

technozaure

23/04/2021

Self-Marketing for Developers

Julien Landuré





Julien Landuré

CTO Zenika

GDG Cloud & DevFest Nantes Organizer

GDE Cloud

@jlandure


PUBLIC
MARKET

Why



Content Marketing

Social Media Marketing

Inbound Marketing

#1 Create great content

Medium



Blogposts

Vidéos

Podcasts

Talks

Customer Projects

OSS Contributions

StackOverFlow

...

Share



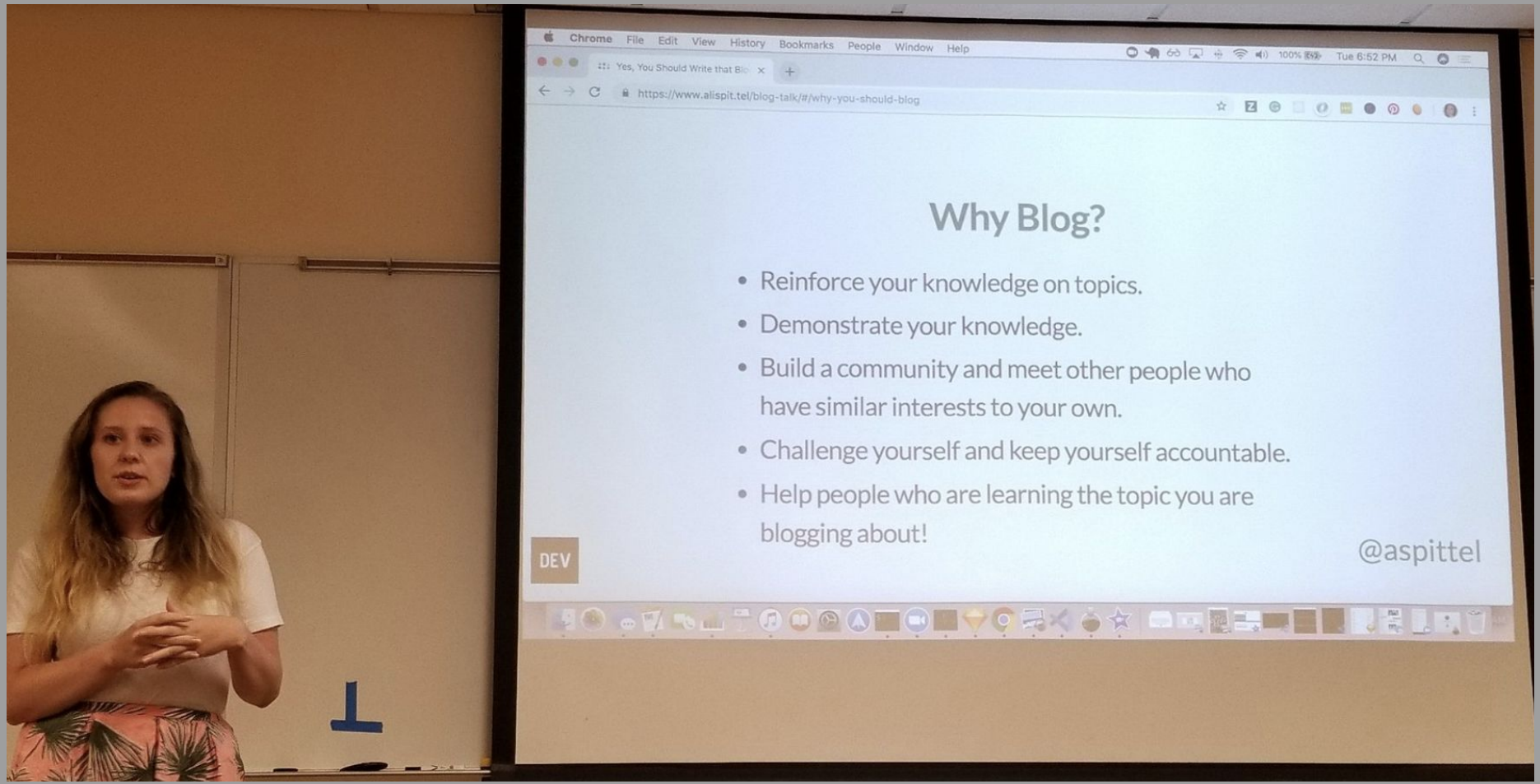
Tech news

Best practices

Ideas

Feedbacks

Events


Chrome File Edit View History Bookmarks People Window Help
Tue 6:52 PM
https://www.alispit.tel/blog-talk/#/why-you-should-blog
Why Blog?
Reinforce your knowledge on topics.
Demonstrate your knowledge.
Build a community and meet other people who have similar interests to your own.
Challenge yourself and keep yourself accountable.
Help people who are learning the topic you are blogging about!
DEV
@aspittel

#2 Become confident



Strong conviction





André Staltz

WHAT HAPPENS WHEN YOU BLOCK INTERNET GIANTS

26 JAN 2017

Some months ago I decided to put an end to how much internet giants such as Google and Facebook own my personal data. I blocked my computer from talking directly to their servers, I moved my email and calendar elsewhere. Essentially the more I can avoid any interaction with them, the better.

Community Recognition



#218 — JULY 5, 2018 READ ON THE WEB

Golang Weekly



https://golangweekly.com/
Join 26543 other subscribers today.

Go 1.11: WebAssembly for the Gophers — In a similar spirit to Brian Ketelsen's article last week, here's a practical look at writing your first Go program that targets the WebAssembly runtime.
NICOLAS LEPAGE

How To Reduce the Risks Of Continuous Delivery — Continuous Delivery brings a lot of benefits, but deploying to production can be filled with

https://medium.com/google-developer-experts/core-values-of-a-gde-782c13370346



Activity Summary

All Time | Last Quarter | Last Month | Custom Range

Public Speaking



5
NO. OF SPEECHES

220
PEOPLE ATTENDED

Workshops



5
NO. OF WORKSHOPS

168
PEOPLE TRAINED

Written Content



0
NO. OF CONTENT WRITTEN

0
PEOPLE READ

Video / Podcast



0
NO. OF VIDEOS / PODCASTS

0
PEOPLE VIEWED



Benjamin Petetot

bpetetot

Nantes, FR

Open source advocate at Zenika, I'm also a meetup and conference organizer (DevFest Nantes).

I have created **Conference Hall** as a call for paper SaaS platform opened to events all around the world.

The platform is fully open sourced but has to be hosted and use severals third party services (Firebase, Mailgun and Algolia). To stay free we need some help to pay these services 🚀

Thanks 😉
https://conference-hall.io

5 sponsors



Featured work

bpetetot/conference-hall

🚥 An open SaaS platform to manage call for papers

JavaScript ☆ 93

bpetetot/blog

My personal blog

JavaScript ☆ 3

Sponsoring as jlandure



For each tier you'll receive a badge that shows **@bpetetot** you're a sponsor. Hover over your avatar to see.

Select a tier

$1 a month Select

Support my work in open source projects 😉

Current sponsorship

$5 a month Manage

This sponsor tier helps to host **the current events on Conference Hall**

$10 a month Select

This sponsor tier will help to **keep the platform free** for all organizers

$20 a month Select

This sponsor tier will help to **grow in international** having more events and speakers.

#3 Increase your visibility

Virtual



Get a “pretty” avatar

Content in english

Be kind

Help others

GitHub



Julien Landuré
jlandure

Block or report user

Developer Program Member

CTO **@Zenika**, DevFestNantes Organizer, **@GDG-Nantes** Leader, Cloud **@GoogleDeveloperExperts**

Zenika
Nantes, France
Sign in to view email
https://blog.zenika.com/auth...

Organizations





How can I help?

Wassim Chegham
manekinekko

Block or report user

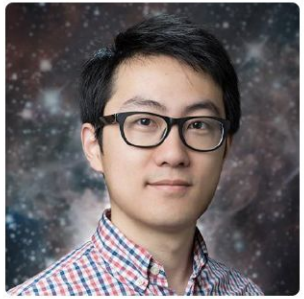
Developer Program Member
PRO

@angular core team ★
@compodoc core team ★
@nodejs member ★ creator of
@xlayers **@ngxtools** ★ former
@nguniversal ★ Head of OSS
@sfeir-open-source

@angular
Paris
https://wassim.app

Organizations





Evan You
yyx990803

Follow

Block or report user

PRO

Creator of **@vuejs**, previously **@meteor** & **@google**

New Jersey / China
http://evanyou.me

Organizations

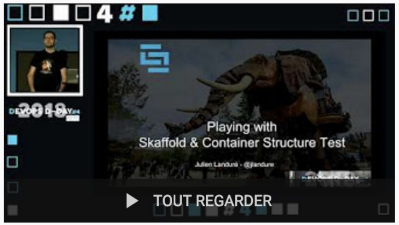


Youtube



YouTube FR

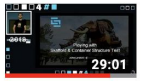
Rechercher



Talks

11 vidéos • 36 vues • Dernière modification le 30 nov. 2018

Julien Landuré MODIFIER

1 

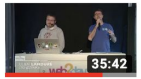
Julien LANDURE : Jouons avec Skaffold & Container Structure Test
DEVOPS D-DAY

2 

La CNCF et son écosystème (J. Landuré)
Poitou-Charentes Jug

3 

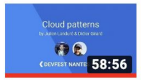
Gagner en stabilité avec Skaffold & Container Structure Test (J. Landuré)
Poitou-Charentes Jug

4 

Serverless : just a buzzword ? - WEB2DAY 2017
Web2day

5 

Cloud Patterns : Writing Applications That Scale - Julien Landuré - WEB2DAY 2017
Web2day

6 

[DevFest Nantes 2016] Cloud patterns
GDG France

7 

HTTP2, ce qui va changer ! Julien Landuré
Poitou-Charentes Jug

Slides





Pierre-Yves Aillet

pyaillet

0 starred decks | Tweet | Share



Apr 19, 2018 ☆ 1 👁 170



Mar 30, 2018 ☆ 1 👁 20



Mar 29, 2018 ☆ 1 👁 160



Feb 20, 2018 ☆ 0 👁 120

SEO



Google

Éric briand zenika

Tous | Actualités | Images | Maps | Vidéos | Plus | Paramètres | Outils

Environ 2 330 résultats (0,34 secondes)

Eric Briand - Développeur touche à tout - Zenika | LinkedIn
https://fr.linkedin.com/in/ebriand
Découvrez le profil de **Eric Briand** sur LinkedIn, la plus grande communauté professionnelle au monde. Eric indique 3 postes sur son profil. Consultez le profil ...

Eric BRIAND - Zenika Blog
https://blog.zenika.com/author/ebriand/
Author **Eric BRIAND**. **Eric BRIAND**. Développeur touche à tout depuis plus de 10 ans, il travaille actuellement à **Zenika** Nantes. Ses sujets du moments sont le ...

Commencer avec Docker en milieu hostile par Eric Briand - Zenika Blog
https://blog.zenika.com › Flash Info
6 mars 2018 - Docker ça marche bien. Ça marche bien dans le cloud. Ça marche bien sur son MacBook pro. Et arrive le jour où vous commencez à en faire ...

Speaker Web2day2018 - Eric Briand
https://web2day.co/speakers/eric-briand/
Eric BRIAND. Développeur **@Zenika**. Développeur touche à tout depuis plus de 10 ans, il travaille actuellement à **Zenika** Nantes. Ses sujets du moments sont le ...

Vidéos



[RRLL2016] Docker et l'approche conteneur - Éric Briand - Zenika

Alliance Libre
YouTube - 30 sept. 2016



LINUXKIT : LE LINUX FAÇON IKEA - Pierre-Yves AILLET & Eric ...

Web2day
YouTube - 10 juil. 2018



Commencer avec Docker en milieu hostile par Eric Briand

Zenika Tv
YouTube - 19 mars 2018



Emma Wedekind 🐞
@EmmaWedekind

How to get followers:
💁🏻‍♀️ Be yourself
💻 Post consistently
😄 Be optimistic
🗣️ Engage with the community
🔟 Don’t focus on numbers

Traduire le Tweet

9:45 AM · 11 juil. 2019 · Twitter for iPhone

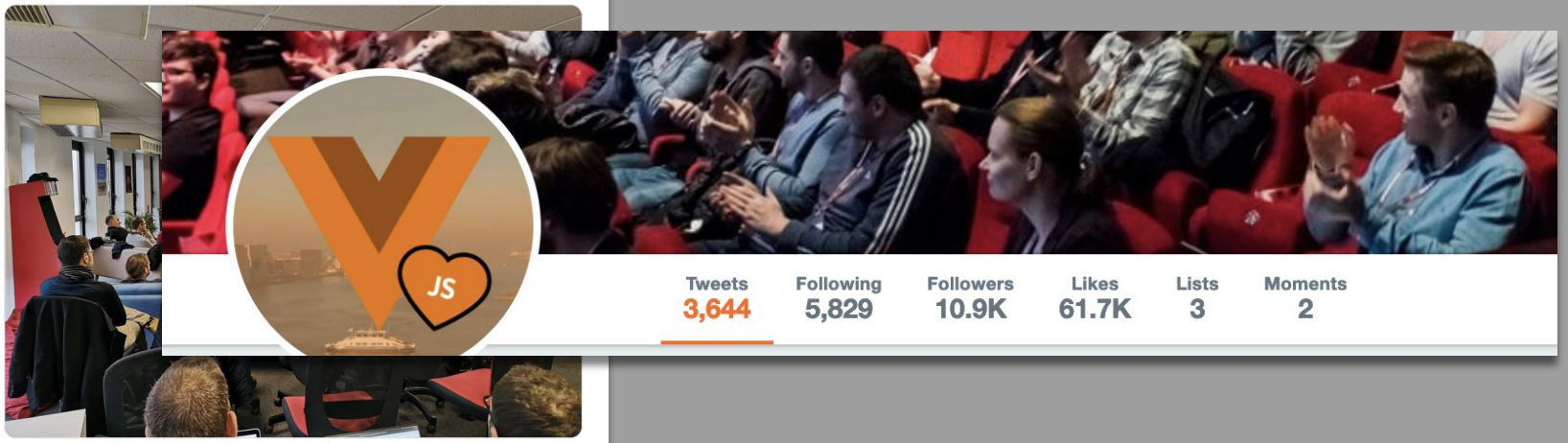
54 Retweets **706** J'aime

Zenika Nantes
@ZenikaNantes

Following

📣 Matinale @ZenikaIT sur #VueJS avec @_bruno_b_ @FranckAbgrall
🚀 Au programme
👉 VueJS en 2019
👉 Son écosystème
👉 Focus sur les optimisations
👉 REX GIE U IRIS sur sa mise en place
🎓 Formez-vous à VueJS 👇
training.zenika.com/fr-fr/training …
@vuejsamsterdam

Translate Tweet



9:43 AM - 28 Feb 2019 from Nantes, France

8 Retweets **10** Likes

As a Speaker



- “ I’m working on a talk about Y.
  What do you think?
- “ I submitted to @voxxedsingapore
- “ I’ve been accepted! Thanks @voxxedsingapore
- “ I’ll be @voxxedsingapore tomorrow.
  Come to see me and discuss about Y
- “ It was a great event. Here is my slides and
  links to Y. Available to discuss”
- “ Thanks to the organizing team...
- “ My video @voxxedsingapore is out!



Nicolas Lepage
@njblepage

Following

Merci le @devfestparis !
Une équipe au taquet 👌, et un public sympa ❤️, j'ai passé un très bon moment.
Pour ceux qui n'ont pas pu venir écouter Au Pays des Gophers, il y a l'enregistrement 📽 du @devfestnantes dispo sur youtube

Translate Tweet



[DevFest Nantes 2018] Au pays des Gophers à partir de 3 ans

Speaker : Nicolas Lepage Au pays des Gophers, les Goroutines gambadent librement, et s'échangent des bisous et des bonbons grâce aux channels. Les méchants L...

youtube.com

4:32 PM - 8 Feb 2019

7 Retweets **26** Likes





Nicolas Lepage
@njblepage

My talk has been accepted to the @fosdem Go devroom!

I'll be talking about deploying a Go HTTP server in a browser 🙃

This year FOSDEM goes virtual, I hope to see you there 😉

Traduire le Tweet



FOSDEM 2021 - D.go
fosdem.org

9:45 AM · 27 janv. 2021 · TweetDeck

Recent



Frédéric Harper **reshared your post**

38s

Pretty cool, Julien who was inspired by my book, is giving a talk on the topic!

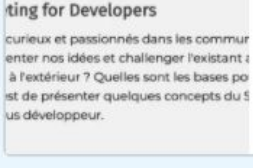


📣 Hey! je parle d'un sujet non-tech ce soir au NantesJS : le Self-Marketing pour les



Frédéric Harper and 2 others **reacted to your post**

42s



📣 Hey! je parle d'un sujet non-tech ce soir au NantesJS : le Self-Marketing pour les

3 Reactions • 1 Comment

#4 Be connected

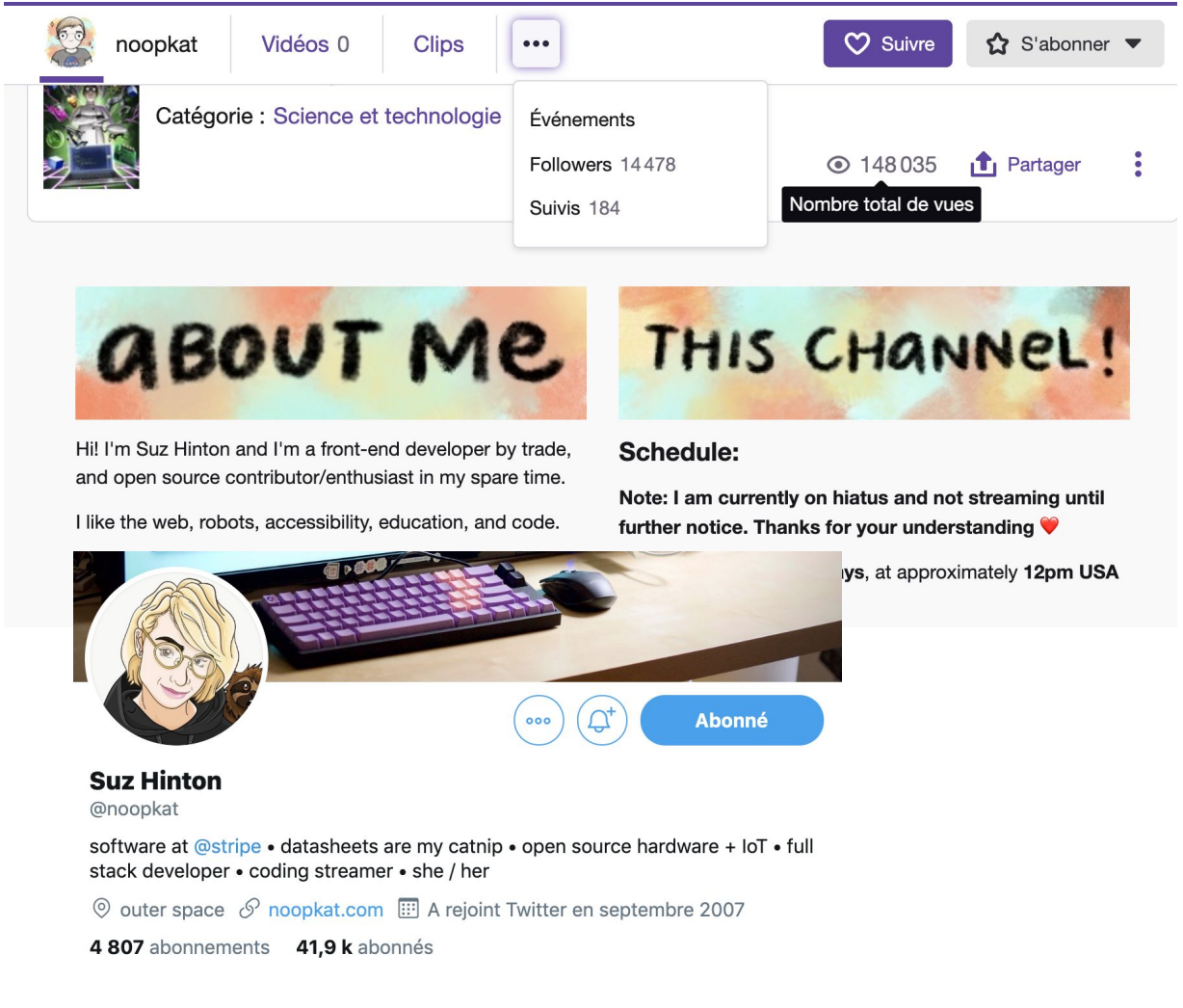
Networking



Attend the events of your expertise domain

Co-speaking / Mentoring

Regularly


noopkat
Vidéos 0
Clips
Suivre
S'abonner
Catégorie : Science et technologie
Événements
Followers 14 478
Suivis 184
148 035
Partager
Nombre total de vues
ABOUT ME
THIS CHANNEL!
Hi! I'm Suz Hinton and I'm a front-end developer by trade, and open source contributor/enthusiast in my spare time.
I like the web, robots, accessibility, education, and code.
Schedule:
Note: I am currently on hiatus and not streaming until further notice. Thanks for your understanding ❤️
ys, at approximately 12pm USA
Abonné
Suz Hinton
@noopkat
software at @stripe • datasheets are my catnip • open source hardware + IoT • full stack developer • coding streamer • she / her
outer space
noopkat.com
A rejoint Twitter en septembre 2007
4 807 abonnements
41,9 k abonnés

Brand

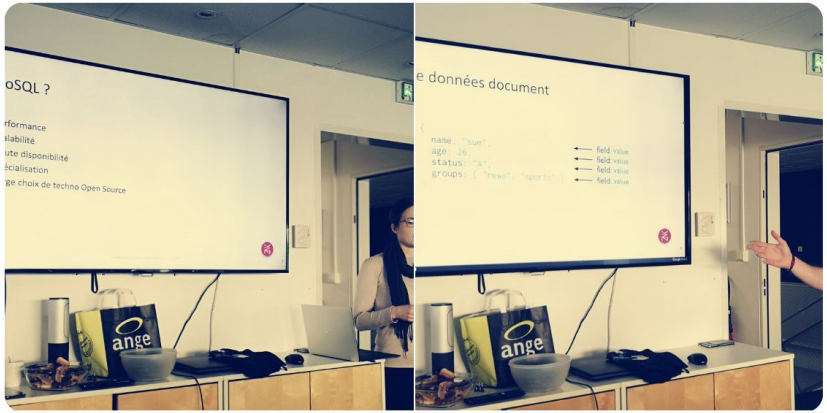


Zenika Nantes
@ZenikaNantes

Following

[ZenBox] 📣 NoSQL avec @MongoDB & Elastic Stack 📝 par @njblepage @MongoDB Dual-Certified & @joannacartron formatrice #Elastic devant une audience attentive @Talentsoft 👩‍🏫👩‍💻
#kahoot #demos #NoSQL @ZenikaIT
🛒 12ème Conférence jouée ✌️
👉 nantes.zenika.com/#/zenbox

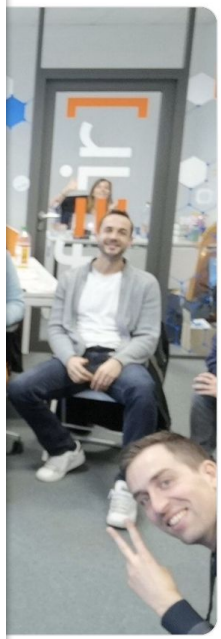
Translate Tweet



10:16 AM - 7 Feb 2019 from La Chapelle-sur-Erdre, France

Following

er de



Community

MVP (Most Valuable Professional) Microsoft
GDE 2 (Google Developer Expert)
AWS Heroes
Docker Captain
CNA (Cloud Native Ambassador), CNCF
Mozilla Tech Speakers
Java Champions 1
Confluent Community Catalyst
StackOverFlow Trusted User
NodeJS badges
GitLab Heroes 1
Zenika Advocates
…

Be the reference... and play with it





Kelsey Hightower
kelseyhightower

Block or report user

★ PRO

Google, Inc
Portland, OR
Sign in to view email

Organizations



Overview | Repositories 161 | Projects 0 | Stars 287 | Followers 10.9k | Following 13

Popular repositories

nocode
The best way to write secure and reliable applications. Write nothing; deploy nowhere.
Dockerfile ★ 26.8k 2.3k

kubernetes-the-hard-way
Bootstrap Kubernetes the hard way on Google Cloud Platform. No scripts.
★ 14.3k 2.6k

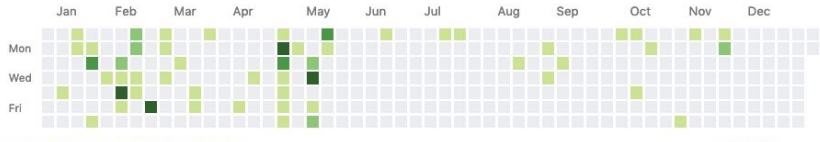
confd
Manage local application configuration files using templates and data from etcd or consul
Go ★ 5.9k 979

envconfig
Golang library for managing configuration data from environment variables
Go ★ 2.1k 194

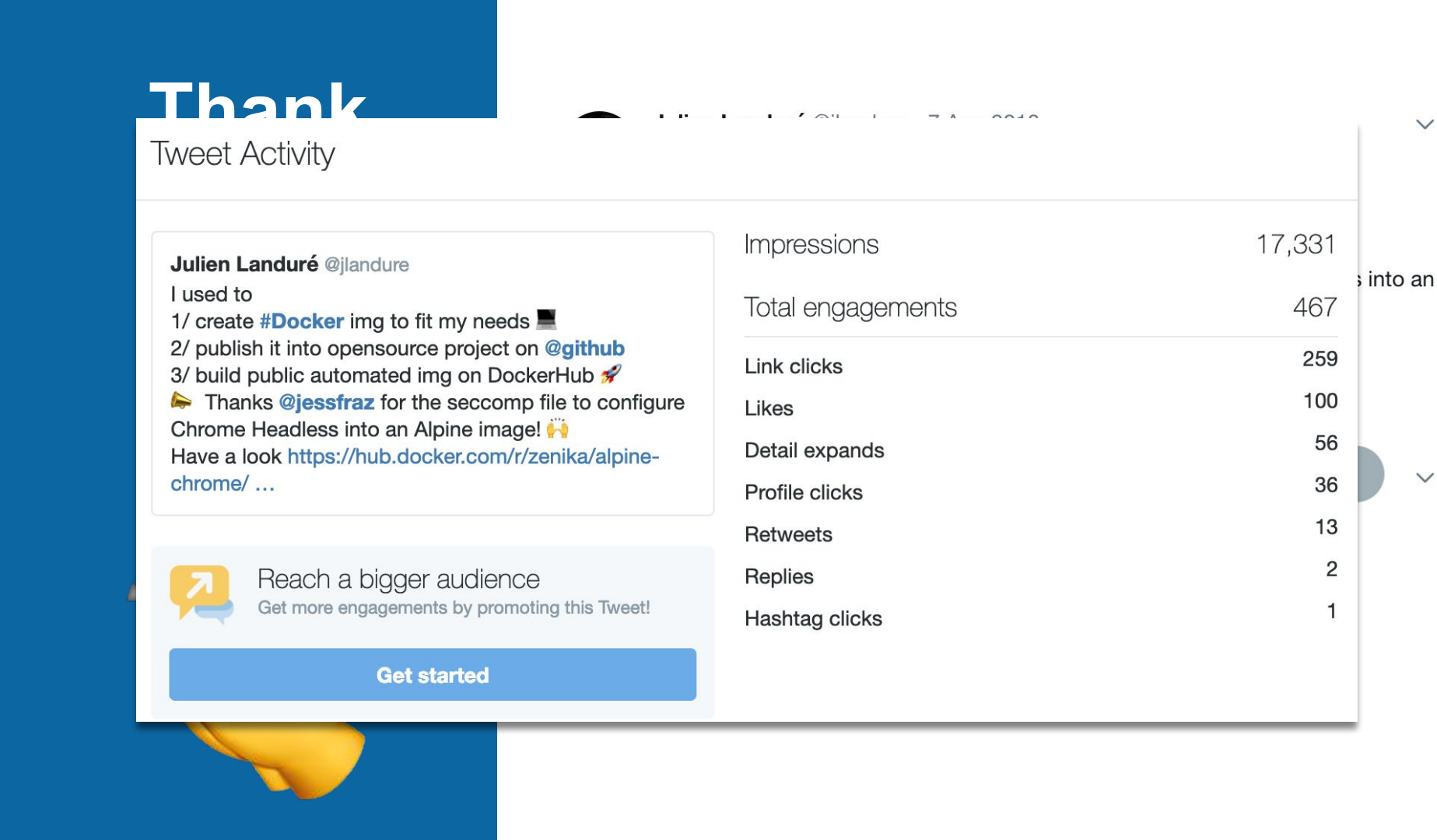
kube-cert-manager
Manage Lets Encrypt certificates for a Kubernetes cluster.
Go ★ 967 86

intro-to-kubernetes-workshop
Intro to Kubernetes Workshop
★ 767 232

605 contributions in 2018



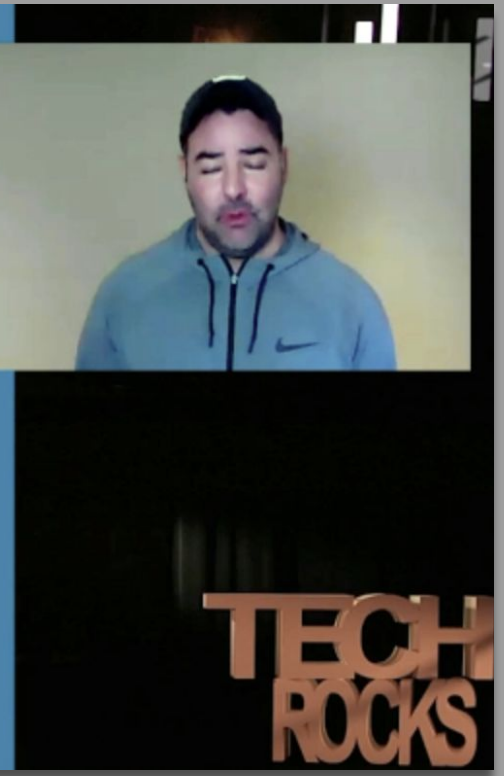
Thank


Tweet Activity
Julien Landuré @jlandure
I used to
1/ create #Docker img to fit my needs
2/ publish it into opensource project on @github
3/ build public automated img on DockerHub
Thanks @jessfraz for the seccomp file to configure Chrome Headless into an Alpine image!
Have a look https://hub.docker.com/r/zenika/alpine-chrome/ …
Reach a bigger audience
Get more engagements by promoting this Tweet!
Get started
Impressions 17,331
Total engagements 467
Link clicks 259
Likes 100
Detail expands 56
Profile clicks 36
Retweets 13
Replies 2
Hashtag clicks 1
into an

#5 Engage your network

REPUTATIONS LAST LONGER THAN ROLES

(ALSO KNOWN AS THE DON'T BE A JERK RULE)



Engage



“Call-to-actions”

Landing page / Portfolio

Understand your followers

Search r/javascript

LOG IN SIGN UP

Join the discussion BECOME A REDDITOR

Posted by u/Yvonnick 14 days ago

0

immutad●t (pronounced immutadot) is a JavaScript library to deal with nested immutable structures

github.com/Zenika...



2 Comments Share Save

44% Upvoted

What are your thoughts? Log in or Sign up

LOG IN SIGN UP

SORT BY BEST

dwighthouse 4 points · 14 days ago

Curious why you made this.

- It's slower than both native and qim.
- It uses almost the exact same stringly-typed syntax as seamless-immutable, which may be faster, it wasn't included in the benchmarks.
- It doesn't have any kind of property prediction or property misspelling detection like immer or native.

Reply Share Report Save

Yvonnick 1 point · 14 days ago

Hi !

Ping



Contact Culture

Create Ambassadors



David Gageot
@dgageot

Following

. @estelandry rocking on stage! This talk needs a bigger room! I couldn't enter! #DevFestNantes (with a picture this time)



3:14 PM - 18 Oct 2018

5 Retweets **22** Likes

Cons

Establishing Your Personal Brand - with Cassidy Williams

Cassidy Williams talks about the power that comes with establishing your personal brand.

Cassidy Williams is an engineer at Codepen. In the last five years, Cassidy has worked for five companies. She had left each on her terms as she learned through experience what she wanted and didn't want. Figuring out what you like and what you don't like is critical for ending up somewhere that you're happy with, Cassidy calls this establishing your personal brand. The term "personal brand" has negative connotations to it, it seems unauthentic, but really what it means is figuring out who you are and making that public, it's as authentic as you make it.

Pros

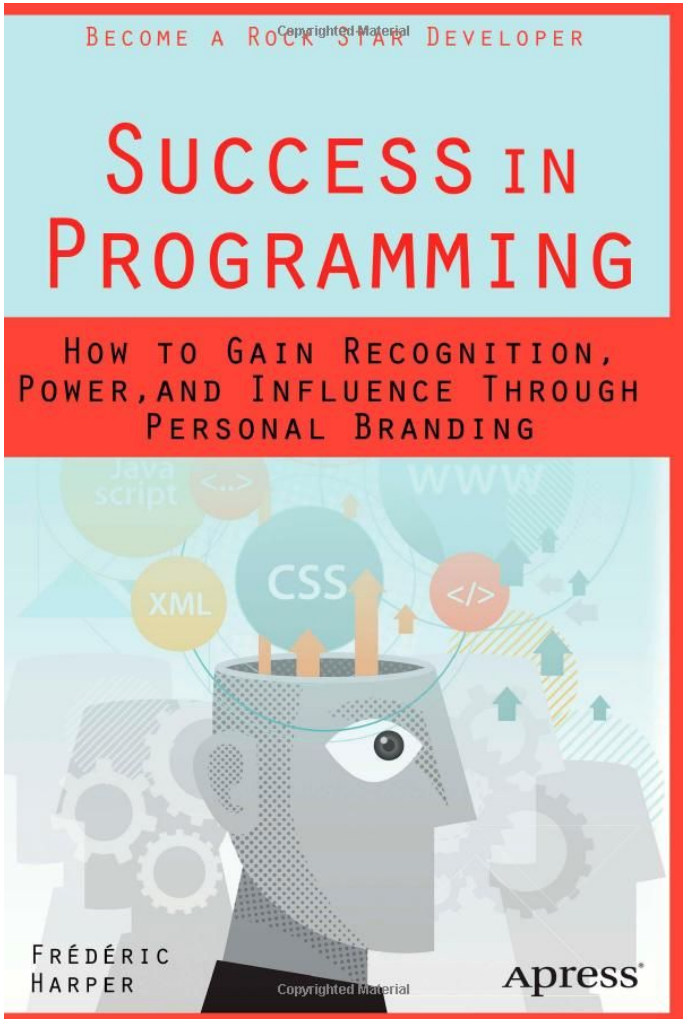
Do what you love!
Make people want to work with you
Help your network
Develop the organization brand

To sum up


HOW TO BOOST
Wassim Chegham @manekinekko · 18 avr.
How to boost your Developer career:
✨Revisit your Why
✨Share your Story
✨Start blogging
✨Create an online portfolio
✨Build the right network
✨Leverage social media
✨Ask for testimonials
✨Be Yourself!
HOW TO BOOST YOUR DEVELOPER CAREER
1
REVISIT YOUR WHY
2
Wassim CHEGHAM | @manekinekko

To be continued

...



Thanks



Julien Landuré

@jlandure

Questions?