# 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, and dedication.

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