

Transition to Tech Guide



Introduction

Welcome to the Cowrywise Transition to Tech Guide! Whether you're a tech enthusiast with a burning passion for code or someone entirely new to the world of technology, this guide is your passport to a thriving career in the tech industry.

In today's rapidly evolving world, technology is at the heart of innovation and progress. From developing cutting-edge applications to safeguarding digital landscapes, the opportunities in tech are boundless. This guide is designed to be your trusted companion on this exciting journey, providing you with the knowledge, resources, and support you need to succeed.

Why This Guide Matters

At Cowrywise, we understand that venturing into the tech field can be both exhilarating and overwhelming. The abundance of information and pathways can leave you wondering where to begin. That's where this guide steps in. We've distilled years of industry knowledge and expertise into a comprehensive roadmap, tailored just for you.

What You Can Expect

Clear Guidance: We'll break down complex concepts, provide actionable steps, and offer practical advice to set you on the right path.

Diverse Perspectives: Our guide embraces inclusivity and welcomes individuals from all backgrounds, ensuring that everyone has an opportunity to thrive in the tech industry

Real-World Insights: You'll gain insights from professionals who have successfully navigated their way into tech, giving you a glimpse into what your future could look like.

How to Use This Guide

This guide is designed to be flexible, allowing you to tailor your learning journey to your unique interests and goals. Whether you're aiming to become a skilled programmer, data analyst, digital marketer, UX designer, or pursue any other tech role, you'll find the resources and strategies you need right here.

Let's embark on this transformative journey together. Are you ready to unlock the doors to the fascinating world of technology? **Let's dive in!**

And if you need a community of tech enthusiasts like this, we've recommended multiple communities you can join at the end of this guide. If you're a student, **Cowrywise** has a **community of students** venturing into tech. You can check it out [here](#).

Now let's dive in!

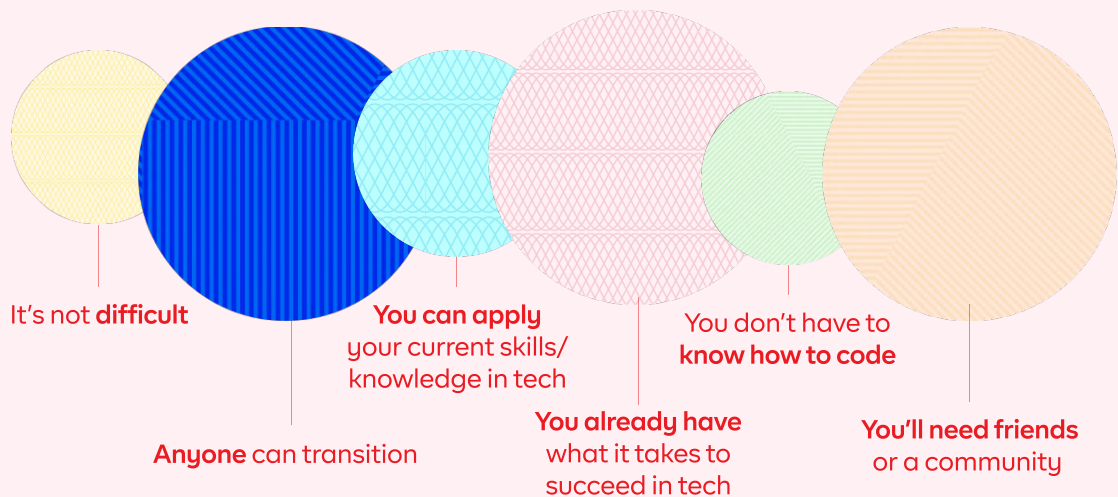


Michael Oladele

Content Marketing Manager
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Before you transition...

What you should know
before transitioning



Assessing Your Interest and Goals

Before diving headfirst into tech, it's essential to take a moment to assess your interests and set clear goals. The tech industry is incredibly diverse, offering a wide array of career paths. Identifying what truly excites you will not only make your journey more enjoyable but also increase your chances of long-term success.

Exploring Your Interests

Self-Reflection: Start by asking yourself some fundamental questions. What aspects of technology fascinate you the most? Are you drawn to the idea of creating software, analyzing data, marketing products, or perhaps shaping the user experience of products?

Passions and Hobbies: Consider your hobbies and passions outside of tech. Do they align with any particular tech field? For example, if you enjoy problem-solving and logical thinking, coding might be a natural fit. If you enjoy stories and content creation, marketing might be your thing.

Past Experience: Reflect on any previous experiences you've had with technology. Did you enjoy coding in school, find data analysis intriguing, or have a knack for troubleshooting computer issues?

Online Resources: Explore online platforms and communities related to different tech domains. Read [articles](#), watch [videos](#), and engage in discussions to get a feel for what each field entails.

Setting Clear Goals

Once you have a better understanding of your interests, it's time to set specific goals for your tech journey:

Short-Term and Long-Term: Differentiate between short-term and long-term goals. Short-term goals could include learning a specific programming language or completing an introductory course to product design, while long-term goals might involve securing a job in your chosen tech field or being a thought leader in your field.

SMART Goals: Make your goals SMART—Specific, Measurable, Achievable, Relevant, and Time-bound. For instance, a SMART goal could be: "Within six months, I aim to become proficient in Python programming and complete a beginner-level data science project" or "Within six months, I aim to become skilled and certified in Paid Marketing."

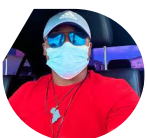
Research Career Paths: Investigate the various career paths within your chosen tech domain. Learn about the skills, responsibilities, and potential career growth opportunities associated with each path.

Seek Advice: Reach out to professionals in the tech industry or mentors who can provide guidance based on your interests and goals. Their insights can be invaluable in shaping your path.

Remember, your interests and goals may evolve as you progress in your tech journey, and that's perfectly normal. What's important is to start with a clear direction and stay open to exploration along the way.

In the next section, we'll explore the diverse landscape of the tech industry to help you make a more informed decision about your desired tech domain.

"Tech is a career path just like every other career; Law, Music, Accounting, etc. It takes time and dedication. The positive edge however, is that it has a lower entry barrier, but this doesn't make it easier or less interesting. Before you dive into a tech career, take your time and research what that tech career looks like. Make sure it's something you're interested in, and if for some reason you start and want to switch, don't get emotionally attached to a field to the point where it clouds your judgments, make the switch. It's normal."



Akintunde Sultan (hackSultan)

Co-Founder, AltSchool Africa.

"When considering a career transition, I often advise my friends that moving from one path to another doesn't mean leaving all your past experiences behind. This principle also holds true for those venturing into the tech industry. Your knowledge from previous roles can be a valuable asset as you step into tech. The key is recognizing and applying those transferable skills to your new journey.

I have a background in marketing specifically content and social media marketing, with four years of experience, and recently secured an internship at one of my dream tech companies, Smile ID. At first, it felt like I was starting from scratch, despite my accumulated experience. However, due to my experiences collected through the years, I was able to land a very competitive role and get the chance to learn and earn more in a completely new Industry.

In essence, transitioning from a non-tech career into the tech industry doesn't mean starting from scratch. Regardless of your industry background, you possess valuable skills. Truth be told, entering tech without prior experience can be challenging. Therefore, the key is to acquire and enhance skills from your current non-tech career, continuously upskill, remain vigilant for tech opportunities, and never cease your job applications."



Gift Arku

Product Marketing, Smile ID

Understanding the Tech Landscape

Navigating the vast and ever-evolving tech landscape can be a daunting task, especially for those new to the field. To help you make informed decisions about your tech journey, we'll provide an overview of some key domains within the tech industry, along with insights into current trends and job market demands.

1. Software Development:

Overview: Software development is the art of creating computer programs and applications. It's one of the most prominent and versatile domains in tech.

Trends: Full-stack development, cloud-native applications, and the rise of low-code/no-code platforms.

Job Market Demands: High demand for skilled developers across various programming languages (e.g., Python, JavaScript, Java).

2. Data Science and Analytics:

Overview: Data science involves extracting valuable insights from data, while data analytics focuses on interpreting data to make informed decisions.

Trends: Machine learning, artificial intelligence, big data analytics, and data-driven decision-making.

Job Market Demands: Growing demand for data scientist and data analysts.

3. Cybersecurity:

Overview: Cybersecurity focuses on protecting digital systems, networks, and data from cyber threats and attacks.

Trends: Threat intelligence, zero-trust security, and increased emphasis on cloud security.

Job Market Demands: A significant shortage of cybersecurity professionals globally.

4. Product Management:

Overview: Product managers oversee the development and launch of tech products, ensuring they meet market needs and business goals.

Trends: Agile and Scrum methodologies, user-centric design, and remote product management.

Job Market Demands: High demand for skilled product managers with strong communication and strategic thinking.

5. User Experience (UX)/Product Design:

Overview: UX designers create user-friendly and visually appealing interfaces for websites and applications.

Trends: Mobile-first design, User-Centered Design, accessibility, and the integration of AI into UX.

Job Market Demands: A growing demand for UX/UI designers as user experience gains importance. Companies value professionals who can craft user-friendly and visually appealing products. The role often involves collaboration with cross-functional teams, including developers and marketers.

6. Cloud Computing:

Overview: Cloud computing involves delivering computing services (e.g., storage, servers, databases) over the internet.

Trends: Multi-cloud environments, serverless computing, and edge computing.

Job Market Demands: Increased demand for cloud architects, engineers, and administrators.

7. Artificial Intelligence and Machine Learning:

Overview: AI and ML focus on creating intelligent systems that can learn and make decisions.

Trends: Natural language processing, computer vision, and ethical AI development.

Job Market Demands: High demand for AI/ML engineers and researchers.

8. DevOps and Automation:

Overview: DevOps practices aim to automate and streamline software development and deployment.

Trends: Continuous integration/continuous delivery (CI/CD), Kubernetes, and infrastructure as code (IaC).

Job Market Demands: Growing demand for DevOps engineers and automation specialists.

Understanding these domains and their associated trends and job market demands can help you make an informed decision about where to focus your efforts as you transition into the tech industry.

9. Marketing:

Overview: Marketing involves creating and implementing strategies to promote products or services, attract customers, and build brand awareness. It encompasses a wide range of activities, including market research, content creation, advertising, and analytics.

Trends:

- Digital Marketing: Focus on online channels like social media, SEO, and email marketing.
- Content Marketing: Creation of valuable and relevant content to engage audiences.

- **Data-Driven Decisions:** Using analytics to optimize marketing strategies.

Job Market Demands: Marketing professionals are essential for businesses aiming to reach and engage their target audiences effectively. Roles in digital marketing, content creation, and data analysis are particularly sought after in today's marketing landscape.

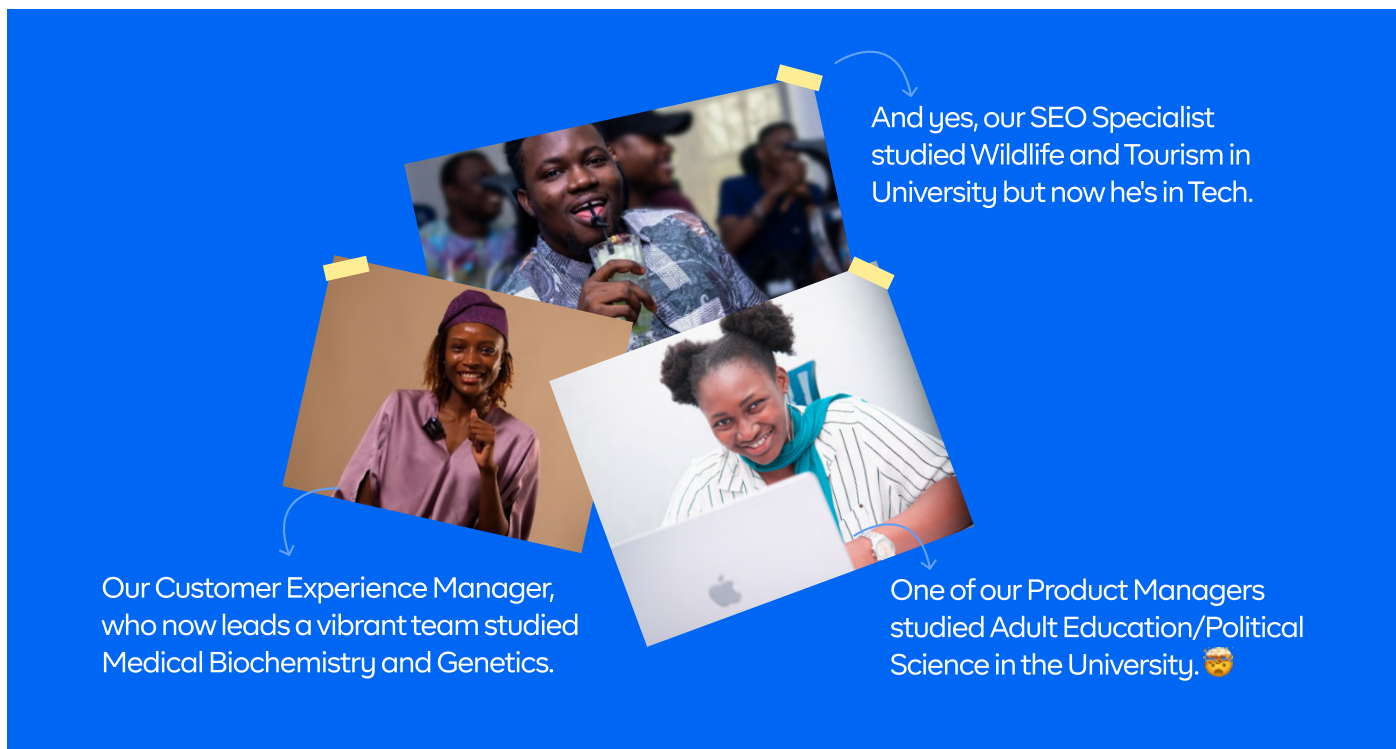
10. Customer Success:

Overview: Customer Success is about ensuring customers achieve their desired outcomes with a product or service. It involves proactive support, relationship-building, and continuous engagement to enhance customer satisfaction and loyalty.

Trends:

- **Personalization:** Tailoring interactions and solutions to individual customer needs.
- **Customer Journey Mapping:** Understanding and optimizing the customer's path to success.
- **Automation:** Using technology to streamline customer support processes.

Job Market Demands: Customer Success professionals play a crucial role in retaining customers and driving growth through referrals and upselling. Companies value individuals who can build strong customer relationships and deliver exceptional service.



Now that you've read this, tell us: what aspect of tech are you considering? [Talk to us here.](#)

Understanding these domains and their associated trends and job market demands can help you make informed decisions about career paths beyond technical roles. Each domain offers unique opportunities for growth and impact, whether you're passionate about designing user-friendly products, creating compelling marketing campaigns, or ensuring customers' success and satisfaction.

Let's get to work

Now that you've figured out [or still figuring out] what aspect of tech you want to explore, it's time to learn. You probably didn't study something tech-related in school. If that's true, no problem. You're about to join the category of numerous people who didn't study anything tech-related but are doing amazing things in the tech space. If they can do it, you can do. And with this guide, you have all you need to get started - literally.

Building a Learning Plan

Creating a well-structured learning plan is a crucial step toward achieving your tech career goals. This section will guide you in creating a personalized learning plan, setting milestones, and tracking your progress.

Creating Your Learning Plan

Define Your Objectives: Clearly articulate what you want to achieve in your chosen tech domain. Set specific, measurable, and time-bound goals.

Identify Your Resources: List the courses, books, YouTube videos, online platforms, and mentors you'll rely on for learning.

Create a Study Schedule: Establish a consistent study schedule that aligns with your daily routine. Dedicate focused blocks of time for learning. If you're a student

or transitioning from another job, this may be difficult but remember there's a goal ahead of you.

Set Milestones: Break down your learning objectives into smaller, achievable milestones. This helps maintain motivation and track progress.

Utilize Project-Based Learning: Apply what you learn by working on real projects. Practical experience is a valuable teacher.

Practice and Repetition: Regularly practice coding, problem-solving, or applying concepts to reinforce your understanding.

Teach What You Learn: Teaching others (or even explaining concepts to an imaginary audience) can solidify your understanding.

Seek Feedback: Share your work with peers or mentors for feedback and improvement.

To achieve the last two, you need communities. This takes us to our next point.

"Having access to diverse people can really shape your learning experience in a lot of ways, it allows you see what knowledge you lack and what you've gained. You get to learn from others, relate with others and teach others, all within a community that doesn't judge your experience or skill. While community might not be for everyone, I've seen more people succeed because of communities."



Akintunde Sultan (hackSultan)

Co-Founder, AltSchool Africa.

Joining Communities

One of the most enriching aspects of embarking on a tech journey is the opportunity to connect with a vibrant and supportive community. Tech communities offer a space where you can learn, collaborate, and grow alongside like-minded individuals who share your passion for technology. In this section, we'll explore the importance of joining tech communities and provide guidance on how to get started.

I think it is super important for people to join communities and also get involved. If you are joining the community, join and be involved so that you can get and you can benefit from everything that the community is giving to you. When you join the community and you see people who do amazing things, it inspires you to do better for yourself. And that's where accountability comes into play.

Communities serve as accountability partners by providing an accountability system for members. They also help you network with both newbies and professionals because you don't really know who you're going to meet in the community. There's a lot of knowledge provided in communities. All you have to do is to actually get involved.

Communities are very important for newbies and professionals for:

- Accountability purpose
- The vast knowledge
- A chance to build your network by meeting a diverse set of people
- Access to limitless job/internship openings and resources



Anoma Moyinoluwa

Data Analyst, Bloomberg LP and, Founder,
Women in Data Africa.

"As a newcomer, tech communities provide you a wealth of resources, tutorials, and experts who can help you learn and develop your skills. You can also gain valuable insights into what roles and skills are in demand. Newcomers can find mentors and experienced individuals who can guide them in their career paths.

Professionals can also benefit from continuous learning and staying updated on industry trends.

Building a professional network is vital in the tech industry and communities can help with that. Communities offer opportunities to connect with like-minded individuals, potential mentors, collaborators, and even future employers."



Ibukun Amosu

Tech Influencer

If you're a student, we have a community for you. Our **Campus Ambassadors Community** is the best place for to grow, network and meet other tech enthusiasts like you. We have tech communities for most of the tech routes out there and the **testimonials** have been amazing so far.

Now that you've learnt, let's talk about getting your first job/internship in tech.

Getting Your First Job in Tech

Landing your first job in the tech industry can be both exciting and challenging, but with the right approach and preparation, you can increase your chances of success.

1. Polish Your Resume and Online Presence:

Tailor Your Resume: Customize your resume to highlight relevant skills and projects related to your desired tech role.

LinkedIn Profile: Create a professional LinkedIn profile, showcasing your skills, projects, and any industry-related content you've created or shared.

GitHub (for Developers): If you're a software developer, maintain a GitHub profile with your coding projects to demonstrate your abilities.

2. Build a Strong Portfolio:

Create a Portfolio: Showcase your coding projects, websites, marketing campaigns or design work in an online portfolio. Include project descriptions, technologies used, and outcomes.

Case Studies (for UX Designers and Marketers): Develop case studies highlighting your previous work, explaining your process, challenges, and results. Include these in your portfolio.

3. Network and Seek Internships:

Join Local Meetups: Attend tech meetups and networking events in your area. Connect with professionals at these meetups and learn about job opportunities.

Internships and Entry-Level Positions: Consider applying for internships, apprenticeships, or entry-level positions to gain industry experience.

[A simple guide to getting your first internship.](#) ↗

4. Prepare for Interviews:

Technical Interviews (for Developers and Data Analysts): Practice coding challenges, data analysis problems, and technical questions. Websites like LeetCode and HackerRank offer practice problems.

Behavioural Interviews: Prepare for questions about your experiences, problem-solving abilities, and teamwork skills.

Coding Challenges (for Developers): Be ready to take coding assessments or technical tests during interviews.

Portfolio Review (for Designers and Marketers): Be prepared to discuss your portfolio and explain your projects.

[How to prepare for a technical interview.](#) ↗

5. Showcase Soft Skills:

Communication: Highlight your ability to communicate complex technical concepts to non-technical stakeholders.

Problem-Solving: Emphasize your problem-solving skills and your adaptability to new challenges.

Continuous Learning: Show your commitment to ongoing learning and professional development.

6. Leverage Online Job Platforms:

Job Boards: Use job boards like LinkedIn, Indeed, Glassdoor, [Inclusively Remote](#) and specialized tech job platforms such as Stack Overflow Jobs or GitHub Jobs.

Company Websites: Explore the career sections of tech companies you're interested in. Many post job openings directly on their websites.

Use Twitter [X]: A lot of job opportunities are posted on Twitter everyday. We provide a list of handles who post job opportunities under [this thread](#). Follow them and turn on post notifications so you're the first to know about any job opening they post.

7. Stay Persistent and Positive:

Apply Widely: Apply to multiple positions and companies. Don't get discouraged by rejections; they're a part of the job search process. In fact, be ready for them.

Seek Feedback: If you receive feedback from interviews, use it to improve your skills and approach.

8. Leverage Community members and Mentors:

Community Networks: This is where the importance of communities come in. If you've been active in these communities, you can reach out to mentors and senior members of the community to let them know you're job-hunting. They can provide guidance and referrals.

Mentorship: Seek out mentors who can provide career advice and support.

Remember that the job search process may take time, but persistence, continuous learning, and a proactive approach will ultimately help you secure your first job in the tech industry. Keep honing your skills and building your network, and you'll be well on your way to launching a rewarding career in tech.

Top Tips For Landing Your First Tech Role In 2023

My advice for young Nigerians trying to transition into tech is this:

- Learn the basics.
- Utilize online resources to expand your knowledge and skills.
- Identify your interests within tech and focus your learning in that area.
- Network and connect with professionals to learn from their experiences.
- Apply your knowledge by working on personal projects or contributing to open-source projects.
- Showcase your skills by creating a personal website or portfolio.
- Share your journey online.
- Practice by tackling real-world issues and finding tech-based solutions.
- Internships and apprenticeships can provide valuable industry experience.
- Stay motivated and adapt to changing circumstances.
- Develop your soft skills as they matter in any tech role.
- Seek out mentors.



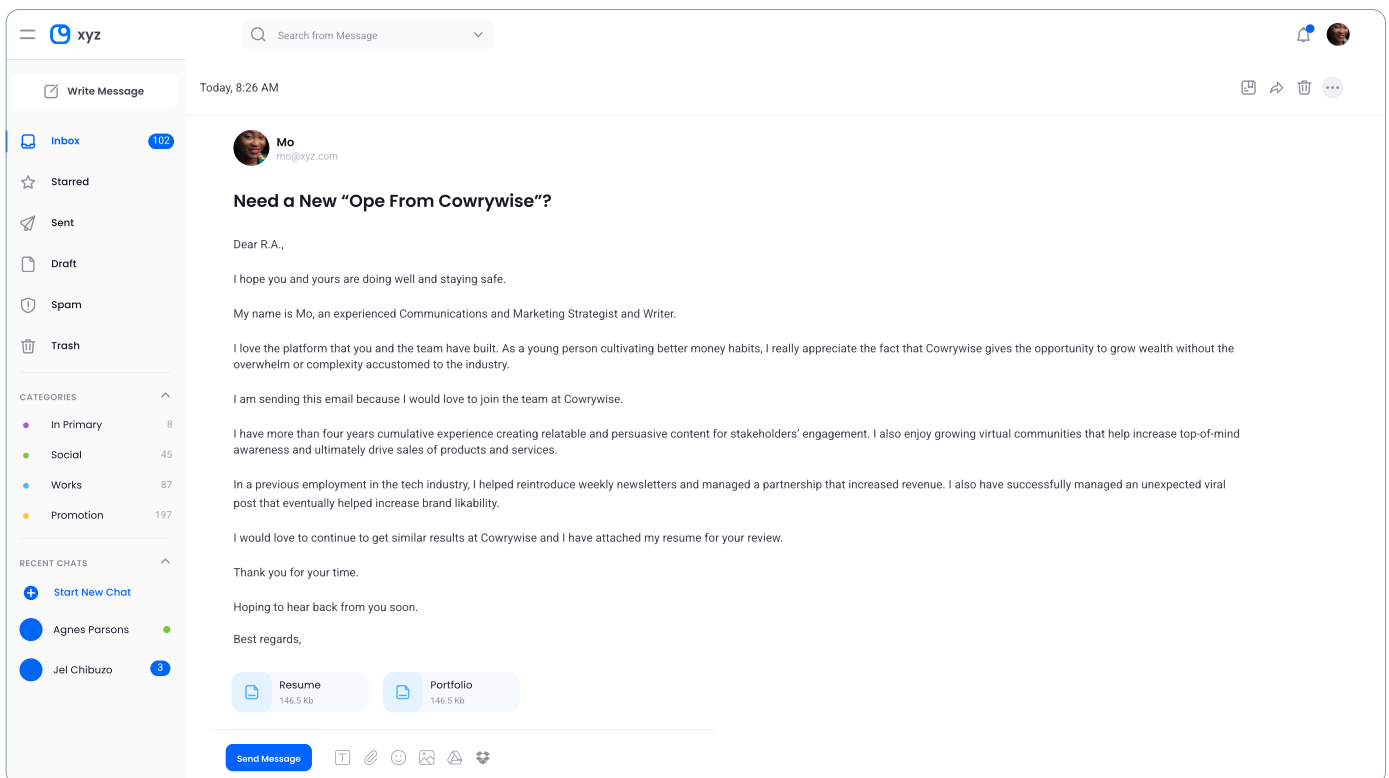
Ibukun Amosu

Tech Influencer

How to successfully transition

Send cold emails and messages

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



Steal this template ↑↑

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

Roles in tech that don't require coding 😊

1. **Product Managers:** Liaise with engineers to create/update/optimize product features.
2. **Product Marketers:** Create campaigns focused on getting users to adopt more features.
3. **Technical Writers:** Draft, assess, modify, and maintain technical documents. Collect and interpret technical information from different sources to make them easy to understand.
4. **Growth Marketers:** Create campaigns focused on getting new users to use the product.
5. **UI Designers:** Design and synergize in-app features that improve a customer's brand experience.
6. **UX Designers:** Increase user likeability by making app experience seamless and easy to use.
7. **Recruiter:** Employ people that will fit well with the company's culture.
8. **SEO/SEM Specialist:** Optimize content so that the company can rank high in search engines like Google.

9. **Operations Manager:** Makes sure the office runs smoothly on a day to day basis.
10. **Business Analyst:** Conduct in-depth research to gather insights that grow the business.
11. **Product Specialist:** Understand the products/business and relate with customers/users to get the best value from the business.

We're
rooting for
you. 🦊

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 net-worth.

You can:

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

Sign up on Cowrywise to start saving and investing now. [Start here.](#)

In conclusion...

See you in tech. 🧐

