



Southwest Connecticut

TECHHUB

CTTechHub.org

'Just Like Me'

Marketing Campaign



CT Tech Hub is a workforce initiative designed to help high school students navigate an increasingly uncertain future by introducing **clear and accessible pathways** into tech careers. Through a grassroots approach, the organization developed resources that outline job roles, salaries, training options, and community connections—tools designed to help guidance counselors and educators engage students more effectively.

For the “Just Like Me” campaign, CT Tech Hub needed a cohesive brand system and marketing toolkit to bring these initiatives to life and reach students where they are.

Social Media

cttechhub

I DIDN'T HAVE A
PLAN FOR AFTER
HIGH SCHOOL



CTTechHub.org
/career-pathways

Discover your career path
with CT Tech Hub #JustLikeMe

TECH HUB

STAMFORD PARTNERSHIP
WorkPlace
CT Tech Hub

Instagram icons: heart, comment, share, bookmark

HAD NO IDEA
THAT I COULD EARN
THIS MUCH
IN TECH



CTTechHub.org
career-pathways

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WorkPlace
CT Tech Hub

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WorkPlace

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CT Tech Hub

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WorkPlace

STAMFORD PARTNERSHIP
WorkPlace
CT Tech Hub

SOCIAL MEDIA | Individual Posts



START YOUR CAREER HERE:

IT Support Specialist

Starting Average Salary: \$39,000

Troubleshoots hardware/software issues, supports users, and ensures smooth operations, including setup, problem resolution, and user guidance.

OR HERE:

Network Specialist

Starting Average Salary: \$48,000

Provides tier-1 support via phone, email, or chat, resolving common issues or escalating complex ones.

Salary data compiled from CT DOL Office of Research, Labor Market Information

HERE ARE SOME FUTURE ROLES:

Systems Administrator

Starting Average Salary: \$75,000

IT Support Manager

Starting Average Salary: \$94,000

Information Security Manager

Starting Average Salary: \$110,000

Salary data compiled from CT DOL Office of Research, Labor Market Information

LEARN MORE ABOUT YOUR FUTURE IN TECH

CTTechHub.org/career-pathways

TECH HUB

CONNECTICUT DEPARTMENT OF LABOR

WorkPlace

CT

cttechhub

COULD A CAREER IN CYBERSECURITY BE FOR YOU?




TECH HUB

Discover your career path with CT Tech Hub #JustLikeMe

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3 GREAT PROJECTS FOR EXPLORATION:



Set Up a Secure Home Network.

Configure a router with strong passwords and WPA3 encryption, monitor traffic using Wireshark, and implement firewall rules. This project teaches basic networking and cybersecurity practices.



3 GREAT PROJECTS FOR EXPLORATION:



Analyze a Cybersecurity Breach.

Research and document a real-world cyberattack, such as a ransomware incident, detailing the methods used and how the company recovered.



3 GREAT PROJECTS FOR EXPLORATION:



Participate in Online Challenges.

Join Capture the Flag (CTF) platforms like Hack The Box to solve cybersecurity puzzles and test penetration testing skills in a guided environment.



LEARN MORE ABOUT YOUR FUTURE IN TECH

CTTechHub.org/career-pathways

TECH HUB



SOCIAL MEDIA | Carousels

Meta Lead Ads

CT TECH HUB
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Looking for a well-paying tech career? Answer just one question to take the first step! Your future tech career is waiting!

YOUR TECH CAREER STARTS HERE.

TECH HUB

Discover your career path with CT Tech Hub #JustLikeMe

www.cttechhub.org
Apply for No-Cost Tech Training [Learn More](#)

Southwest Connecticut
TECHHUB
CTTechHub.org

CT TECH HUB
You're One Step Closer to a Career in Tech!

Where are you in your career journey?

- I'm just getting started
- I'm about to enter the workforce
- I'm mid-career and looking to upskill
- I'm near retirement and want a new challenge

[Next](#)

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Contact Information
We'll send you e-mails occasionally to update you on the latest tech career options in Connecticut.

Email

Full Name

[Next](#)

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CTTechHub.org

Privacy Policy
By clicking Submit, you agree to send your info to CT Tech Hub who agrees to use it according to their Privacy Policy. Facebook will also use it subject to our Data Policy, including auto-fill forms for ads. View Facebook Data Policy, View CT Tech Hub Privacy Policy

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Thanks! We'll be in touch.

Visit the website to read more

You successfully submitted your response.

[View Website](#)

META LEAD | Questionnaire

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Looking for a well-paying tech career? Answer just one question to take the first step! Your future tech career is waiting!



TECH HUB GET TECH SKILLS AT NO COST.

www.cttechhub.org
Sign Up Today

[Learn More](#)

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**TECH SKILLS.
ZERO BARRIERS.**

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www.cttechhub.org
Enroll in No-Cost Training Today

[Learn More](#)

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TECH HUB No-COST TECH TRAINING IN CT

www.cttechhub.org
Secure Your Spot Now

[Learn More](#)

CT TECH HUB
Sponsored

Looking for a well-paying tech career? Answer just one question to take the first step! Your future tech career is waiting!



No-COST, HIGH-QUALITY
TECH TRAINING.

TECH HUB

Discover your career path
with CT Tech Hub #JustLikeMe

www.cttechhub.org
Get Started Now

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Nurture Campaign

WELCOME TO YOUR TECH FUTURE



Discover your career path
with CT Tech Hub #JustLikeMe

Thank you for your interest in **Tech Ready Training**. You're now on your way to a rewarding career in technology. By registering with us, you've unlocked new opportunities in the fast-growing CT Tech sector. We'll send you e-mails occasionally to keep you updated on the latest tech career options.

Why consider a tech career in **Southwest Connecticut**?

- Tech jobs here offer competitive salaries and room to grow
- Greater Fairfield County employers are hiring for in-demand roles
- Training options exist for every level—from those just getting started to those making a career change

Take the next step: Explore career paths and find out where you fit in the tech industry.

[Explore Tech Careers Now](#)

We'll be in touch with more insights, success stories, and resources to help you on your journey.

Enjoy your tech journey,
The CT Tech Hub Team



CTTechHub.org

So, WHAT ARE YOU LIKE?

NOW IS THE PERFECT TIME FOR A TECH CAREER IN CONNECTICUT

SOMEONE JUST LIKE YOU

Discover your career path
with CT Tech Hub #JustLikeMe

Landing Pages

CTTechHub.org/Career-Pathways →



Southwest Connecticut
TECHHUB

I DIDN'T HAVE A
PLAN FOR AFTER
HIGH SCHOOL

Discover your career path
with CT Tech Hub #JustLikeMe

Find a tech career,
just like that

What's next after school? How about a rewarding career in technology? Depending on what you're like, there just might be a well-paying tech career for you.

So, what are you like?

- I'm into finding patterns and making sense of information
- I'm excited by creating things and solving problems with technology
- I'm fascinated by how systems work and keeping things connected
- I'm passionate about protecting people and ensuring safety online

Southwest Connecticut
TECHHUB

HOME
ABOUT
FOR BUSINESSES
FOR INDIVIDUALS
EVENTS

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PRIMARY PAGE

TECHHUB

GREAT! HERE'S A POSSIBLE TECH CAREER FOR YOU: DATA ANALYTICS



Discover your career path with CT Tech Hub #JustLikeMe

Start as an:

Operations Researcher
Starting Average Salary: \$60,000

Helps improve supply chain efficiency, allocate resources effectively, and solve scheduling or logistics challenges for all kinds of businesses.

LEARN MORE

Tech Ready Career Training

The WorkPlace provides free, virtual training for Connecticut residents in various SQL, Python, and cloud analytics, with evening classes and certification opportunities to launch your data analytics career.

GET STARTED

OR TRY SOFTWARE ENGINEERING

START OVER

Southwest Connecticut TECHHUB

21Lindmark Square, Suite 108, Stamford, CT 06901
info@techhub.org

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TECHHUB

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GREAT! HERE'S A POSSIBLE TECH CAREER FOR YOU: SOFTWARE ENGINEERING



Discover your career path with CT Tech Hub #JustLikeMe

Start as an:

Junior Software Developer
Starting Average Salary: \$55,000

Builds and maintains software applications.

LEARN MORE

Tech Ready Career Training

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GREAT! HERE'S A POSSIBLE TECH CAREER FOR YOU: CYBERSECURITY



Discover your career path with CT Tech Hub #JustLikeMe

Start as an:

Information Security Analyst
Starting Average Salary: \$75,000

Builds and maintains security systems.

LEARN MORE

Tech Ready Career Training

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GET STARTED

OR TRY NETWORKING & SYSTEMS

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GREAT! HERE'S A POSSIBLE TECH CAREER FOR YOU: NETWORKING & SYSTEMS



Discover your career path with CT Tech Hub #JustLikeMe

Start as an:

Network Specialist
Starting Average Salary: \$50,000

Builds and maintains network systems.

LEARN MORE

Tech Ready Career Training

The WorkPlace provides free, virtual training for Connecticut residents in various SQL, Python, and cloud analytics, with evening classes and certification opportunities to launch your data analytics career.

GET STARTED

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GREAT! HERE'S A POSSIBLE TECH CAREER FOR YOU: CLOUD COMPUTING



Discover your career path with CT Tech Hub #JustLikeMe

Start as an:

Cloud Support Specialist
Starting Average Salary: \$50,000

Builds and maintains cloud systems.

LEARN MORE

Tech Ready Career Training

The WorkPlace provides free, virtual training for Connecticut residents in various SQL, Python, and cloud analytics, with evening classes and certification opportunities to launch your data analytics career.

GET STARTED

OR TRY CYBERSECURITY

START OVER

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SECONDARY PAGES

Outreach

I WAS USING APPS
**NOW I'M
MAKING THEM**

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with CT Tech Hub #JustLikeMe

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CTTechHub.org

STAMFORD PARTNERSHIP
WorkPlace
SUNY
CT State Police

A digital display advertisement with a purple and blue background featuring concentric circles. It features a woman's portrait, a QR code, and promotional text for CT Tech Hub.

I DIDN'T HAVE A
PLAN FOR AFTER
HIGH SCHOOL

Discover your career path
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CT State Police

A printed poster with a purple and blue background featuring concentric circles. It features a woman's portrait, a QR code, and promotional text for CT Tech Hub.

WHAT'S NEXT
AFTER GRADUATION?
A CAREER IN TECH?

Discover your career path
with CT Tech Hub #JustLikeMe

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CT State Police

A printed poster with a purple and blue background featuring concentric circles. It features a man's portrait, a QR code, and promotional text for CT Tech Hub.

OUTREACH | Digital Displays & Printed Posters

FIND A TECH CAREER JUST LIKE THAT



Discover your career path with CT Tech Hub #JustLikeMe

Powered by STAMFORD PARTNERSHIP WorkPlace

FOUR IN-DEMAND TECH CAREERS IN CONNECTICUT

Tech careers are increasingly in demand in Connecticut as the state looks to grow its high tech capabilities to meet the needs of its companies and its highly skilled workforce.

We have identified four broad career categories for exploration:

- Networking & Systems
- Data Analytics
- Software Engineering
- Cybersecurity

Each career offers rewarding opportunities both within the tech sector itself and across the broader profile of other industries in Connecticut. In 2025, all businesses need some level of tech resources.

If you are considering a career in technology, there are many opportunities for students or career switchers across a broad array of education and experience levels. Unlike some careers where little to no training is necessary, tech careers typically require a combination of education and experience. The good news is that for some careers, you can receive no-cost training that will put you on a path to a career in tech.

The following chart displays a high-level education and experience requirements for the most in-demand career categories.



Education

Experience

Networking & Systems

Data Analytics

Software Engineering

Cybersecurity

Powered by STAMFORD PARTNERSHIP WorkPlace

A CAREER IN NETWORKING & SYSTEMS COULD BE FOR YOU

START YOUR CAREER HERE:

IT Support Specialist
Starting Average Salary: \$35,000
Responsible for providing end-user technical support, providing user support, and ensuring smooth operations. They assist with desktop and laptop devices, resolving technical problems, and guiding users in operational and software issues.

Network Specialist
Starting Average Salary: \$48,000
Responsible for installing, configuring, maintaining, upgrading, or troubleshooting networking devices, including network servers, and guiding users in operational and software issues.

IT Support Manager
Starting Average Salary: \$54,000
Responsible for managing operations, installing, configuring, and troubleshooting network devices, and ensuring high-quality service delivery and security.

Information Security Manager
Starting Average Salary: \$84,000
Oversees business IT operations, including information security, and oversees business agreements (SLA) with third-party providers.

Scan here to discover more about Tech Careers in CT

NETWORKING & SYSTEMS RESOURCES

Here you'll find education options, starter projects, and local organizations, so you can discover more about this career path.

Three Education Options for A Career in Networking & Systems:

- **Online or Hybrid Technical Training**
CT Tech Hub and CT WorkHub offer short-term, virtual training for skill building. Great for getting your foot in the door.
- **Two-Year Associate Degree Programs**
CT State Community College offers a two-year Computer Information Systems Degree. Great for getting your foot in the door.
- **Four-Year Bachelor's and Master's Programs**
UConn offers a Bachelor's in Computer Science and a Master's in Information Systems. Great for those looking to advance their careers.

Three Great Projects for Exploration:

1. **Build a Troubleshooting Portfolio**
Document solutions to common technical problems, such as configuring email, resolving slow computers, or setting up Wi-Fi networks.
2. **Set up a Home Office Environment**
Configure a workstation, network, and mobile devices, printers, and remote access tools. Practice troubleshooting common issues and network issues.
3. **Learn and Test Network Support Tools**
Explore tools like Speedtest, Armitage, or Microsoft Remote Desktop to assist with client issues and develop your network troubleshooting skills.

Additional Resources:
Connecticut Tech Alliance
Offers workshops and certification events, focusing on AI, Network, and IT, for applying tech support solutions.

OUTREACH | Informative PDFs with Career Resources

‘Just Like Me’

Marketing Campaign