

CAREER GUIDE - MARKETING

Marketing jobs are found in nearly all corporate, public sector, and non-profit organizations. Key areas include advertising, brand, digital, marcom, product, public relations, research, and sales. Segments are Business to Consumer (B2C) and Business to Business (B2B).

IN DEMAND SKILLS

Social & Web: Facebook, Google AdWords, LinkedIn, Instagram, Twitter, Hootsuite

Marketing Automation: Marketo, Eloqua

Marketing Analytics: HubSpot, Google Analytics, Facebook Insights, Web Trends, Omniture, Advanced Excel, SQL

CRM | Email: Salesforce, SendGrid, Responsys | **Research:** SurveyMonkey, Qualtrics

CMS: SharePoint, WordPress | **Languages:** Java, HTML, CSS | **Graphics:** Adobe Creative Suite, Photoshop

Digital Marketing Areas: PPC, SEO, SEM, Demand Generation

DIGITAL MARKETING RESOURCES – CERTIFICATIONS & INFORMATION

Professional Certified Marketer (PCM)

HubSpot Academy – Inbound, Email Marketing, Inbound Sales, Content Marketing, Social Media

<https://academy.hubspot.com/certification>

Google – Google Analytics, Google AdWords

<https://analytics.google.com/analytics/academy/>; Google AdWords (YouTube video)

Salesforce – Salesforce Platform, Marketing Cloud, Analytics

<https://trailhead.salesforce.com/modules>

Marketo – Great blog articles about Digital Marketing trends | CMO Nation – Articles and interviews

<https://blog.marketo.com> | <http://cmo.marketo.com> | <https://www.marketo.com/education/training/>

Facebook Marketing – www.facebook.com/blueprint

Twitter Marketing – <https://twitterflightschool.com>

Marketing Blogs – blog.bufferapp.com/newsletter | <https://marketingland.com> | www.contentmarketinginstitute.com



ADDITIONAL MARKETING CAREER INFORMATION

www.ama.org | www.marketing.org | www.amacolorado.org

MARKETING JOB TITLES – EARLY CAREER

Assistant | Coordinator | Manager Titles

Account Executive

Advertising

Brand

Channel

Community Relations

Communications

Content Developer

Copywriter

Demand Generation

Digital Marketing

Email Marketing

Events

Field Marketing

Marketing

Marketing Research

Merchandiser

Product Marketing or Product Management

Public Relations

SEO/SEM

Social Media

TAKE ADVANTAGE OF LINKEDIN LEARNING

(AVAILABLE FREE IN UCDAACCESS) TO INCREASE YOUR KNOWLEDGE OF CONCEPTS AND IN-DEMAND SKILLS.

MARKETING EMPLOYERS

Public and Private Corporations

Small Businesses

Startups

Marketing Agencies

Advertising, Brand, Design, Direct Marketing

Agencies

Digital, PR, Research, Social Media

Banks

Financial Services | Investment Services

Government Agencies and Universities

Non-Profit Organizations

Public Accounting Firms

Marketing Consulting Firms

Management Consulting Firms

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