

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



Masters Degree VS. Bachelors Degree

Computer Science

Masters - \$81,039



Bachelors - \$65,540



Engineering

Masters - \$75,053



Bachelors - \$66,097



Business

Masters - \$74,066



Bachelors - \$54,803



Mircosoft Certified Solution Expert

National Salary AVG

- \$67,300 SimplyHired
- \$72,982 Indeed

Chicago Salary AVG

- \$75,914 Indeed



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.



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
 - Other costs
 - Practice Tests
 - Classroom Training (Mid – High Cost)
 - Instructor-Led Training Firms in Chicago
 - Get “**references**” about the training firm and the trainer
 - Use employer **Tuition Reimbursement** before personal funds



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
- Create content and share it
- Source of Truth = Your Website



Market your Expertise: Create Content

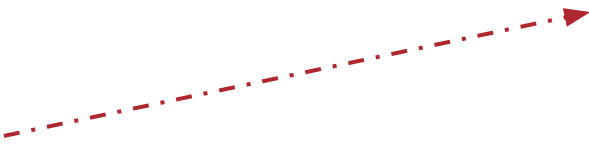
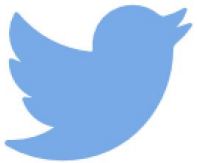
Blog

Podcast

Vlog



Get a World Class Web Presence



My Website



Source of Truth

My Website

- My Content
 - Blog
 - Podcast
 - Video Blog
- Social Media directs users to website
- My Resume
- My Certifications



Thank You

Feedback

- WylieBlanchard.com/feedback



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 ↗

