

SheTech Breakout Session

Music Production, App Development / Design & Social-Viral Marketing

 **DELL**Technologies

About Dell Technologies



[Progress Made Real | Dell Technologies US](#) - Video

Diversity and Awards at Dell Technologies

Diversity Careers at Dell



CULTIVATING INCLUSION
MOONSHOT GOAL



50%

By 2030, 50% of our global workforce and 40% of our global people leaders will be women

[Learn More >](#)

Women at Dell



Dell Awards and Recognition



Music Production

Learn to create and edit tracks using Pro Tools

<https://youtu.be/3pYfM-AyKhg>

- Downloading/Installing Pro Tools
 - Go to Avid - <https://www.avid.com/#Audio> (Chrome)
 - Select Pro Tools from menu to the left of the screen.
 - Search for “Pro Tools First” using the search feature in the top right hand corner.
 - Locate the most recent version (2019.6). Click on the link.
 - Follow the instructions for installation.
- Additional Links:
 - iLok - <https://www.ilok.com/#!/home>



App Development / Design

Learn the basics of using Adobe Photoshop to promote yourself

<https://youtu.be/FzvWGEZkSrU>

Download/Install Adobe Photoshop (Free Trial)

1. Go to Adobe <https://www.adobe.com/>
2. Click on the Creativity and Design Tab
3. Select Photoshop
4. You can sign up using free trial. (After the trail, as a student, you can get a lower subscription rate)



Social-Viral Marketing

Learn how to market a product, business, or something for yourself using Facebook and Google

<https://youtu.be/u412GmQd9wA>

- Facebook: (Chrome)
 - Facebook Ads <https://www.facebook.com/business/ads>
- Google: (Chrome)
 - Google Maps <https://www.google.com/maps>
 - Google Ads <https://ads.google.com/home/>
 - Google Business <https://www.google.com/business/>
- Additional Links:
 - Yelp <https://www.yelp.com/>



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