

MARKETING

Marketing is the action or business of promoting and selling products or services, including market research and advertising.



– By 2026, 80% of creative talent will use GenAI daily, allowing for more strategic work, resulting in increased spending on creative.

– By 2027, 20% of brands will lean into positioning and differentiation predicated on AI in their business and products.

– By 2028, brands will see their organic site traffic decrease by 50% or more as consumers embrace GenAI-powered search. (lowest priority quote)

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Good marketing makes the company look smart. Great marketing makes the customer feel smart.

– Joe Chernov, VP Marketing
Pendo.io

– *The Future of Marketing: 5 Trends and Predictions for 2024 and Beyond*

Representative Industry Occupations

Occupation	Salary	Level
Marketing Assistant	\$ 25.00–33.00/hr	Entry
Marketing Coordinator / Associate	\$ 28.00–36.00/hr	Entry/Mid
Social Media Specialist	\$ 27.00–57.00/hr	Entry/Mid
Market Research Analyst / Marketing Specialist	\$ 41.00–55.00/hr	Mid
Marketing Manager	\$ 64.00–83.00/hr	Mid/High
Director of Marketing	\$ 100.00–130.00/hr	High

Career Advisor Corner

Use specific keywords in your resume and LinkedIn profile. Don't just list categories like "social media" or "marketing analytics," but specify exactly which tools in those categories you know that match or exceed the job requirements.

MARKETING FOCUS AREAS *(with core competencies and importance)*

FOCUS AREA	CORE COMPETENCIES	IMPORTANCE (2024-2025)
AI & Automation	AI development, Data science, Adaptability to emerging tech.	AI will continue to revolutionize marketing, driving greater personalization, efficiency, and insights.
Data-Driven Marketing	Data analytics, Marketing strategy, Proficiency with CRM tools.	Data-driven decision-making is critical for targeting, optimization, and improving ROI in campaigns.
Sustainability & Ethics	Sustainability expertise, Ethical decision-making, Brand storytelling.	Consumers are increasingly drawn to brands that prioritize environmental and ethical standards, making this focus essential for brand loyalty and differentiation.
Personalization	Data interpretation, Personalization strategy, Customer empathy.	Hyper-personalization through AI and data will be key in driving customer engagement and loyalty.
Content Marketing	Content creation, Audience engagement, Multi-format media skills.	High-quality, engaging content continues to dominate, with emerging formats like podcasts and interactive media seeing growth.
Influencer Marketing	Influencer relationship management, Social media proficiency, Creative campaigns.	The power of influencers, particularly micro and nano influencers, will reshape how targeted campaigns are executed.
Social Media Evolution	Video production, E-commerce integration, Community-building mindset	Social platforms are rapidly integrating commerce features and emphasizing community engagement through dynamic video content.
Privacy & Data Protection	Data privacy regulations knowledge, Cybersecurity, Ethical transparency	Stricter regulations on data handling mean brands must prioritize transparency, security, and gaining consumer consent.
Metaverse Marketing	3D design, Virtual event management, Innovative thinking	The metaverse holds potential for immersive brand interactions and virtual commerce, with early adoption offering competitive advantages.

Resources

Staffing Agencies

24 Seven Candidate Site: 24seventalent.com/find-work Main Site: 24seventalent.com	Onward Search Candidate Site: onwardsearch.com/jobs/ Main Site: onwardsearch.com	The Creative Group (Robert Half) Candidate Site: roberthalf.com/us/en/jobs Main Site: roberthalf.com/us/en/c/hire-marketing-creative
Artisan Creative Candidate Site: artisancreative.com/#talent Main Site: artisancreative.com	Profiles Candidate Site: careerprofiles.com/find-your-job/ Main Site: careerprofiles.com	Vitamin T (Aquent) Candidate Site: aquenttalent.com/talent/jobs Main Site: vitamintalent.com
Creative Circle Candidate Site: creativecircle.com/talent/ Main Site: creativecircle.com/		
Mondo Candidate Site: mondo.com/get-hired/ Main Site: mondo.com		

Industry Associations

American Marketing Association (AMA) www.ama.org
Association of International Product Marketing & Management (AIPMM) aipmm.com
Social Media Association (SMA) www.socialmediaassoc.com

