



Questions

Drupal Expert, Podcast Host, Tech Solutions Architect John Picozzi's Career Success Tips | ROlinU Digital Marketing Career Builder

Tips on interviewing, questions to ask, how to research, what to do before you start job-hunting. And more. With Drupal Expert, Podcast Host, Tech Solutions Architect John Picozzi on the Career Success Tips Show. Sponsored by ROlinU Digital Marketing Career Builder for emerging professionals

How would you describe what you do to a kindergartener?

I build the internet. I make your favorite websites, apps, and games.

Explain to the audience what Drupal is and why young digital marketing professionals should know about it?

So Drupal is a content management system or CMS. Most people know what wordpress is, Drupal is just another software to control the content on a website.

How did you leverage technology to get where you are today?

Not sure I understand the question

What are some ways **recent graduates** can use technology to stand out when applying for an **internship** or an **agency job**?

So I think this is best explained with an example. Recently I was reading Dan Pink's book *To Sell is Human* (A hold over from my previous position) and he was talking about a prestigious MBA program and how they had a set number of spots. They made applicants apply via twitter which has a character limit. The winner wrote his response in haiku format. Why is this relevant? Because he didn't use the full character count, he used the technology but was creative about how. Technology in most cases is assistive and does what we the user tells it to do. It's up to us as people to be creative with how we use the technology and that creativity is what truly shows potential employers we are eager and capable.

What do you see as the essential marketing technology that everyone should use?

Salesforce is huge right now. If you become a Salesforce Guru you are set. Also Digital Experience Platforms are the way of the future. Marketers need to think about personalization of content and marketing efforts.

Would you recommend **young professionals** to get into podcasting? How did you get into podcasting?

Maybe at first be a regular on someone else's podcast or try to get on a few different podcasts to see if you like it. Most podcasts don't get past a few episodes or really get off the ground. My start in podcasting was simple - A friend (Stephen Cross) asked me if I wanted to be on a Drupal podcast. I said yes and really just became a content contributor. Stephen did all the editing and distribution of the show. Which is something to think about when first starting out. YouTube is a much easier place to get a start with something like this, in my opinion.

If you could be a **recent grad equipped** with all the knowledge you have now what would you do to get off the ground?

So at 37 and 5 - 6 jobs later I started working for a large company (41K+ employees). Before that I had only worked for small local agencies. Nothing wrong with that, however It does leave me wondering if I did things a little backwards. So, my advice would be to get an entry level position with a big company and learn everything you can. Work your way up (if you want) and

then after a few years think about going to a smaller company (if that's what you want to do). At the end of the day you have to do what makes you happy and prioritize what's important. Companies both large and small have pro's and con's and you need to make sure those align with where you are in life.

Which **technology skills** and programs are most useful in other facets of life?

Not sure I understand the questions.

Which **work ethic** traits are most valuable?

Dependability and honesty