Hello, my name is Chloe Cheng

The past two quarters, I worked on a project with **Octane**

How and Why I Joined

- ICS Student Affairs E-Bulletin
 Fall Finals

 ~ Academic Opportunities ~

 Informatics Panel: Integrating Accessibility Into a Computing Career
 UCI CubeSat Recruitment
 2023-2024 ICS Scholarship Application

 ~ Professional Development ~

 MADO Program
 Division of Career Pathways
- Received email from ICS Finals week of Fall Quarter
 - Many events/opportunities including the MADO program!
- Real world experience with working with a company
- Develop/improve new skills
- Over winter break, received interview from Octane
- End of winter break, received offer from Octane
- In the beginning of winter quarter, officially onboarded with Octane



Main Task #1: SEO

- SEO (Search Engine Optimization): techniques to improve your website's ranking
- Took a Udemy course
 - Key points
 - Keywords are very important
 - Have backlinks from and to your website
- Had meetings with someone who is a professional at SEO
- Applied what I learned to Haystax (a program that Octane created)

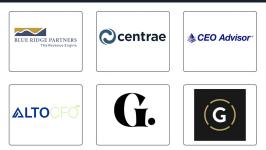
Main Task # 2: Change Layout of OPA

• Octane Preferred Advisors: companies that offer custom solutions to help your company grow

• Before:



After:



At Blue Ridge Partners, we focus exclusively on helping companies accelerate profitable revenue growth. We have earned high marks from private equity firms by delivering material, rapid and cost-effective results for them and their portfolio companies.

Visit Website

- Thought about what layout fits best
- Researched and tried out many WordPress plugins

Key Takeaways

- A great learning experience
 - WordPress + SEO
 - Working with others/communication
- Improved time management skills
- Learned to get out my comfort zone

Thank You for this Opportunity!