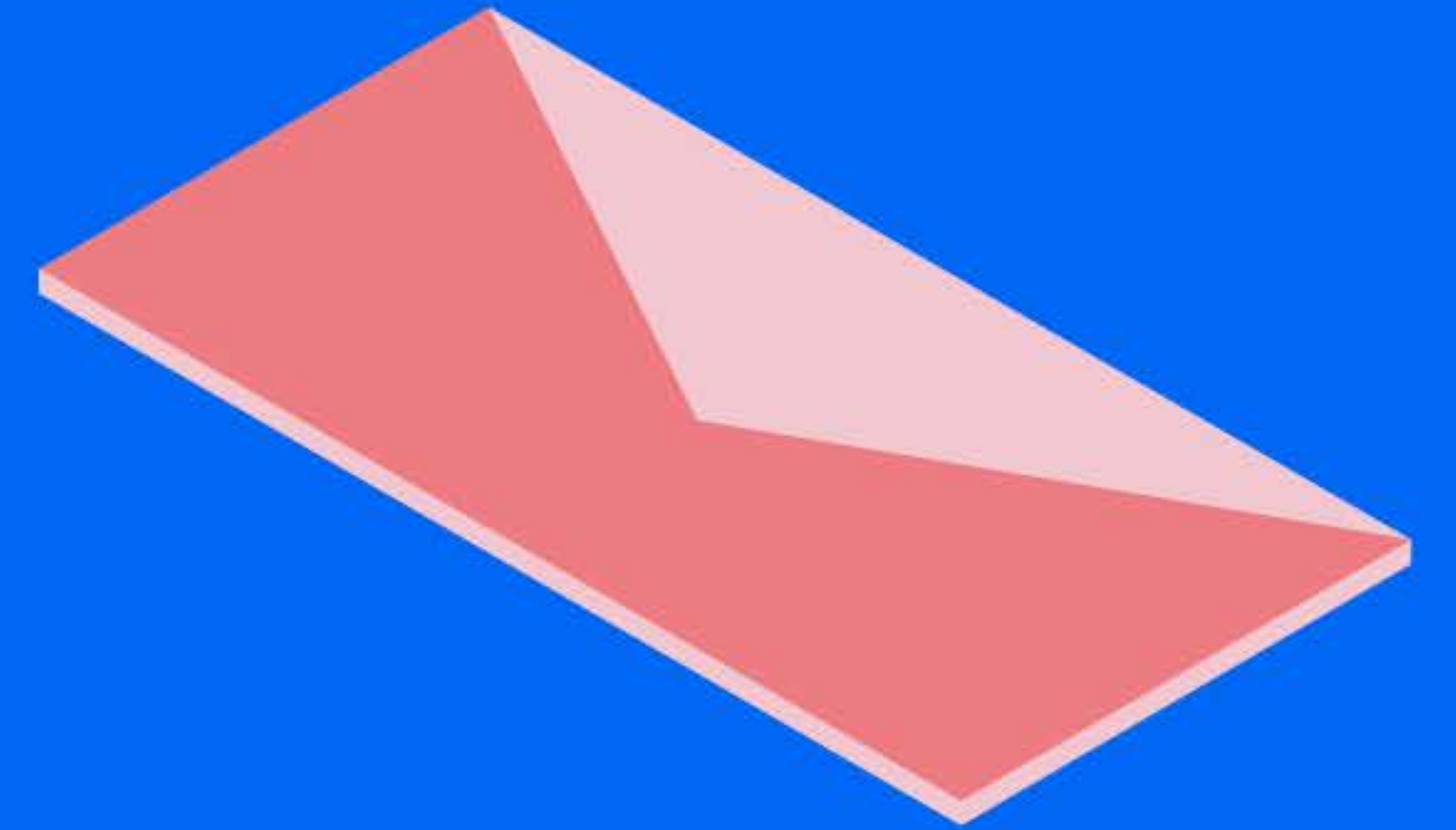
Being a member of communities like Tech4Dev, Non Tech in Tech, AltSchool, Ingressive For Good, DearDesigner and Developers in Vogue open you up to opportunities that build your capacity.



How to successfully transition

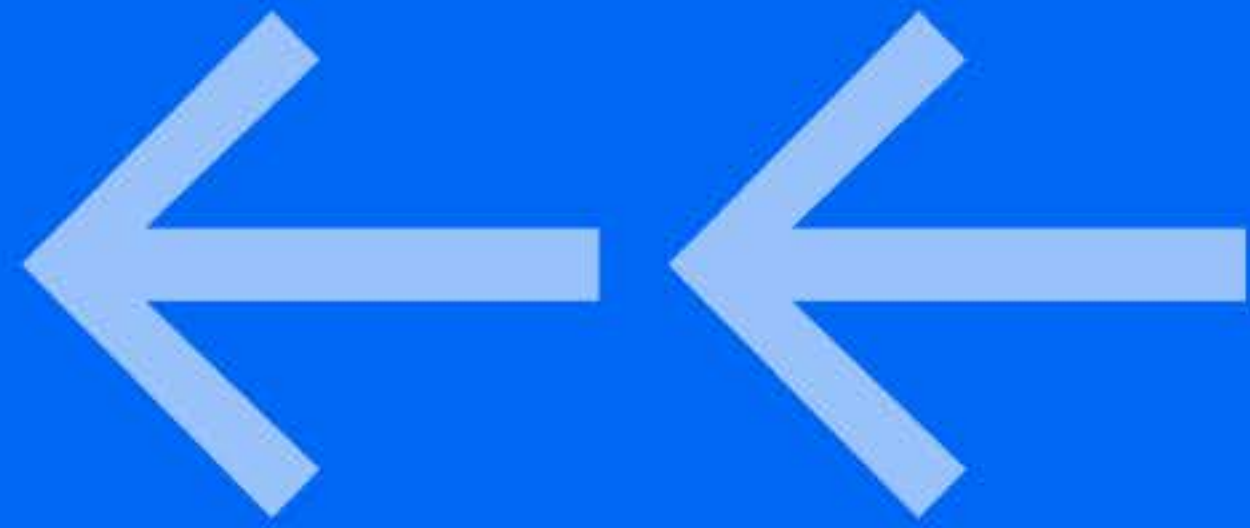
Send cold emails and messages

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



How to successfully transition

Steal this template



... and go shoot bold professional “shots” to companies you love.
You never know the exciting opportunities you may get.

How to excel in a tech company

Do a thorough research of the work culture before joining

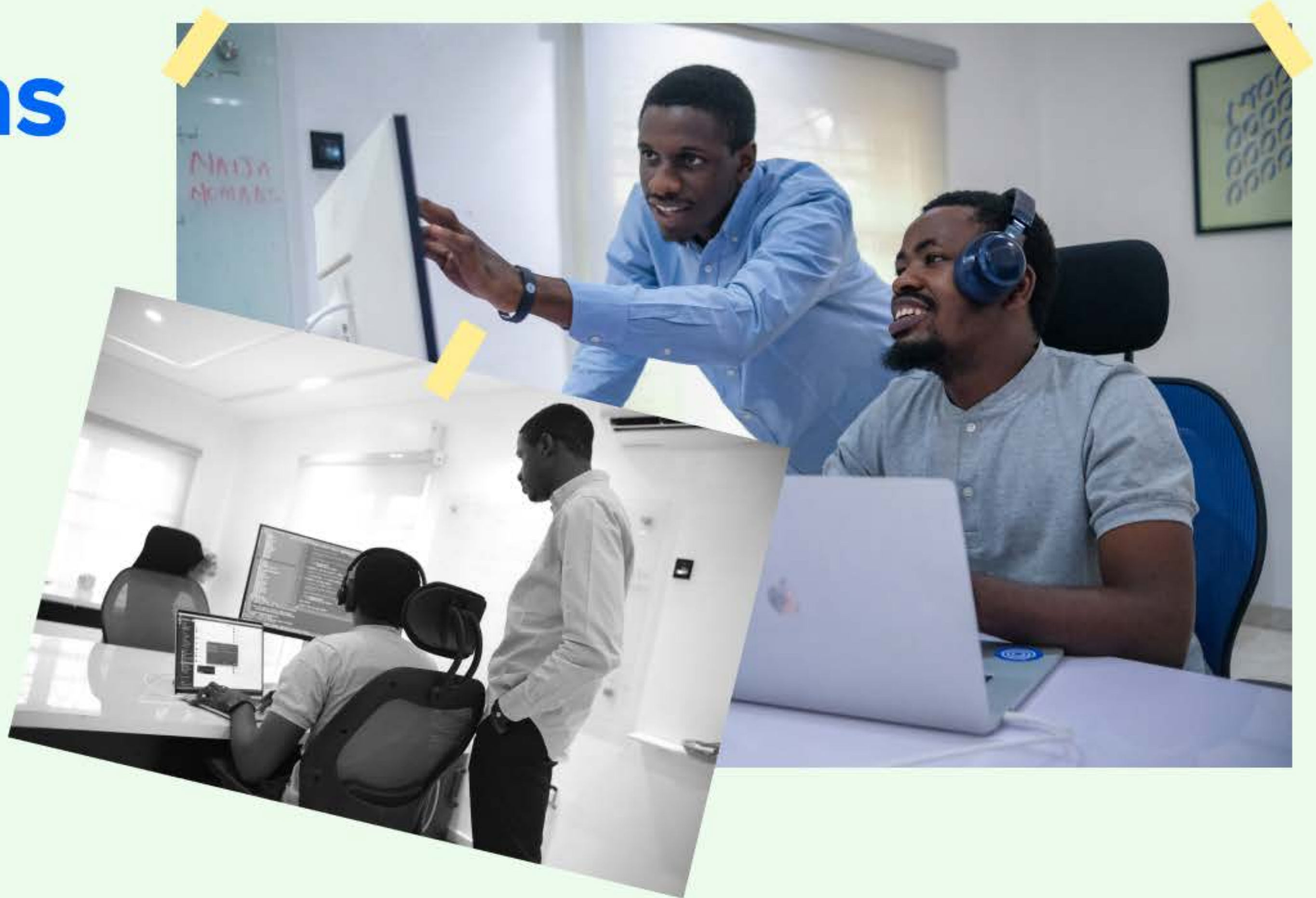
This will save you from toxic work environments.



How to excel in a tech company

Ask a lot of questions

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



How to excel in a tech company

Take on projects and execute

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



How to excel in a tech company

Share constant reports with your manager

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



How to excel in a tech company

Show your work within the industry

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



How to excel in a tech company

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



Roles in tech that don't require coding 😊

Product Managers

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

Roles in tech that don't require coding 😊

Product Marketers

Create campaigns focused on getting users to adopt more features.

Roles in tech that don't require coding 😊

Technical Writers

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

Roles in tech that don't require coding 😊

Growth Marketers

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

Roles in tech that don't require coding 😊

UI Designers

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

Roles in tech that don't require coding 😊

UX Designers

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

Roles in tech that don't require coding 😊

Recruiter

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

Roles in tech that don't require coding 😊

SEO/SEM Specialist

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

Roles in tech that don't require coding 😊

Operations Manager

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

Roles in tech that don't require coding 😊

Business Analyst

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

Roles in tech that don't require coding 😊

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.

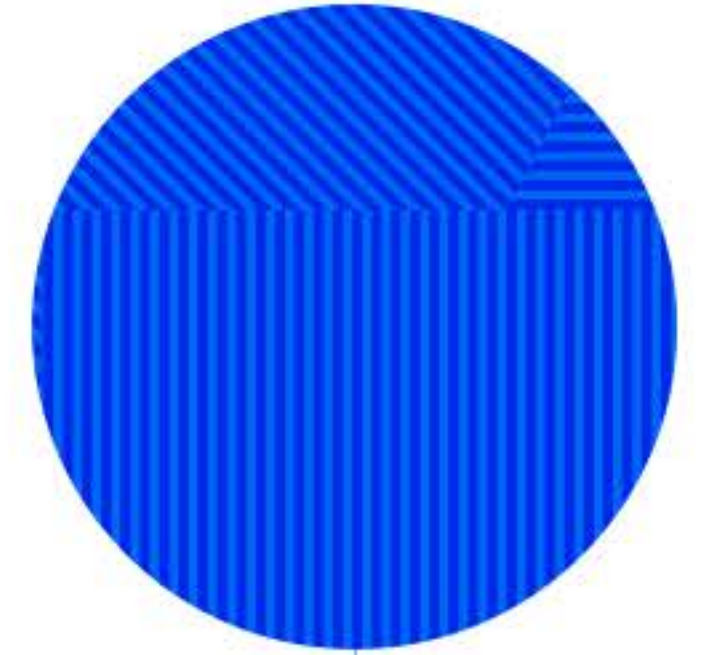
You can:

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



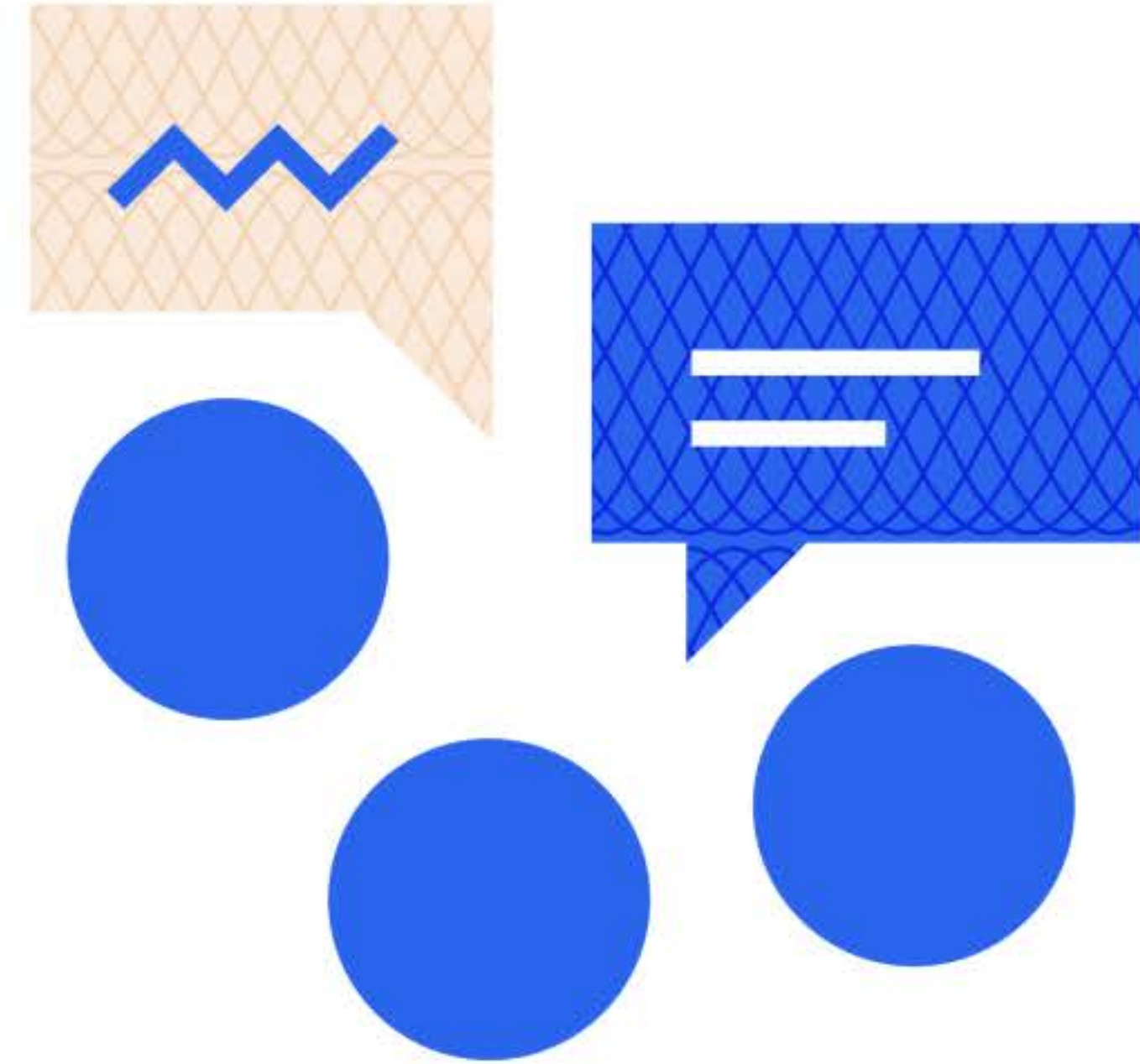
Bank

higher interest ↗

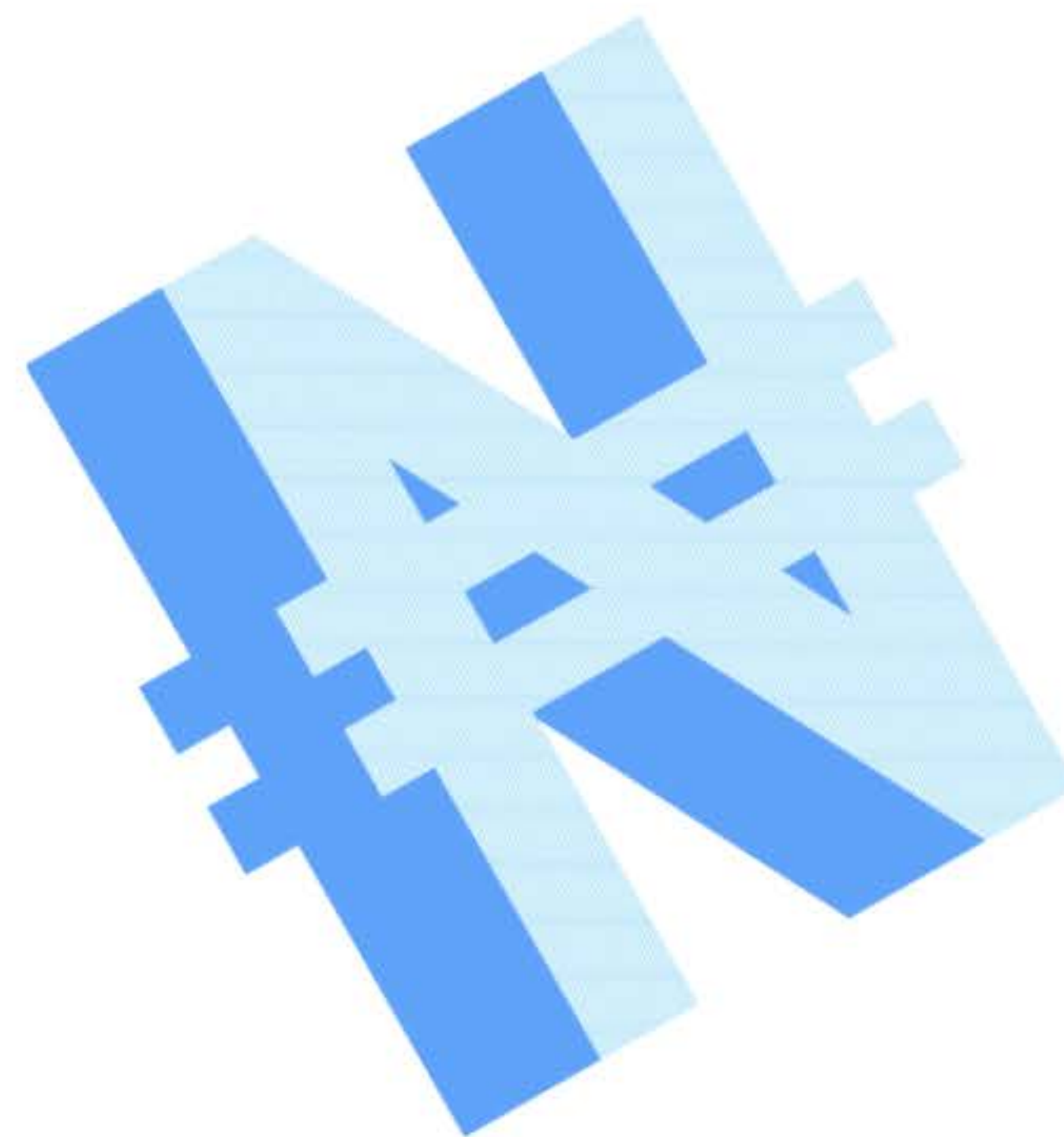


Cowrywise
savings plan

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...



See you in tech. 🧐

