

Wylie Blanchard



Become a SQL Pro who's in
High Demand

Speaker



- **SQL Server Professional**
 - MCSE: SQL Server Data Platform
 - MCSE: Data Management and Analytics
- **Website:** WylieBlanchard.com
- **Linkedin:** [in\WylieBlanchard](https://www.linkedin.com/in/WylieBlanchard)
- Pizza Connoisseur (self proclaimed)



Presentation Summary

Expertise in SQL is an in-demand IT skill. As demand continues to grow, so does the increase of SQL professionals entering your specific industry.

Learn what's needed to ensure that you become a stronger technology authority in your industry and a SQL Pro who's always in High Demand.

Agenda

- Invest in your Expertise
- Speak Out Loud to Everyone
- Market your Expertise
- Get a Web Presence that Wows

Invest in your Expertise

- Invest 5–10 percent of your income toward Professional Development
 - Employer Tuition Reimbursement
- SQL User Group Meetings and free training opportunities
- Follow the latest news about issues, fixes and new features
- Scalability

Masters Degree VS. Bachelors Degree

Computer Science

Masters - \$75,103



Bachelors - \$66,521



Engineering

Masters - \$75,481



Bachelors - \$66,097



Business

Masters - \$69,756



Bachelors - \$56,720



Mircosoft Certified Solution Expert

National Salary AVG

- \$82,436 [Indeed](#)

Chicago Salary AVG

- \$86,699 [Indeed](#)

Top Job: Systems Administrator

Let's talk Scalability



Certification Planning

- \$1,000 – \$5,000 investment per Certification Path
 - 3–6 months of Self Study per exam (Very Low Cost)
 - Learn to install Windows Server and SQL Server
 - Books, Training Videos
 - Practice Tests
 - Classroom Training (Mid – High Cost)
 - Popular Instructor-Led Training Firms Chicago
 - Get “**references**” about the training firm and the trainer
 - Use employer **Tuition Reimbursement** before personal funds

Mircosoft Certified Solution Expert

National Salary AVG

- \$68,936 [SimplyHired](#)
- \$82,436 [Indeed](#)
- \$75,683 AVG

Chicago Salary AVG

- \$62,683 [SimplyHired](#)
- \$86,699 [Indeed](#)
- \$74,691 AVG

Let's talk Scalability



MCSA: Data Engineering with Azure



Data Engineering with Azure

This certification demonstrates your expertise in engineering data with HD Insight and Cloud Services.

MCSA: Machine Learning



Machine Learning

This certification demonstrates your expertise in operationalizing Microsoft Azure machine learning and Big Data with R Server and SQL R Services.

MCSA: SQL 2016 BI Development



SQL 2016 BI Development

Demonstrate your essential skills as a database professional for both on-premises and cloud-based databases.

MCSA: SQL 2016 Database Administration



SQL 2016 Database Administration

Demonstrate your essential skills as a database professional for both on-premises and cloud-based databases.

MCSA: SQL 2016 Database Development



SQL 2016 Database Development

Demonstrate your essential skills as a database professional for both on-premises and cloud-based databases.

MCSE: Data Management and Analytics



Data Management and Analytics

Demonstrate your broad skill sets in SQL administration, building enterprise-scale data solutions, and leveraging business intelligence data – both on-premises and in cloud environments.

Mircosoft Certified Solution Expert

- SQL Developer: [\\$85,588](#)
- SQL Database Administrator: [\\$76,950](#)
- Senior SQL Database Administrator: [\\$106,645](#)
- Business Intelligence Developer: [\\$95,844](#)
- Machine Learning Engineer: [\\$143,786](#)
- Cloud Engineer: [\\$120,018](#)

Certification Preparation = Practice Tests



Speak Out Loud



Market your Expertise

- Focus your Online Professional Profile
 - Your area of interest/passion
 - Your area of competence
 - The needs of a business/employer
- Tell your friends, family and work associates
 - They can't know if you don't tell them
- Create content and share it
- **Source of Truth** = Your Website

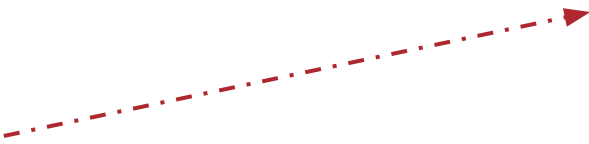
Market your Expertise: Create Content

Blog

Podcast

Vlog

Get a World Class Web Presence



My Website

Source of Truth

My Website

- My Content
 - Blog, Podcast, Video Blog
- My Resume
- My Certifications
- My Testimonials and Recommendations
- Social Media directs users to my website

Thank You

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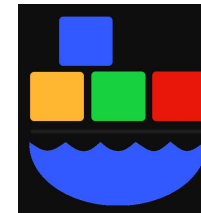
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 Microsoft Azure

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Resources

- National Association of Colleges and Employers ↗
- Indeed ↗
- SimplyHired ↗
- Should You Blog, Vlog or Podcast? ↗
- Million Dollar Web Presence ↗
- Use Video as a Tool to Enhance Speaking Skill and Create Web Content #TSQLTuesday ↗