

# Stand Out

— *by building a* —

# Personal Brand

@colbyfayock

# Colby Fayock

Developer Advocate



@colbyfayock



# Personal “Brands”

# Personal “Brands”

---





# **Personal Brands**

# What it's **not**...

---

# Bad Actor



# Bad Actor



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Tinder

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Me: JavaScript



# Swag



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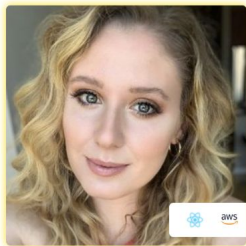
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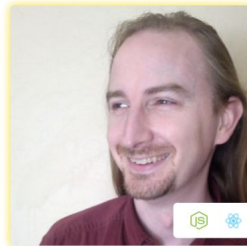
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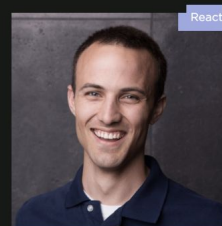
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Amy Simmons  
Software Engineer at Twitter



Justin E. Samuels  
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**Talk:** Fire-Side Chat with Kent C. Dodds

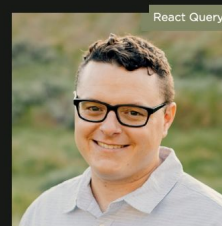
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Tanner Linsley is an entrepreneur and open source creator who loves React and JavaScript. He has built and still maintain several well-known open source libraries like...



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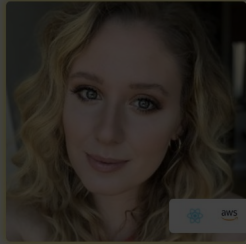
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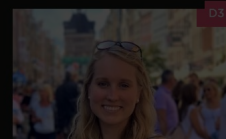
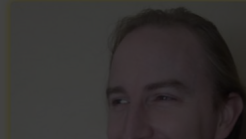
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Senior Director of Developer Relations, Applitools | Test  
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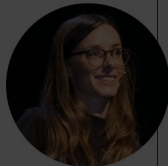
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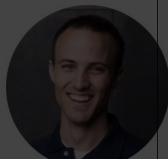
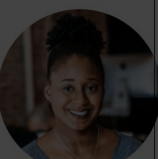
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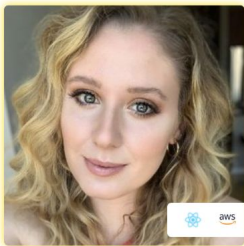
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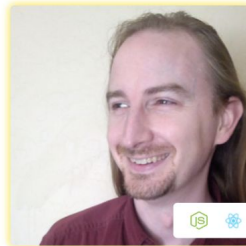
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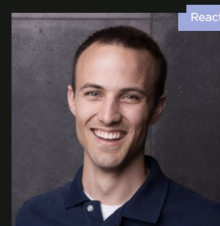
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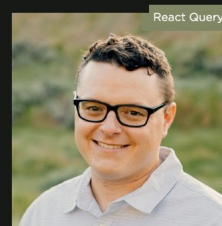
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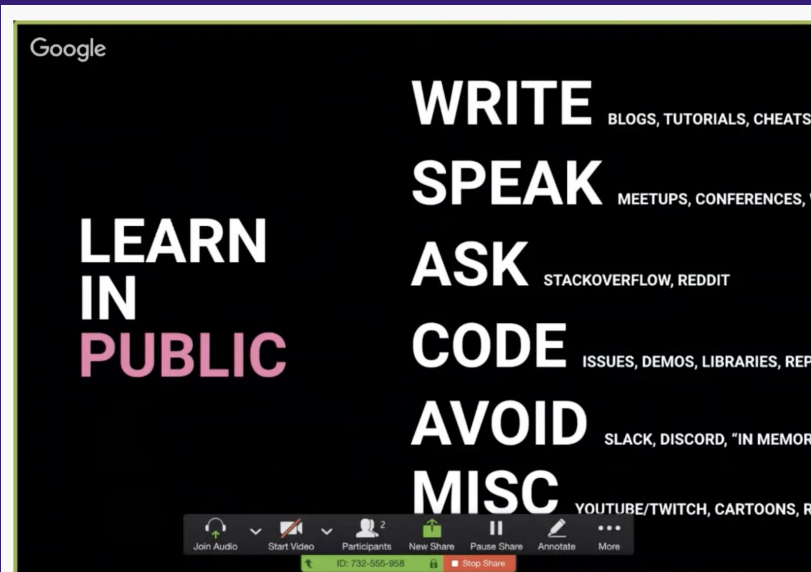
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Learn in Public - Vue NYC July 2019

682 views • Streamed live on Jul 31, 2019



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Ideas

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## Learn In Public

### *The fastest way to learn*

*The fastest way to learn, grow your career, and build your network. #Advice #LearnInPublic*

Read time: 7 minutes | Published: Jun 19 2018

Author's Note: I have written an expanded version of this essay in [The Coding Career](#). Translations welcome! ([한국어](#), [Español 1](#), [Español 2](#), [中文](#), [Português 1](#), [Português 2](#))

If there's a golden rule, it's this one, so I put it first. All the other rules are more of this rule #1.

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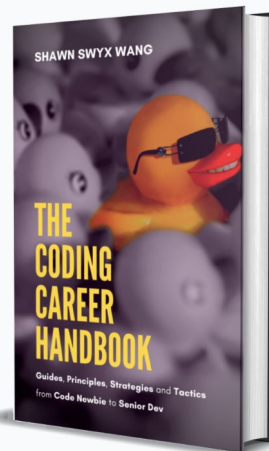
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## Critical Hit LED D20 Die



**Flashes red when you roll a crit!**

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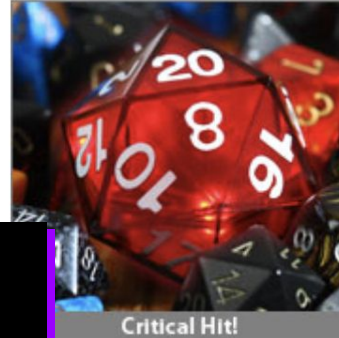
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Images

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## Flashes red when you roll a crit!

We have two audiences for this item, so we'll address you separately:

**PLAYERS:** You know that amazing feeling you get when you roll a crit? The sight of the "20" on your die blasts straight up into the pleasure center of your brain and you feel like a million astral diamonds. (Except when you roll a crit for initiative. That's just lame. Especially if you're the cleric.) Then you get to roll an obscene amount of dice and tally up the damage to that formerly



(Except when you roll a crit for initiative. That's just lame. Especially if you're the cleric.)



**GMs:** For starters, we'll let you know that we did our very best to ensure the Critical Hit LED d20 Die is weighted as evenly as possible considering the electronics inside. We did this because we're gamers and we really wanted to use them in our Thursday D&D; game. Of course, you are the boss, so it's up to you whether to allow it at your table. We will say that with the appropriate mood lighting in your gaming room, the Critical Hit LED d20 Die will gently illuminate your face with an evil red glow when you roll a crit behind the screen. Since every GM has a wee bit of sadist inside, we knew you'd love that.

Crit Happens



Laboratory Shot Glasses



Mega Stomp Panic -  
Audio Reality Experience



Dragonscale Bag of  
Holding



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# Consistent Voice

## Maggie Appleton

Creates visual explanations of technology, anthropology, and programming.

Art Director, Designer & Anthropological All-Rounder at [egghead.io](https://egghead.io)



### The Digital Garden

A consistently tended collection of half-baked notes, research, and sketches.

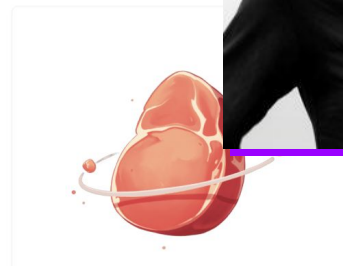
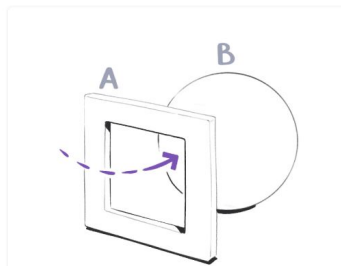
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Patterns

Mar 30, 2021  
Budding 🌱

A Brief History & Ethos  
of the Digital Garden

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### Illustrated Essays



# Consistent Voice

## A Brief History & Ethos of the Digital Garden

Evergreen 🌿 Planted Jun 10, 2020 – Last Tended Mar 21, 2021

Digital Gardening The W

### Gardens, Streams, and Caufield's Metaphors

At the 2015 Digital Learning Research Network, Mike Caufield delivered a keynote on [The Garden and the Stream: a Technopastoral](#). It later becomes [a hefty essay](#) that lays the foundations for our current

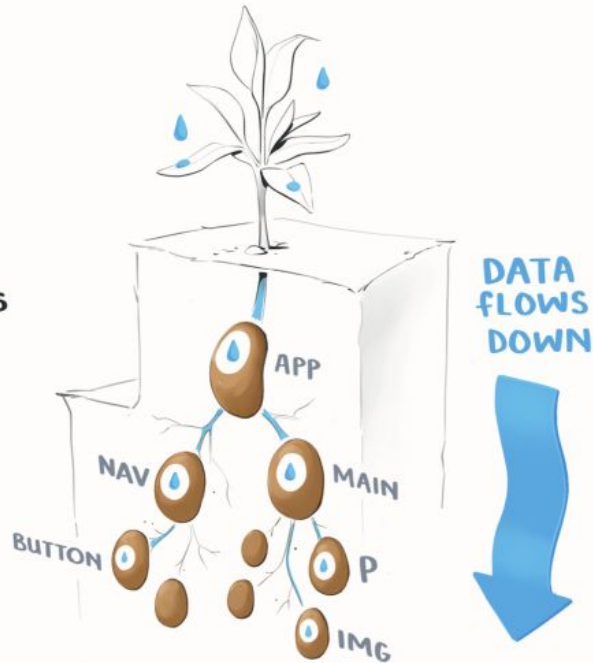


# Consistent Voice

## REACT IS A POTATO PLANT

**POTATO** COMPONENTS  
ARE CONNECTED BY  
THE PROPS ROOT  
NETWORK

OUR DATA IS  
**WATER** FLOWING  
**DOWN** THE  
PLANT



[maggieappleton.com/reactpotato](https://maggieappleton.com/reactpotato)

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**[ Consistency ]**



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🔗 Bring WordPress to the static world with Next.js

🟡 JavaScript ☆ 105 🍴 49

📁 [50-projects-for-react-and-the-static-web](#) ⋮

🔗 50 project ideas to learn by doing complete with project briefs, layout ideas, and resources!

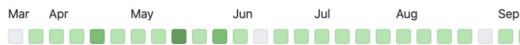
☆ 324 🍴 51

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3,172 contributions in the last year



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5

NationJS – December 6, 2019

@nationjs

We're looking forward to this great talk at #Frontrunners: Building Maps with Impact on React and the JAMstack by Colby Fayock! @colbyfayock NationJS.com/speakers#colby...

BUILDING MAPS WITH IMPACT ON REACT AND THE JAMSTACK BY COLBY FAYOCK

FRONTRUNNERS REACT

DEC 6, 2019

4:43 PM · Nov 26, 2019 · Twitter for iPhone

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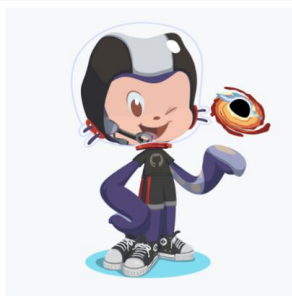
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☀ By day, I'm a Developer Advocate at [Applkitools](#).

🌙 By night, I'm an [author on freecodecamp.org](#), I supplement that writing with [videos on Youtube](#), and I'm an [instructor at Egghead.io](#).

#### Other places you can find me

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Twitter profile for Colby Fayock (@colbyfayock). The header shows the name "Colby Fayock" and "11.3K Tweets". The profile picture is a circular image of Colby Fayock holding several Star Wars plush toys. The bio includes "Learn by do" and "React". The website section lists "React & the Static Web", "DevRel & Astrocoder @applito", "50reactprojects.com journeytc", and "spacejelly.dev youtube.com/cc". The footer shows a row of icons: a globe, a heart, a person, and a plus sign.

LinkedIn profile for Colby Fayock. The header shows the name "Colby Fayock" and "Dev Advocate @ Applitools". The profile picture is a circular image of Colby Fayock holding several Star Wars plush toys. The bio includes "West Chester, Pennsylvania, United States · 387 co". The website section lists "React & the Static Web", "DevRel & Astrocoder @applito", "50reactprojects.com journeytc", and "spacejelly.dev youtube.com/cc". The footer shows a row of icons: a globe, a heart, a person, and a plus sign.

GitHub profile for Colby Fayock. The header shows the name "Colby Fayock" and "colbyfayock.com". The profile picture is a circular image of Colby Fayock holding several Star Wars plush toys. The bio includes "By day, I'm a Developer Advocate at Applitool" and "By night, I'm an author on freecodecamp.org, videos on Youtube, and I'm an instructor at Egghead". The website section lists "React & the Static Web", "DevRel & Astrocoder @applito", "50reactprojects.com journeytc", and "spacejelly.dev youtube.com/cc". The footer shows a row of icons: a globe, a heart, a person, and a plus sign.

Twitter interface showing the profile of **Colby Fayock** (@colbyfayock). The profile includes a bio: "React & the Static Web DevRel & Astrocoder @appli...", a header image with a planet, and a profile picture of Colby Fayock holding Star Wars characters. The interface also shows a sidebar with navigation icons and a tweet from Colby Fayock.

Exclusive Bootcamp for developers on building an effective personal brand!

Ali Spittel  
Senior Developer Advocate  
@AWSAmplify

Annie  
Front-end Developer,  
Multidisciplinary Designer

Colby Fayock  
Developer Advocate  
@Applitoools

Sam Julien  
Developer Relations Manager  
@Auth0

Samson Goddy  
Open source advocate, Sugar  
Labs projects

Sultan  
Developer Advocate  
@Grantfortheweb

By day, I'm a Developer Advocate at Applitoools.

@colbyfayock



# What makes consistency?



**Colby Fayock**

11.3K Tweets



**Colby Fayock**

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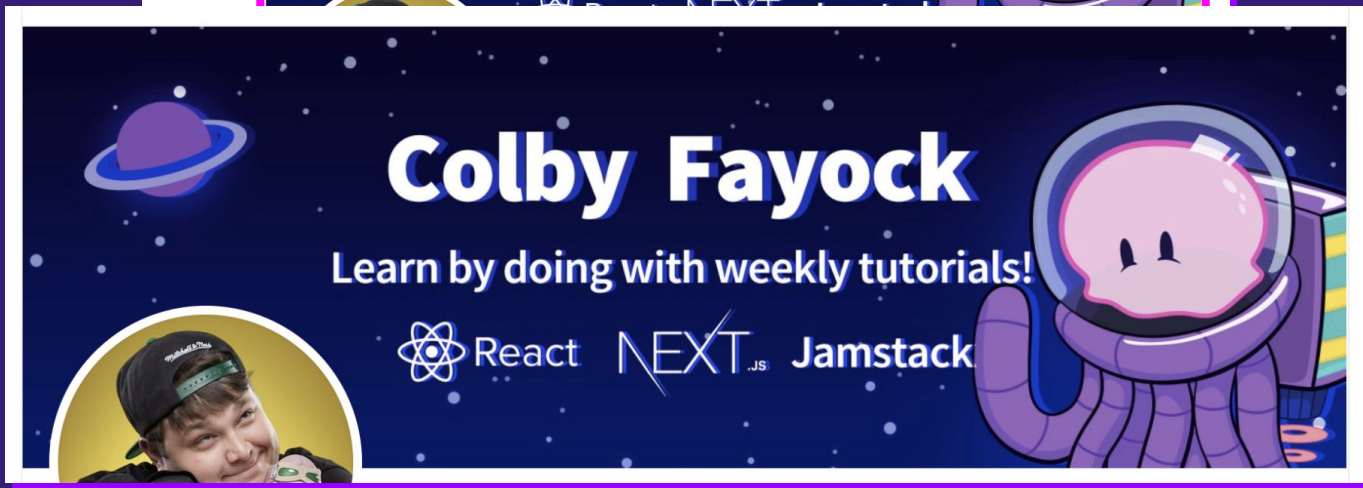
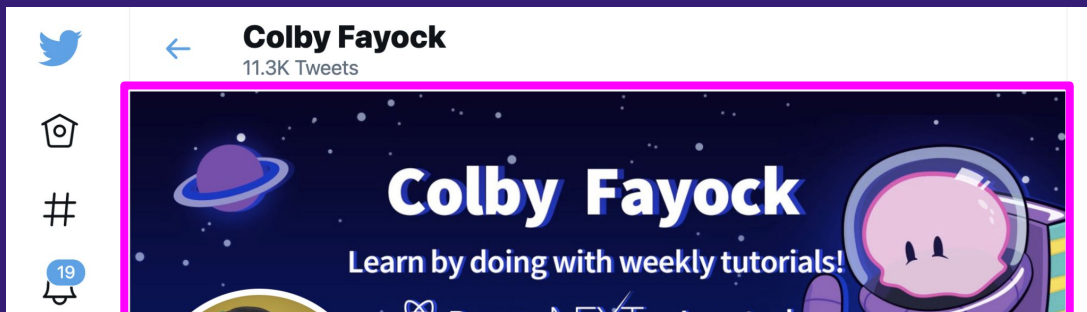
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-  spacejelly.dev youtube.com/colbyfayock

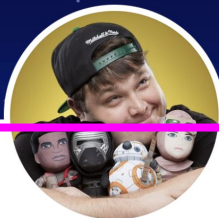
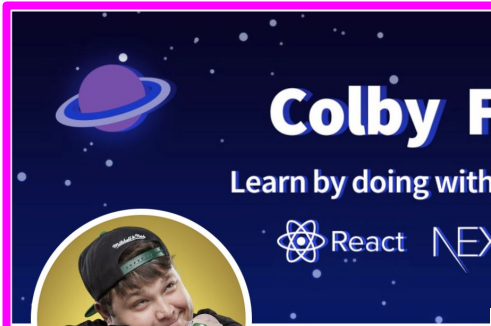


## Colby Fayock





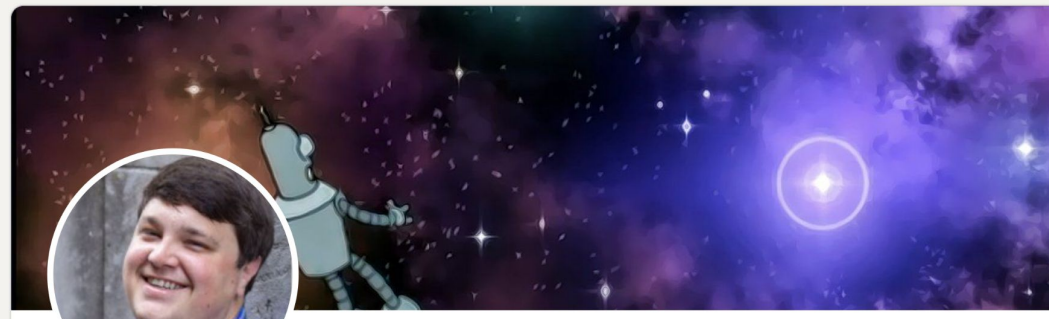
← **Colby Fayock**  
11.3K Tweets




**Colby Fayock**










@colbyfayock

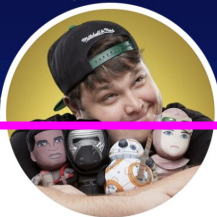
🛠️ React & the Static Web  
👤 DevRel & Astrocoder @applitools  
📖 [50reactprojects.com](https://50reactprojects.com) [journeyto.dev](https://journeyto.dev)  
👤 [spacejelly.dev](https://spacejelly.dev) [youtube.com/colbyfayock](https://youtube.com/colbyfayock)  
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 **Colby Fayock**  
11.3K Tweets

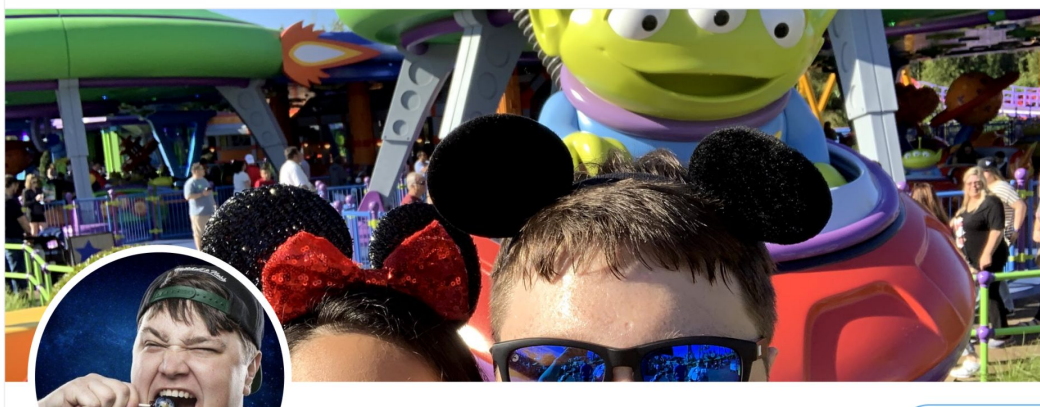
        














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**Colby Fayock**  
11.3K Tweets










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 React  NEXT.js  Jamstack

**Colby Fayock**  
Learn by doing with weekly tutorials!  
 React  NEXT.js  Jamstack 










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@colbyfayock



Twitter profile for Colby Fayock (@colbyfayock). The header shows the name "Colby Fayock" and "11.3K Tweets". The profile picture is a circular image of Colby Fayock holding several Star Wars plush toys. The bio includes "Learn by do" and "React". The website section lists "React & the Static Web", "DevRel & Astrocoder @applito", "50reactprojects.com journeytc", and "spacejelly.dev youtube.com/cc". The footer shows a row of icons: a globe, a heart, a person, and a plus sign.

LinkedIn profile for Colby Fayock. The header shows the name "Colby Fayock" and "colbyfayock". The profile picture is a circular image of Colby Fayock holding several Star Wars plush toys. The bio includes "Dev Advocate @ Applitools", "West Chester, Pennsylvania, United States · 387 co", and "Contact info". The website section lists "CircleCI + Kubern". The footer shows a row of icons: a globe, a heart, a person, and a plus sign.

GitHub profile for Colby Fayock (@colbyfayock). The header shows the name "Colby Fayock" and "colbyfayock". The profile picture is a circular image of Colby Fayock holding several Star Wars plush toys. The bio includes "Dev Advocate @ Applitools", "West Chester, Pennsylvania, United States · 387 co", and "Contact info". The website section lists "CircleCI + Kubern". The footer shows a row of icons: a globe, a heart, a person, and a plus sign.



# Colby Fayock

colbyfayock.com

**Colby Fayock**

Helping others to learn by doing

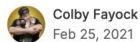
Edit Profile

PROFILE FOLLOWERS FOLLOWING

My Hashnode Blog:  
**colbyfayock.hashnode.dev**

[Read my posts >](#)

Developer Advocate @ Applitools



Colby Fayock  
Feb 25, 2021

## Learn Next.js in 10 Tweets

colbyfayock.hashnode.dev

Next.js has taken the web dev world by storm It's the React framework devs rave about praising its power, flexibility, and dev experience Don't feel I...





SNIPCART

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## Colby Fayock

DEVELOPER ADVOCATE AT APPLITOLS

Learning by doing is the best way to learn, learn Javascript, React, and the static web. videos on YouTube, courses on egghead.io Handbook, and a Developer Advocate at

Follow him on [Twitter!](#)



egghead.io

Search resources by Colby Fayock



DEV ADVOCATE & ASTROCODER APPLITOLS

## Colby Fayock



Colby helps others learn by doing through articles, videos, and courses about Javascript, React, and the static web. I'm a Lead UX & Front End Engineer passionate about tackling challenges that can help save people's lives and make the world a better place.

@colbyfayock

# Impact of personal brands

# Building [ Authority ] Communities Expertise

# Building [ Authority ] Communities Expertise

# Building [ Authority ] Communities Expertise





**Angie Jones**  
@techgirl1908





**Angie Jones**  
@techgirl1908



FIND GROUNDBREAKERS

# Find Groundbreakers



**Angie Jones**

Applitoools

United States



Expertise

Java Tools & Frameworks

Home Page

<https://angiejones.tech/>

Bio

Angie Jones is a certified Java programmer and Senior Developer Advocate who specializes in test automation strategies and techniques. She shares her wealth of knowledge

@colbyfayock



Angie Jones  
@techgirl1908

T&U

TEST  
AUTOMATION  
UNIVERSITY

Powered by applitools

Java Programming

Watch later

Share

Java Programming

Watch on YouTube

Java Programming

Autoplay ☐

@colbyfayock

**Authority**  
**Building [ Communities ]**  
**Expertise**





**Scott Hanselman**  
@shanselman



# Hi, I'm Scott



**Scott Hanselman**  
@shanselman

# Well its up After screwing with FTP permissions on and off for a week my weblog is up Sigh Im blogging

April 16, 2002

[Comment on this post \[0\]](#)

Posted in

Well, it's up. After screwing with FTP permissions on and off for a week, my weblog is up. Sigh, I'm blogging. We'll see how long it lasts.

## ABOUT SCOTT



Scott Hanselman is a former professor, former Chief Architect in finance, now speaker, consultant, father, diabetic, and Microsoft employee. He is a failed stand-up comic, a cornrower, and a book author.

@colbyfayock





**Scott Hanselman**  
@shanselman



@colbyfayock



**Scott Hanselman**   
@shanselman

It's ok to have Imposter Syndrome! You're not alone. [#programming](#) [#codetok](#)  
[#CodeNewbies](#) [vm.tiktok.com/ZMJvks9Hm/](https://vm.tiktok.com/ZMJvks9Hm/)



@colbyfayock

# Authority Communities Building [ Expertise ]





**Josh W. Comeau**  
@JoshWComeau

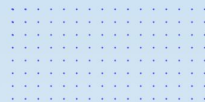
Josh <sup>W</sup> Comeau

Latest

Posts ▾

Snippets

Goodies



## RECENTLY PUBLISHED

### Building a Magical 3D Button

Bet you can't click just once!

Every action we take on the web starts with a button click, and yet most buttons are ho-hum and uninspired. In this tutorial, we'll build an animated 3D button with

## TOP CATEGORIES

React

Animation

CSS

Career

Gatsby

Next.js

Performance

@colbyfayock



from left to right, over a 1-  
0fps\*, which means we'll  
n the start and end.



Josh W. Comeau  
@JoshWComeau

## Timing functions

- ease-out
- ease-in
- ease-in-out
- ease
- Custom curves

## Animation performance

- Hardware Acceleration

## UX touches

- Action-driven motion
- Delays
- Doom flicker

## Respecting motion preferences

## The bigger picture





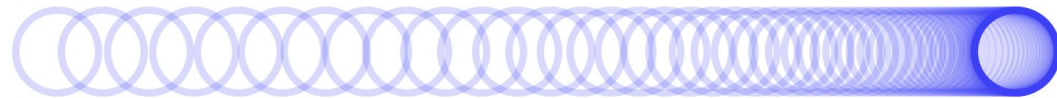
**Josh W. Comeau**  
@JoshWComeau

in the real world moves this way\*. Good animations mimic the natural world, so we should pick something more organic!

Let's run through our options.

## ease-out

**ease-out** comes charging in like a wild bull, but it runs out of energy. By the end, it's pootering along like a sleepy turtle.



TIMELINE



Try scrubbing with the timeline; notice how drastic the movement is in the first few frames, and how subtle it becomes towards the end. [@colbyfayock](#)





# Stop wrestling with CSS.

The all-new interactive learning experience designed to help JavaScript developers become confident with CSS.



Taught by Josh W Comeau

**Josh W. Comeau**  
@JoshWComeau

@colbyfayock



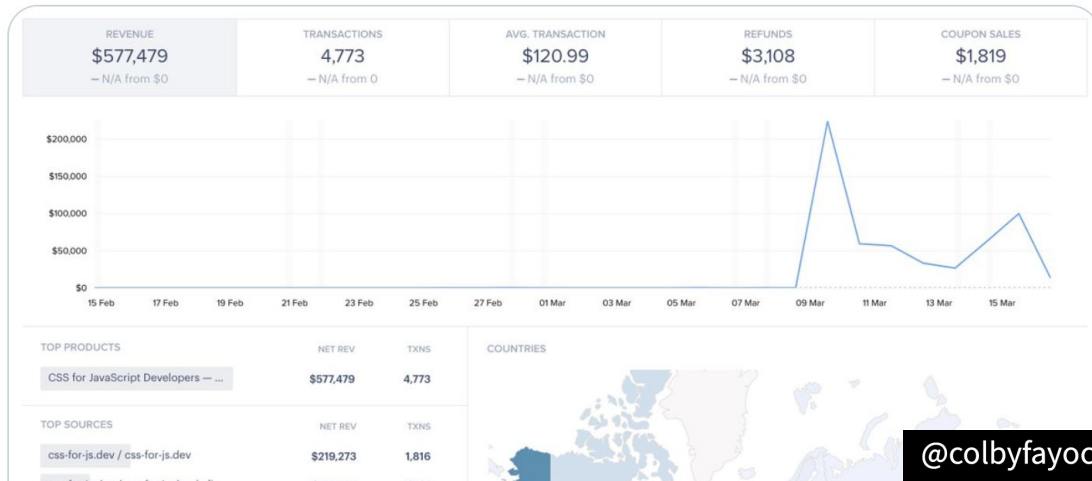
Josh W. Comeau

@JoshWComeau

So my course pre-launch has officially closed, and what a week it's been 😊

4773 people bought the course, for a grand total of US\$574,371 in orders (after refunds).

Happy to answer any questions folks have about the launch! 😊



Josh W. Comeau  
@JoshWComeau

@colbyfayock



# Stop wrestling with CSS.

The all-new interactive learning experience designed to help JavaScript developers become confident with CSS.



Taught by Josh W Comeau

**Josh W. Comeau**  
@JoshWComeau

@colbyfayock





The image features three individuals in a row, each with a semi-transparent color overlay. The woman on the left has curly hair and is wearing a pink top. The man in the center has a beard and is wearing a grey t-shirt with the text 'WILL CODE FOR TACOS'. The man on the right has short brown hair and is wearing a black t-shirt with a tiger graphic. The text 'Building [ Value ]' is centered over the middle person.

# Building [ Value ]



# **More Inspiration**



# Connecting Black technologists to great companies

Don't just hire our talent, retain them.

With a strong focus on feedback and retention, we connect awesome employers and skilled, technological talent to one another to fill open opportunities.

Our job board is centered around the great work companies are doing to solve every day problems. This includes their internal practices around safety, support and diversity, equity, and inclusion!

Looking for work? Join our talent database!

Looking for talent? Hire us to recruit for you!



**Pariss Athena**

@ParissAthena





# front horse

Come ho  
devs play



**Alex Trost**

@trostcodes

**Follow on Twitch!**

**Add to Google Calendar**

**NEXT EPISODE:**

**@colbyfayock**

Advice

# How I Landed My First Web Developer Role Without A Degree or Bootcamp: Lessons Learned, Resources & Tips

January 10, 2021 By Tae'lur Alexis



**Tae'lur Alexis**

@TaelurAlexis

Scope, and Best Practices

#100DaysOfVanillaJS: What is  
JavaScript, Primitive Data Types &  
Let, Var and Const

@colbyfayock

# ALI SPITTEL

I really like writing code.  
Especially in Python and JavaScript



**Ali Spittel**

@ASpittel

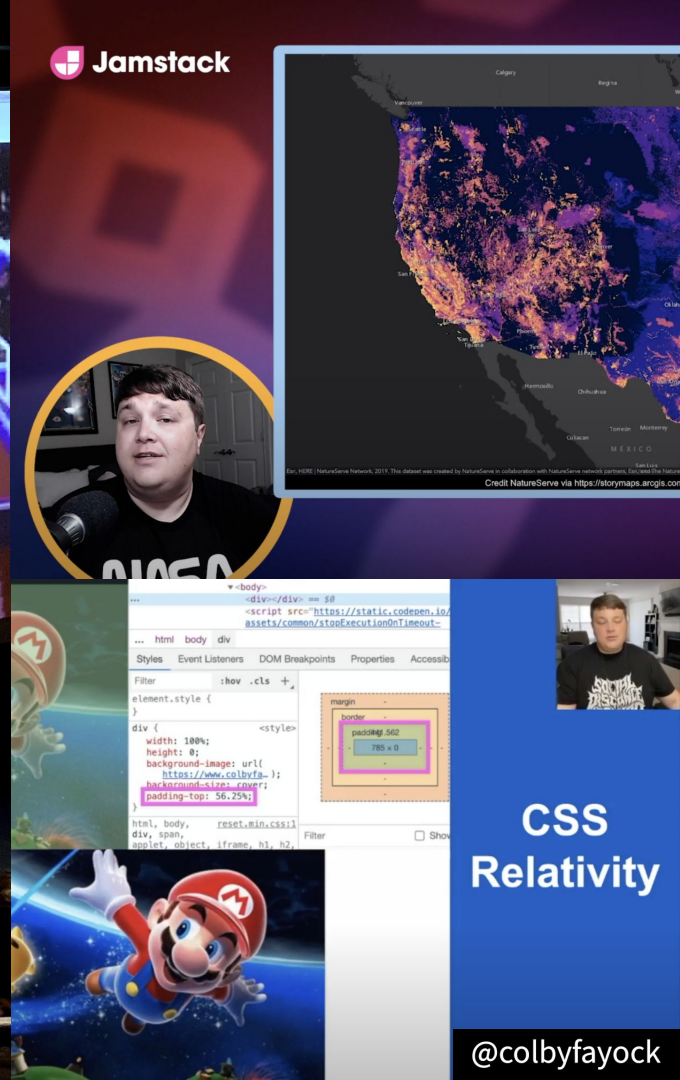
## About

I love teaching people to code, and I am currently doing so as a Senior Developer. I have been employed in the tech industry since 2014, holding multiple software engineering roles at startups, and a Distinguished Faculty and Faculty Lead role at General Assembly and Immersive.

I [blog](#) a lot about code and my life as a developer. My blog posts have had over well over a million reads and have been featured on DEV's top 7, the top spot on HackerNews, FreeCodeCamp, and in JSWeekly. You can hear about new posts on my [newsletter](#).

# **Go Build Value**







🔑 master ▾

🔑 1 branch

🏷 0 tags

Go to file

Add file ▾

📄 Code ▾

About



🕒 A GitHub Action that reminds you to share your own content

Automated Publisher Automated publish: Wed Apr 7 14:25:41 UTC 2021 [c555605](#)

c109370 2 hours ago ⌚ 188 commits

📁 .github/workflows Up

📁 data Au

📁 src mi

📄 .gitignore rer

📄 LICENSE Crt

📄 README.md Up

📄 package.json firs

📄 sources-rss.js Up

📄 sources-static.js Up

📄 yarn.lock first commit

3 months ago

## New Content to Share: Put Down the Javascript - Learn HTML & CSS

Inbox x

hello@colbyfayock.com

Tue, Apr 6, 4:21 PM (20 hours ago)



to me ▾

Title: Put Down the Javascript - Learn HTML &amp; CSS

Link: <https://www.colbyfayock.com/2019/08/put-down-the-javascript-learn-html-css>

Date Published: Wed, 28 Aug 2019 13:04:42 GMT

From Colby Fayock <https://www.colbyfayock.com>

☰ README.md



## Content Reminder

For all the content I can make, the

[github.com/colbyfayock/content-reminder](https://github.com/colbyfayock/content-reminder)

@colbyfayock

# CFP Template

cfptemplate.com

## Template - CFP

[Replace with talk title]

### Speakers

*Template Note: quick tip - if you manage, to link the name here to that document so*

[Replace with speaker name]

### Abstract

*Template Note: The abstract is intended to be used on the website. While some organizers consider the short description to use. Here are examples of CFPs. As you submit and find different lengths*

Less than 200 characters

[Replace with description less than 200 c

cfptemplate.com

[Replace with description less than 300 c

## Example - CFP

### Put Down the Javascript - Level Up Your HTML Development

#### Speakers

Colby Fayock

#### Abstract

Less than 200 characters

New developers tend to get thrown into the deep end of the pool. How can we get back to the basics of HTML and CSS?

Less than 300 characters

Bootcamps and tutorials tend to throw those curious about the fundamentals of web development missing key pieces. HTML and CSS can level up your Javascript and en

Less than 600 characters @colbyfayock

# Welcome Colby Fayock!



AUTHORIZED!



AUTHORIZED!

Tour

Logout

Dev Card

Domains

Activity

Mock profile 

Pick your profile images 

Automatically saved in the cloud 

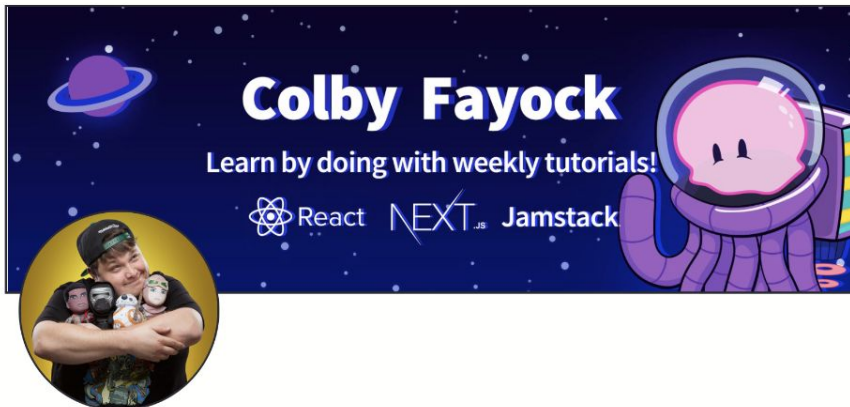
Edit your content 

Push to production 

Images Info

No profile image selected...

No cover image selected...



LOAD PROFILE DATA

devpack.dev

@colbyfayock

**Your Task**

**Go Build Value**

Your Task

**Create a new Hashnode Post**



## Cosmo Tshirt

Available on Redbubble

\$19.99

**Buy Now** 



## Cosmo Tshirt

Available on Cotton Bureau

\$29.00

**Buy Now** 



## Cosmo Sticker

Holographic

\$1.50

Add to Cart



## Cosmo Sticker

Clear

\$1.00

Add to Cart



@colbyfayock





## Cosmo Tshirt

Available on Redbubble

\$19.99

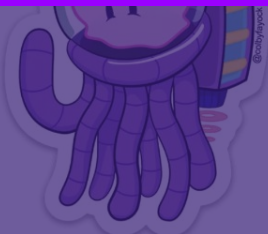
Buy Now 



ker

to Cart

KEEP  
DEV  
WEIRD



@colbyfayock

# Colby Fayock

Developer Advocate



@colbyfayock



# Thank You

[colbyfayock.com/hashnode-brand](https://colbyfayock.com/hashnode-brand)