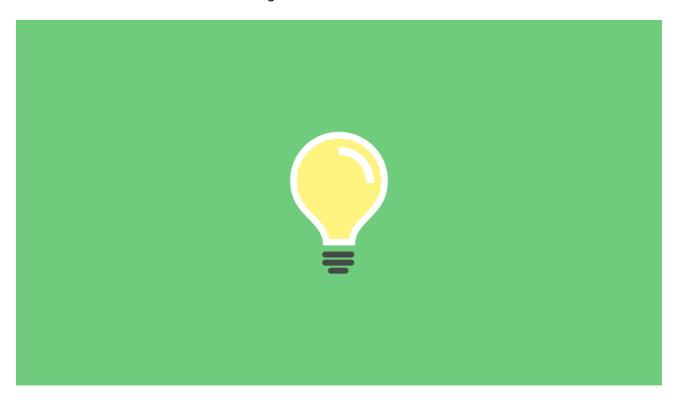
## **The Modern Marketer**

A modern marketer is like a jack (or jill) of all trades, having to be flexible, adaptable, and knowledgeable in more areas than one.



## **HARD SKILLS**

Analytics
Maneuvers her way a large set of data to interpret audience behaviour, assess Campaign and measure ROL.
Content Strategy
Define content goals and uses SEO, link-building. amplification best practices in order to get maximum exposure for Content.
Social Media
uses aggregate social data to help the company make business decisions and time and money spent on social Channels.
Mobile
Prioritizes mobile marketing optimization and understands the strong connection between mobile and social for delivering successful campaigns
Ecommerce
Uses insights about customers, campaigns, social and mobile to help explore new ecommerce channels and help her company cash in.

## **SOFT SKILLS**

Creativity

Brings new ideas and interpretations to common problems, and doesn't underestimate the power of the (well) written word.
Resourcefulness
Uses all of the tools in her toolkit to find the most accurate sources of data and make the most informed analysis.
Adaptability
Is able to change plans at the drop of a hat and tackle new challenges with grit determination
Collaboration
Works With different departments to optimize marketing efforts and provide data dissection insights to other teams.
Leadership
Is able to lead and inspire her colleagues with her insight. experience, an Make and Share Free Checklists checkli.com