CAREER SKILLS FOR

Web Content Developer

ADDITIONAL RESOURCES
Association for Information Systems (AIS)  
aisnet.org
Association of Information Technology Professionals (AITP)  
aitp.org
CompTIA, Network and A+  
comptia.org
Information Technology Association of America (ITAA)  
connective.com/events/itaa
Microsoft Corporation  
microsoft.com
Adobe Corporation  
adobe.com

PROFESSIONAL ASSOCIATIONS
International Webmasters Association  
iwanet.org
OHTec  
cose.org/ohtec
The Web Association  
webassociation.org
The HTML Writers Guild  
hwg.org
Web Professionals  
webprofessionals.org
World Wide Web Consortium  
w3.org

VENDOR CERTIFICATIONS
Vendor certifications are an important extra for entry-level positions. Earning a vendor certification demonstrates a minimum level of technical knowledge and competence.
Some relevant certifications are:
Internet and Computing Core  
certiport.com
CIW Web Development Professional  
ciwcertified.com
Oracle Certified Professional Java SE Programmer  
oracle.com
Microsoft’s MCTS: Web Applications Development  
microsoft.com

FOR MORE INFORMATION CONTACT:
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Information Technology and Computer Science
Lakeland Community College  
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ptonni@lakelandcc.edu
Graduates of the Web Content Developer program gain experience and skills necessary to understand and use internet services and resources. Students will create content-rich sites that use various forms of media as well as basic interactive programming techniques. Projects will emphasize business, home-office and personal applications. Use this fact sheet to investigate your academic and career options, and to master your job search.

**JOB-SPECIFIC SKILLS**

*Skills and knowledge you will obtain at Lakeland to tackle different areas in the field.*

**HARDWARE/SOFTWARE SKILLS:**
- Understand the hardware needed for web development
- Microsoft and Apple environments
- HTML editors (Adobe Dreamweaver)
- Adobe Photoshop and the basics of electronic imaging
- Relational databases
- Debugging

**PROGRAMMING SKILLS:**
- Logic and problem-solving
- Basic Object Oriented programming
- HTML, XHTML, HTML5
- CSS
- JavaScript
- Java Programming
- Oracle (SQL: DDL, DML, SQL*Plus)

**OPERATING SYSTEMS/NETWORK SKILLS:**
- File management
- Local Area Networking (LAN)
- Wide Area Networking (WAN)
- Microsoft Windows O. S.
- Apple O. S.

**BUSINESS SKILLS:**
- Decision making
- Leadership
- Presentations
- Core business functions
- eBusiness
- Special emphasis on Marketing
- Understanding your audience and customers
TRANSFERABLE SKILLS
These are skills you have acquired during your life that will help you excel in the field.

- Ability to multi-task
- Ethical behavior
- Leadership
- Logical thinking
- Organization
- Problem solving
- Verbal and written communication

PERSONAL ATTRIBUTES
These nontechnical attributes will enable you to be a competent, reliable employee in any company.

- Accurate
- Adaptable
- Analytical
- Collaborative
- Creative
- Critical thinker
- Customer-focused
- Deadline-oriented
- Detail-oriented
- Ethical
- Flexible
- Honest
- Independent
- Investigative
- Logical
- Organized
- Patient
- Personable
- Problem solver
- Professional presence
- Questioning
- Quick learner
- Respectful
- Self-motivated

RELATED JOB TITLES*
Note: This is only a representative list and does not exhaust all possible titles in the field.

- Digital Designer
- Front-End Web Developer
- Web Analyst
- Web Applications Developer
- Web Consultant
- Web Content Strategist
- Web Designer
- Web Developer
- Webmaster

POSSIBLE EMPLOYERS
Note: This is only a representative list and does not exhaust all types of employers.

- Banks and financial institutions
- Consulting companies
- Education
- Government agencies
- Healthcare
- Insurance companies
- Manufacturing
- Nonprofit organizations
- Public accounting
- Real estate
- Research
- Retail
- Self-employment
- Service
- Technology
- Wholesale

*Position(s) may require a bachelor’s degree or higher.
Web Content Developer Labor Statistics (National Average)

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<tbody>
<tr>
<td>2020 Median Pay</td>
<td>$77,200 per year</td>
<td>Associate's degree</td>
<td>None</td>
<td>None</td>
<td>174,300</td>
<td>8% (Much faster than average)</td>
<td>14,000</td>
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<td>$37.12 per hour</td>
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