How an Alumni Leveraged the SWOT Analysis

ACTUAL JOB DESCRIPTION FOUND ON BUILT IN COLORADO

PrintReleaf has an immediate opening for a Junior Ruby on Rails / React Developer to join our growing software development team.

Position: Junior Ruby on Rails / React Developer
Location: Denver, Colorado
Salary range: $80,000 – $100,000 depending on experience and qualifications
Benefits: Flexible time off and competitive benefits

PrintReleaf is the world's first platform for automated reforestation. We measure paper consumption at businesses, equate it to the number of trees deforested to produce that paper and automate the reforestation of those trees at planting projects around the world.

The PrintReleaf product layer is powered by Ruby on Rails: everything from our suite of dashboard and account management applications to our public APIs and marketing site.

As a developer on the product development team, you build and maintain customer-facing web applications and APIs using modern tools and an open-source stack. We use Rails 6 on Ruby 2.6.3 with Postgres and Redis, with TypeScript + React on the front end. We develop locally on Mac computers, and we use Linux on AWS in production. We automate our infrastructure and deployments using tools like Terraform and Ansible.

Tech we use:

- Ruby on Rails
- TypeScript
- React
- Postgres
- Redis
- AWS / Terraform / Ansible
- Git / GitHub

What you'll do:

- Build and maintain our suite of customer-facing and internal web applications and APIs.
- Gather requirements, develop new features and internal applications, build tooling, integrate with external systems, test / QA, debug, and deploy.
- Developers act as first-line technical support for customers and salespeople, occasionally participating in customer meetings to support product development.

What you bring:

- Professional or open-source <mark>experience building web applications with Ruby on Rails</mark>
- <mark>Solid understanding of the Ruby language and ecosystem</mark>
- Solid understanding of HTML, JavaScript, CSS, and related web technologies
- Experience with the <mark>RSpec testing library</mark>
- Experience with TypeScript and React
- Familiarity with <mark>Git and GitHub</mark>

Bonus qualifications:

- Front-end web design skills
- Familiarity with <mark>Git and GitHub</mark>
- <mark>Experience relational databases (PostgreSQL)</mark>
- Experience with AWS, Ubuntu, Terraform, and Ansible (or similar technologies)
- <mark>Experience designing, building, and maintaining RESTful APIs</mark>
- Experience or education in environmental sustainability or green tech
- Experience or education in commercial printing technologies
- <mark>Strong mathematics/analytical skills</mark>
- General business acumen
- We are currently working remotely but <mark>candidates located in Denver, CO are preferred</mark>

SWOT ANALYSIS PROCESS

Step 1: Cut and paste the job description into a Google doc to perform a SWOT analysis of the role, highlighting Strengths.

Step 2: Assess how your skills align with the job requirements.

✅By numbers alone, I checked 11/24 boxes

✅But if we look at the job description….

✅The PrintReleaf product layer is powered by <mark>Ruby on Rails: everything from our dashboard and account management applications suite to our public APIs and marketing site.</mark> Because I know the application is fully powered by Rails.

✅As a developer on the product development team, you build, and I know I have the experience required to <mark>maintain customer-facing web applications and API</mark>s using modern tools and an open-source stack. We use <mark>Rails 6 on Ruby 2.6.3 with Postgres</mark> and Redis, with TypeScript + React on the front end. We <mark>develop locally on Mac computers and</mark> use Linux on AWS in production. We automate our infrastructure and deployments using tools like Terraform and Ansible.

Step 3: Customize application materialsr to include keywords and phrases relevant to the company and position.
- **See Resume**
- **See Cover Letter**