



ROBERT H. SMITH  
SCHOOL OF BUSINESS

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**MARKETING**

**CAREER  
GUIDE**

FOR UNDERGRADUATE STUDENTS

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# SOURCES CONSULTED FOR THIS GUIDE

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**Career path descriptions and salary information are compilations of job descriptions on Glassdoor, Indeed, and LinkedIn in addition to assorted marketing job banks.**

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# MARKETING JOBS SALARY GUIDE

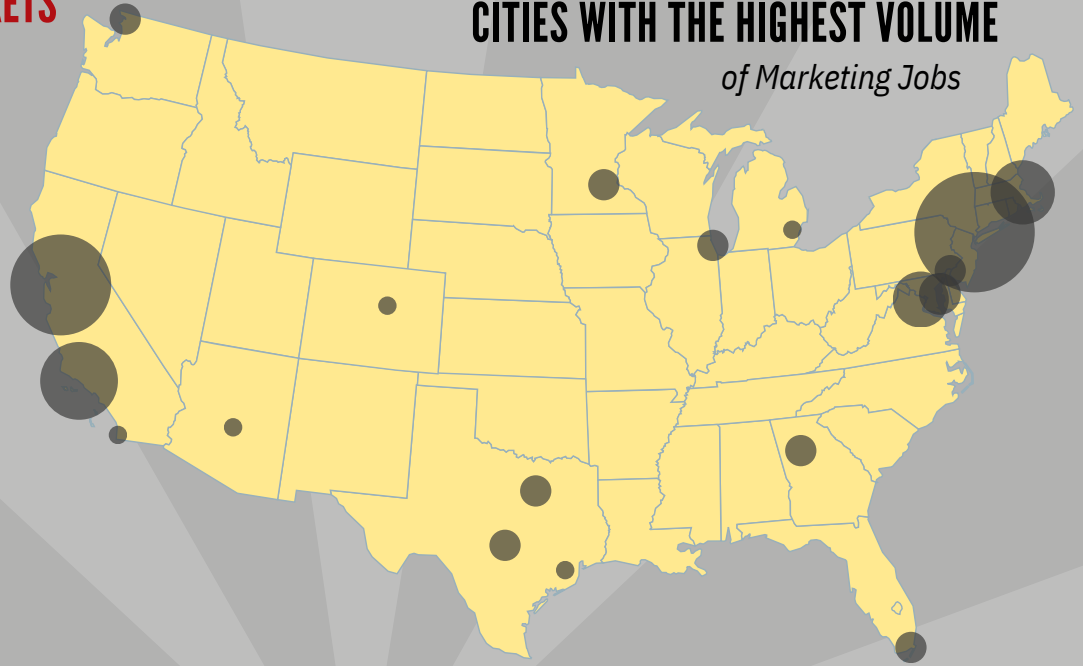
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## A LOOK AT THE TOP 20 U.S. MARKETS

1. New York, New York
2. San Jose, California
3. San Francisco, California
4. Los Angeles, California
5. Boston, Massachusetts
6. Washington, DC
7. Baltimore, Maryland
8. Chicago, Illinois
9. Seattle, Washington
10. Philadelphia, Pennsylvania
11. Atlanta, Georgia
12. Dallas, Texas
13. Minneapolis, Minnesota
14. Miami, Florida
15. Austin, Texas
16. San Diego, California
17. Denver, Colorado
18. Detroit, Michigan
19. Houston, Texas
20. Phoenix, Arizona

## CITIES WITH THE HIGHEST VOLUME of Marketing Jobs



## TOP DIGITAL MARKETING CAREERS

**SEO MARKETING**

**CONTENT MARKETING**

**SOCIAL MEDIA  
MARKETING**

**ADVERTISING**

**MOBILE MARKETING**

**EMAIL MARKETING**

## SALARY RANGES

by Job Title

|                                | 25TH     | 50TH      | 75TH      | 90TH      |
|--------------------------------|----------|-----------|-----------|-----------|
| Brand Manager                  | \$70,300 | \$94,900  | \$104,600 | \$132,900 |
| Community Manager              | \$51,500 | \$63,700  | \$77,600  | \$89,200  |
| Digital Acquisition Specialist | \$85,000 | \$103,900 | \$124,200 | \$145,500 |
| Digital Analytics Manager      | \$82,900 | \$101,100 | \$120,300 | \$141,600 |
| Digital Strategist             | \$74,400 | \$100,400 | \$126,100 | \$140,600 |
| Email Marketer                 | \$54,700 | \$68,500  | \$83,000  | \$95,900  |
| Event Marketing Specialist     | \$53,600 | \$67,900  | \$81,100  | \$95,100  |
| Marketing Analyst              | \$58,000 | \$70,000  | \$82,500  | \$98,000  |
| Marketing Manager              | \$71,800 | \$87,000  | \$102,200 | \$121,800 |
| Marketing Researcher           | \$54,000 | \$64,700  | \$77,600  | \$90,600  |
| Merchandise Manager            | \$69,600 | \$79,200  | \$91,900  | \$110,900 |
| PR Manager                     | \$64,200 | \$79,700  | \$91,800  | \$111,600 |
| Product Manager                | \$84,400 | \$101,000 | \$130,400 | \$141,400 |
| SEM Specialist                 | \$46,100 | \$56,700  | \$68,000  | \$79,400  |
| SEO Specialist                 | \$56,400 | \$69,400  | \$83,800  | \$97,100  |
| Social Media Specialist        | \$43,500 | \$54,500  | \$63,400  | \$76,300  |
| Visual Merchandiser            | \$46,300 | \$56,000  | \$65,600  | \$78,300  |
| Web Analytics Specialist       | \$72,400 | \$89,000  | \$121,300 | \$124,600 |



# DIGITAL MARKETING SKILLS

## THE BEST COMPANIES LOOK FOR

### SKILL

### HOW TO DEVELOP IT

## 1. Copywriting

Copywriting is all about the power of writing persuasively. Digital marketers must be skilled writers and communicators who are well-versed in the art of using language to gain their buyer's attention and inspire them to take action.

You can refine and hone your copywriting craft by developing a deep understanding of your target audiences. Speaking with customers is one of the best ways to learn what your customers care about, why they bought your product or service, and the value they're gaining from it. As you learn more about who you're writing to and for, you'll be able to communicate with them more effectively.

## 2. Search Engine Optimization

One of the challenges you'll face as a digital marketer is getting people to visit your company's website. You can solve this issue via search engine optimization (SEO), the practice of optimizing your content or website to rank near the top of search engines for search queries relevant to your product or business.

The [Ahrefs Blog](#) and [Backlinko](#) are great starting points for SEO newbies who want to learn the tips and tricks for creating content that ranks on search engines such as Google and YouTube.

Once you understand the basic concepts, you should also get comfortable navigating SEO tools such as [Ahrefs](#), [SEMrush](#), [Moz](#), and [Google Analytics](#).

## 3. Social Media Marketing

No matter what you're selling, your buyers are on social media. Social media marketing gives you the opportunity to build a following for your brand, reach your audience, and retarget prospects and customers with tailored promotions and content. You should also know how to turn customers into advocates and evangelists for your brand.

Start watching, learning, and participating in the social media channels that matter to you. Follow the brands you admire most on social media—especially those in your industry—watch what they do, and emulate their best stuff while learning from their mistakes and missed opportunities.



# DIGITAL MARKETING SKILLS

## THE BEST COMPANIES LOOK FOR *part 2*

### SKILL

### HOW TO DEVELOP IT

#### 4. Marketing Automation & Technology

Marketing automation tools can be used to convert website visitors to customers, track customer journeys through your marketing funnel and engage customers via pop-ups, landing pages, emails, SMS texts, etc.

Platforms like [HubSpot](#) and [Marketo](#) offer courses you can take. Also understand how to think like a buyer by keeping these questions in mind.

- What triggers website visitors to become interested in purchasing your product or service?
- What sort of follow-up email communication would you like someone to receive once they purchase your product or opt into your email list?

#### 5. Audience Building

This is the art of attracting your ideal buyers to your brand and maintaining their attention using content and digital communication channels.

First, develop a deep understanding of who your buyers are, what problems or needs they want to solve, and what types of content they like. You can look at data from BuzzSumo and see what articles and posts are getting the most traction on social. You can also follow the most popular brands in your space and join their email lists to see what content they're distributing to your target buyers and get ideas for your own content campaigns.

#### 6. Project Management

A good digital marketer will know how to take various teams' priorities and ideas into account, establish a process, set deadlines and provide instructions, and keep the project moving forward.

You can start with free online courses like [this introductory one](#) on edX. Books such as [Start with Why: How Great Leaders Inspire Everyone to Take Action](#) by Simon Sinek offer great insights on how to influence people to do great work.

Project management platforms such as [Asana](#) also offer great templates you can look at for examples of project management processes and outlines.





# DIGITAL MARKETING SKILLS

## THE BEST COMPANIES LOOK FOR

part 3

### SKILL

### HOW TO DEVELOP IT

## 7. Data Analysis

Use data to find new growth opportunities for your business. Data analysis enables you to objectively measure your impact. You can see exactly how many people are engaging with your websites, email marketing campaigns, social media posts, etc.

And you can glean insight into how they're reacting and interacting, which will inform your strategy the next time around.

Learn platforms like Google Analytics, HubSpot, and [Marketo](#). Resources at [Google Analytics Academy](#) and [HubSpot's Inbound Academy](#) can help you learn these platforms for free.

Get to know the built-in data analysis functionality of Excel and Google Sheets. Practice the art of translating data into a narrative framework. You'll need to be able to tell stories with data to back up your proposals and persuade your bosses to greenlight your ideas.

## 8. Conversion Rate Optimization

Finding the right messaging, content, design, and user experience for each page on your website is crucial to improving conversion rates and generating higher returns from the traffic you're driving to your site. You also need to use data analysis skills to test and improve website conversions over time.

Honing and refining your CRO skills requires a mastery of several skills outlined earlier in this document: copywriting, project management, and data analysis. To put all the pieces together, you can always turn to online courses like this one from [HubSpot](#) or this one from [LinkedIn Learning](#).

## 9. Getting Work Done

This skill is the secret to developing the other eight crucial digital marketing skills. Ask yourself:

- Do you complain about not having enough resources? Or do you make it happen?
- Do you leave projects half-finished? Or do you prioritize and manage your time?
- Do you remove barriers and obstacles yourself? Or do you wait around for others to remove them for you?

Find answers to your questions on Google. Call up someone else who works in a similar digital marketing role and ask to pick their brain about what's working for them or how they solved a problem.

Set goals for yourself and learn how to focus your efforts on the tasks that matter most (if those are unclear, ask your manager).

## 1. ABILITY TO WORK IN A TEAM

Hiring managers want to know you can collaborate with different personalities. Learn how to delegate, take direction, value differences of opinion, and play to your and your co-workers' strengths and weaknesses.

## 2. PROBLEM SOLVING SKILLS

Hiring managers use behavioral interview questions to assess this skill. Think about times you were proactive or highly responsive to a challenge. Show that you took the initiative to identify a problem and then solved it.

## 3. ANALYTICAL SKILLS

Hiring managers want workers who are critical thinkers—people who know how to gather and evaluate information and then make good decisions based on that intel.

## 4. VERBAL COMMUNICATION SKILLS

Communication skills help build strong relationships. Verbal communication is best demonstrated during job interviews. Answer interview questions clearly and ask interviewers open-ended questions to show you're engaged.

## 5. WRITTEN COMMUNICATION SKILLS

Writing proficiency is the most desirable hard skill among recent college graduates. Therefore, submitting a well-crafted cover letter is crucial. Highlight experiences on your resume that demonstrate your writing skills.

## 6. LEADERSHIP SKILLS

If you held a leadership role in college, highlight it on your resume. If you were the leader on a group project, talk about the experience during the job interview. Also, get letters of recommendation from former internship managers that speak to your leadership skills.

## 7. INITIATIVE

In the experience section of your resume, cite an example of a time when you dealt with a difficult situation in a direct way or a time when being proactive enabled you to solve a problem.

## 8. TECHNICAL SKILLS

Many industries call for professionals with technical abilities. In interviews, describe how you've applied your technical skills in the past.

## 9. FLEXIBILITY/ADAPTABILITY SKILLS

If you're resistant to change or learning new things, you'll have a hard time convincing companies that you're worth the effort to train. Let it be known that you're not intimidated by change and can adjust accordingly.

## 10. STRONG WORK ETHIC

Show up on time, be committed to doing quality work, and strive for improvement.



**MAXIMIZE  
YOUR  
EXPERIENCE**

# MAXIMIZING YOUR INTERNSHIP EXPERIENCE

## 1. Try to do multiple internships in **various marketing career paths**

- A. Gives you a better understanding of what best suits your skills and aptitude set
- B. Makes you more attractive to potential employers as you have a more comprehensive view of the marketing process

## 2. Come prepared by reading up on the industry **before starting the internship**

IBIS World can be accessed for free through <https://www.lib.umd.edu/vbic/industry> and has a wealth of up-to-date information about all industries

## 3. Ask your supervisor **intelligent questions** such as:

- A. What websites, blogs, twitter accounts do you follow to stay abreast with trends in the marketplace, the industry, and general business happenings?
- B. What do you like about your career path? Dislike?

## 4. **Be a sponge**; soak up the experience through observation and participation

## 5. Dress like your supervisor, **not** a college student

- A. Send your shirts to the laundry so that you show up in freshly-pressed shirts: a real bargain that will give you a professional look
- B. Wear appropriate necklines and hemlines, look around the office and mirror what others with more responsibility in the firm are wearing
- C. Don't wear flip-flops or noisy sandals

## 6. **Prepare to learn** a new vocabulary for the industry

- A. Ask for clarification on terms that you don't know
- B. Keep a running list of new terms at your desk and look them up

7. At the beginning of the internship, ask your supervisor to give you an ongoing project that you can work on when you finish your work assignments, when they might be out of the office and can't assign you something new. In other words, **plan to be productive at all times.**

## 8. Set up informational interviews throughout the firm

9. If invited, **do participate in company social activities.** If the event involves drinking alcohol, keep your consumption to a minimum, or not at all

10. **Be on time to work.** Better yet, be 10 minutes early!

11. **Network** appropriately within the firm

12. **Create your profile on LinkedIn**

13. **Two or three weeks before the end of the internship, ask your supervisor to write a letter of reference for you** that you could put into your portfolio

# INTERNSHIP PLACEMENT PROGRAMS

## MADE INTERNSHIP PROGRAM



Created in 1983, The ANA Educational Foundation (AEF) is a nonprofit organization that connects the advertising, marketing and academic communities through three core pillars: partnership programs, academic resources, and building the next generation of talent. In 2018, the MADE Internship Program was launched to connect students to the marketing and advertising industries and place students in paid summer internships at top companies.

MADE functions as the “Common App” of marketing & advertising internships. A MADE candidate is matched with summer internship opportunities at partner companies based on traits such as critical thinking and leadership potential. The application typically opens in mid September and can be found [here](https://aef.com/building-talent/made-internship-program/): <https://aef.com/building-talent/made-internship-program/>

The MADE Program is open to **undergraduate juniors and seniors only**.

The MADE application consists of:

- Your resume (PDF recommended and named: First name Last name Resume)
- An academic recommendation, ideally from a professor
- A recorded digital interview and writing sample

## MULTICULTURAL ADVERTISING INTERN PROGRAM (MAIP)



Founded in 1973, the 4A's Foundation Multicultural Advertising Intern Program (MAIP) is a 22-week national fellowship program for aspiring **diverse** entry-level advertising professionals. The program is comprised of 12 weeks of virtual spring training and a 10-week paid internship at prestigious advertising agencies.

The MAIP Intern Program is open to those who identify as Asian/Asian American, Native Hawaiian or Pacific Islander, Hispanic/Latinx, Black/African American, American Indian or Alaska Native, Multiracial or Multiethnic (e.g. Hispanic and Black) and are current **undergraduate junior and seniors, or graduate students**. The application typically opens in September and can be found [here](http://foundation.aaaa.org/maip-fellowship.html): <http://foundation.aaaa.org/maip-fellowship.html>

To be eligible you must be available for the full fellowship period (June - August, and Fellows selected in NYC must be available at the end of May) and maintain a minimum GPA of 3.0 out of 4.0.

THE MAIP APPLICATION consists of:

- Resume
- Responses to essay questions
- Response to creative assignment, if applicable
- Video Response
- Proof of permanent residency if not a U.S Citizen
- 2 separate letters of recommendation
- Portfolio of work for creative applicants (for those applying for Art Direction, Copywriting, Design, and/or UX/UI)
- A current unofficial school transcript or degree audit report
- A non-refundable application fee (\$25.00) payable through 4A's website

# PROFESSIONAL OPPORTUNITIES

## THE LAGRANT FOUNDATION (TLF)



The LAGRANT Foundation (TLF), a nonprofit, was established in 1998 by Mr. Kim L. Hunter to address the lack of diversity in the advertising, marketing and public relations fields. TLF provides **scholarships, career development workshops, professional development, mentors** and **internships** to African American/Black, American Indian/Native American, Asian American/Pacific Islander and Hispanic/Latino undergraduate and graduate students

Each year, The LAGRANT Foundation provides 50 scholarships to **undergraduate and graduate ethnic minority students** who are attending accredited institutions and are pursuing careers in the fields of **advertising, marketing or public relations**. Graduate students \$5,000 each and undergraduate students receive \$2,500 each. Early applications are typically due in January and the final deadline is typically in February.

The scholarship recipients will receive a trip to New York City, New York where they will participate in career building activities. This includes a welcome dinner with a keynote speaker, three day-long career development workshops and a scholarship & donor recognition reception. During these activities, students will have the opportunity to meet industry professionals, network and gain exposure to the advertising, marketing and public relations world. For more information visit [lagrantfoundation.org/](http://lagrantfoundation.org/)

## AMERICAN ADVERTISING FEDERATION (AAF)



### AAF's Most Promising Multicultural Students program

- AAF began the Most Promising Multicultural Student program to connect the advertising industry with the nation's top multicultural college students. Each year, the selected Most Promising Multicultural students meet with professionals from top advertisers, media companies and advertising agencies at an exclusive expo, an awards luncheon and an industry immersion program that provides invaluable networking and learning experiences. To learn more visit: [aaf.org/Public/Events/Awards/Most\\_Promising\\_Multicultural\\_Students/MPMS\\_Home.aspx](http://aaf.org/Public/Events/Awards/Most_Promising_Multicultural_Students/MPMS_Home.aspx)

### Internships: AAF's Campus-to-Corporate Talent Program

- It's the common application for advertising internships! Student applications will be shared with AAF's partners across the country looking for top talent for their summer internships. Applications are typically due in January and can be found here: [aaf.org/Public/Education-and-Resources/Student/Campus-to-Corporate/Internships.aspx](http://aaf.org/Public/Education-and-Resources/Student/Campus-to-Corporate/Internships.aspx)

### The American Advertising Awards Competition: Student Division

- A unique national awards program designed specially for college students
- National winning entries may receive the following:
  - Finalist certificate—great for resumés and portfolios
  - Prestigious Student American Advertising Award for all National Gold and Silver ADDY Award winners
  - \$1,000 cash prize for national Best of Show winner
- To learn more visit: [aaf.org/Public/Events/American-Advertising-Awards/AAA-Student-Division.aspx](http://aaf.org/Public/Events/American-Advertising-Awards/AAA-Student-Division.aspx)

# ADDITIONAL RESOURCES

- **ADCOLOR FUTURES** - Program dedicated to identifying the next generation of leaders in the advertising, marketing, media, and public relations industries. The program offers sponsorship to attend the ADCOLOR Conference & Awards, career training through ADCOLOR University, and mentorship. <https://adcolor.org/futures/>
- **AdFellows** - adfellows is a 9 month paid, New York based fellowship that may lead to a permanent placement opportunity, creating greater diversity and gender inclusion in advertising and marketing. <https://adfellows.com/>
- **ArtBound Initiative Program** - The ArtBound Initiative program prepares students and recent grads for their career and connects them with internship opportunities with leading companies. Internships are available in New York, Berlin, Hong Kong, Melbourne & Sydney. <https://www.artboundinitiative.com>
- **Asians in Advertising** - strives to develop a free community, create opportunities, and help elevate Asians to higher leadership positions. <https://www.asiansinadvertising.com/>
- **BLAC Internship** - BLAC is a 12 week, paid internship for creative thinkers that takes place at independent ad agencies across the country. <https://www.blacinternship.com/>
- **Branding BFFs Facebook Group** - A supportive space for women who are brand strategists or brand planners. A place to ask questions, share concerns, and provide help to each other [www.facebook.com/groups/brandingbffs/](http://www.facebook.com/groups/brandingbffs/)
- **ColorComm Search** - ColorComm Search is a user-friendly recruiting platform in the communications, marketing, advertising, media, digital, and creative industries to help multicultural talent secure jobs at leading companies. <https://www.colorcommsearch.com/find-a-job>
- **Everharbor** - Discover and keep track of creative companies, and connect with recruiters who can help you land your next big role <https://www.everharbor.com>
- **D&AD New Blood Awards** - D&AD Awards are the most prestigious benchmark for creative excellence in design and advertising. <https://www.dandad.org/en/d-ad-awards/>
- **Ladder.To** - A professional community to grow your career. Connect with thousands of peers with similar interests and get exclusive access to targeted resources and opportunities to level up your career. <https://ladder.to/c/home>
- **Marcus Graham Project** - The Marcus Graham Project's programs are designed to provide diverse aspirants in the field of marketing and media with the exposure and experience necessary to solidify careers. <https://marcusgrahamproject.org>
- **Marketing EDGE** - Marketing EDGE is committed to shaping the future of marketing leadership by connecting students, academics, and professionals to the resources and relationships they need to stay ahead. <https://marketingedge.org>
- **The Boom List** - The Boom List aims to be the conduit for companies looking for diverse candidates in creative industries <https://www.theboomlist.co>
- **We Are Next** - is a career resource for interns and fresh grads in advertising and marketing. It features advice and insights from the ad industry. <https://we-are-next.com/>
- **100 Roses From Concrete** - A network for people of color in the advertising, marketing, media, and public relations industries. Their G.R.O.W.T.H. Initiative offers a virtual agency program that selects a group of multicultural college students to gain advertising, marketing, media, and public relations experience over ten weeks. <https://www.100rosesfromconcrete.com/>

# HOW TO MAKE

# LINKEDIN

# WORK FOR YOU

## HEADLINE

Is your LinkedIn headline click-worthy? This is the first thing people see when they view your profile. You want to design your headline with keywords so ideal employers or clients can find you easily.

The **Madeline Mann Method** is designed to optimize student profiles.

- **Current Role OR Keywords for Target Role | Industry/Expertise | Special Something**
- **Your Current Role OR Keywords for Target Role:** Product Management, Data Analytics, Supply Chain Analyst, Strategic Marketer
- **Industry:** Technology, Financial Services
- **Special Something:** Won a case competition, Fluent in Spanish

Avoid writing: "Seeking..." "Looking for..." or "Open to Opportunities"

If you're still figuring out your major, use "Student at \_\_\_" as a placeholder

## ABOUT SUMMARY

Credits: David Rosenstein

You want a compelling profile summary, this is part of your first impression to anyone who visits your profile. When recruiters search for you, *your summary content plays into the results*, using terms that a recruiter may plug into a search bar - hard skills, job titles, keywords - increases your visibility.

### 5 Step Formula for a successful about summary

1. One sentence concise summary. Make your first sentence count!
2. Current role summary. Highlight skills and accomplishments
3. Previous role summary. Highlight key takeaway, accomplishments, and how these positions reinforce your current value-add
4. Other interests/hobbies/passions to humanize your profile
5. Misc - Specialities (software, hard/soft skills), Looking to Explore, Contact info with Call to Action



# HOW TO MAKE

# LINKEDIN

part 2

# WORK FOR YOU

## PROFILE PICTURE

Having a LinkedIn profile picture makes your profile **14 times more likely to be viewed by others**. Here are some more tips for picking the right LinkedIn profile picture:

1. Pick a photo that looks *like you*. Make sure your picture is up to date! Try to shy away from composite photos as it looks more forced and rigid.
2. Use a high-resolution image. The ideal size for your profile picture is 400 x 400 pixels. Try to avoid small, low-resolution images
3. Make sure your face takes up at least 60% of the frame so recruiters know what you look like.
4. Be the only person in the picture and avoid cluttered backgrounds

Credit: <https://www.linkedin.com/business/talent/blog/product-tips/tips-for-picking-the-right-linkedin-profile-picture>

## BANNER PHOTO

Your banner photo can help you communicate your brand and showcase valuable information to profile visitors. Use a quality image that suggests *your industry, your location, or your brand*.

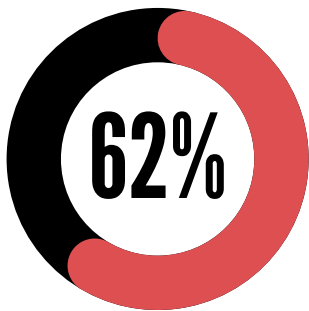
Here are some websites that offer free, high-definition stock photos to use for your banner photo:

- [Unsplash.com](https://unsplash.com)
- [Pexels.com](https://pexels.com)
- [LinkedInBackground.com](https://linkedinbackground.com)

# THE MORE YOU KNOW...



*The Association of American Colleges and Universities'* recently came out with a report, "How College Contributes to Workforce Success: Employer Views on What Matters Most". This is what we learned:



Of employers indicated a college graduate's ability to work effectively in teams is very important



4/5 employers would be either "somewhat more likely" or "much more likely" to consider hiring recent college graduates if they have completed an active or applied experience in college. *Internships top the experience list*



Of employers appreciate a student's ePortfolio more than a transcript. Specifically, ones that reflect and show products produced across the college experience

**FOR MARKETING MAJORS, THE VALUE OF AN INTERNSHIP HAS NEVER BEEN GREATER!**

# WHERE TO LOOK FOR FULL-TIME JOB OPPORTUNITIES

1. **HireSmith site.** Smith School's online Career Services Management System for undergraduate, MBA, and alumni.
2. BMGT 357 site at <https://www.rhsmith.umd.edu/departments/marketing/retail-marketing-internship>  
The majority of the listings are from firms that have specifically targeted UMD students by contacting us directly. The applicant pool will generally be smaller. A UMD student will have an advantage.
3. [www.marketingjobsforterps.com/](http://www.marketingjobsforterps.com/) which is updated weekly with new opportunities that are looking for Smith students
4. Indeed.com's site at [www.indeed.com.](http://www.indeed.com/)  
Enter "marketing internships" and then the city of your choice in the location box.  
Comprehensive mash-up site  
with internship opportunities that have been collected from newspapers and corporate websites.
5. LinkedIn's job page at [www.linkedin.com/jobs/](http://www.linkedin.com/jobs/)  
Enter "marketing internships" and then the city of your choice in the location box.
6. Capitol Communicator's site at [jobs.capitolcommunicator.com/](http://jobs.capitolcommunicator.com/)
7. Washington Post's jobs listing at [www.washingtonpost.com/wl/jobs/home](http://www.washingtonpost.com/wl/jobs/home)
8. Washington D.C.'s chapter of the American Marketing Association's job bank at [careers.amadc.org](http://careers.amadc.org)
9. American Advertising Federation's job bank at their site [www.aaf.org/](http://www.aaf.org/)
10. A free career community site at [www.glassdoor.com](http://www.glassdoor.com)  
Offers not only a job bank but also a salary guide.
11. Mashable's job bank at [jobs.mashable.com/a/jbb/find-jobs](http://jobs.mashable.com/a/jbb/find-jobs)  
Site focuses on social media and web jobs.

The background of the image is a solid red color with a repeating pattern of lighter red hexagons. The hexagons are arranged in a staggered grid, creating a geometric texture.

# **CAREER** **PATHS**

# ADVERTISING ACCOUNT EXECUTIVE



**JOB DESCRIPTION:** Serve as the main link/liason between one or more clients and the rest of the advertising agency's departments. Primarily responsible for the day-to-day operation of one or more client's advertising campaigns. Meets regularly with client to monitor the agency's efforts. May also work directly for media companies (newspaper, radio, TV, cable, billboards, Internet, etc.). Primary responsibility would be to educate business owners in how the medium could help the business owners grow their business by reaching their target audiences effectively and efficiently.

**ENTRY LEVEL POSITIONS:** Assistant account executive, assistant account manager, assistant account director, planner

**RECOMMENDED SKILLS AND APTITUDES:** Written & oral communication skills. Proficiency in Microsoft apps. Accuracy. Excellent organizational skills. Problem solver. Multi-tasker. Adherence to deadlines. Strong negotiation skills. Work well under pressure

**TREND IN HIRING:** Moderate **ENTRY LEVEL AVERAGE SALARY:** \$59,412

## **RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 450 - Integrated Marketing Communications

BMGT 458A and B - Design and Innovation Marketing Fellows

BMGT 484 - Digital Marketing

## **WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[auditedmedia.com](http://auditedmedia.com) - The Alliance for Audited Media is a non-profit organization founded by the Association of National Advertisers to help ensure media transparency and trust among advertisers and media companies.

[adage.com](http://adage.com) - Ad Age is a global media brand that publishes news, analysis, and data on marketing and media.

[adweek.com](http://adweek.com) - Adweek is a weekly American advertising trade publication that covers creativity, client–agency relationships, global advertising, accounts in review, and new campaigns.

[ambizmedia.com](http://ambizmedia.com) - American Business Media is an association of business information providers.

[bpawww.com](http://bpawww.com) - BPA Worldwide provides independent, third-party audits of audience claims of business-to-business and consumer media and events - Global industry resource

[mediapost.com](http://mediapost.com) - The media, marketing and advertising professional's leading resource for complete news coverage, engaging events, and comprehensive industry jobs, directories and research.

[nielsen.com](http://nielsen.com) - Nielsen shapes the world's media and content as a global leader in audience insights, data and analytics.

## **TRADE ASSOCIATION WEBSITES:**

[aaaa.org](http://aaaa.org) - The American Association of Advertising Agencies is a U.S. trade association for advertising agencies.

[iab.com](http://iab.com) - The Interactive Advertising Bureau is an American advertising business organization that develops industry standards, conducts research, and provides legal support for the online advertising industry.

# ADVERTISING BROADCAST MEDIA BUYER



**JOB DESCRIPTION:** Development of media plans by seeking a strategic fit between potential buyers, their media consumption and the company's product. Negotiate placement rates with networks, provide client service with day- to-day management and updates (weekly/monthly reporting on progress of campaign, status updates, etc). Manage relationships with publishers to create positive working relationships. Primary responsibilities are to negotiate placement rates and facilitate trafficking of assets for broadcast. Also manages budget tracker for each campaign and TRPs for client reports.

**ENTRY LEVEL POSITIONS:** Junior buyer, junior broadcast buyer, junior local buyer, asst. national broadcast buyer

**RECOMMENDED SKILLS AND APTITUDES:** Written and oral communication skills. Creative problem solver. Multi-tasker. Ability to build and maintain a comprehensive media metrics report. Must know basic media math. Must be absolutely comfortable with Excel and should be able to learn online research tools fairly quickly. Ability to form and maintain excellent working relationships with colleagues and publishers.

**TREND IN HIRING:** Good **ENTRY LEVEL SALARY:** \$76,444

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 450 - Integrated Marketing Communications

BMGT 484 - Digital Marketing

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[www.accessabc.com](http://www.accessabc.com) - Alliance for Audited Media

[www.bpaww.com](http://www.bpaww.com) - BPA (global industry resource) - Consumer and business media audits

[www.adage.com](http://www.adage.com) - online version of Advertising Age's trade publication

[www.adweek.com](http://www.adweek.com) - Ad Week's site

[www.mediapost.com](http://www.mediapost.com) - online version of OMMA (magazine of online media, marketing and advertising)

[www.nielsen.com](http://www.nielsen.com) - site for Nielsen's measure of media

**TRADE ASSOCIATION WEBSITES:**

[www.accessabc.com](http://www.accessabc.com) - Audit Bureau of Circulations

[www.bpaww.com](http://www.bpaww.com) - BPA (global industry resource)

# ADVERTISING

## DIGITAL MEDIA PLANNER



**JOB DESCRIPTION:** Development of media plans by seeking a strategic fit between potential buyers, their media consumption and the company's product. Negotiate placement rates with publishers, provide client service with day-to-day management and updates (weekly/monthly reporting on progress of campaign, status updates, etc), facilitate relationship between agencies on the account (in some cases, there could be different agencies handling various aspects of the account like creative, PR, media, etc. and they all need to work together to create a cohesive message). Send RFPs to publishers to put media plan together. Manage relationships with publishers to create positive working relationships.

**ENTRY LEVEL POSITIONS:** Junior media planner, junior strategist, asst. media planner, asst. digital media planner

**RECOMMENDED SKILLS AND APTITUDES:** Written and oral communication skills. Creative problem solver. Multi-tasker. Empathy for consumers. Ability to comprehend marketing research reports. Ability to build and maintain a comprehensive media metrics report. Understanding of breakeven point for various media vehicles' advertising expenditures vs. return to client's investment. Should be knowledge of effective, efficient online and offline media practices. Must know basic media math (CPC, CPM, CTR, conversion rates, etc.). Must be absolutely comfortable with Excel and should be able to learn online research tools (comScore, MRI, Atlas, DoubleClick, etc.) fairly quickly. Should also have basic knowledge/ understanding of digital ads (sizes of creative ads, flash vs. rich media, trends in the ad space, new media, social media, etc.). Ability to form and maintain excellent working relationships with colleagues and publishers.

**TREND IN HIRING:** very good **ENTRY LEVEL SALARY:** \$58,796-\$65,846

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 450 - Integrated Marketing Communications

BMGT 484 - Digital Marketing

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[www.accessabc.com](http://www.accessabc.com) - Audit Bureau of Circulations

[www.bpaww.com](http://www.bpaww.com) - BPA (global industry resource) - Consumer and business media audits

[www.mashable.com](http://www.mashable.com) - News site for social media practices and happenings

[www.socialmediatoday.com](http://www.socialmediatoday.com) - Blog site for social media practices and happenings

[www.clickz.com](http://www.clickz.com) - Long-standing site for online marketing news and instruction

[www.adage.com](http://www.adage.com) - online version of Advertising Age's trade publication

[www.adweek.com](http://www.adweek.com) - Ad Week's site

[www.mediapost.com](http://www.mediapost.com) - online version of OMMA (magazine of online media, marketing and advertising)

**TRADE ASSOCIATION WEBSITES:**

IAB (Interactive Advertising Bureau) [www.iab.org](http://www.iab.org)

SMAC (Social Media Advertising Consortium)

# ADVERTISING MEDIA BUYER >>>

**JOB DESCRIPTION:** Responsible for purchasing time and advertising space. Must evaluate station formats, pricing rates, demographics, geographics and psychographics relating to advertisers' particular product or service objectives. Develop plan for online media usage such as keyword purchasing, social media applications. Can either be in-house or in a media agency.

**GENERAL MARKETING MEDIA BUYER:** execution of media plans developed by media planner.

**ENTRY LEVEL POSITIONS:** Junior media buyer, media specialist, media research, web analyst, junior activation associate

**RECOMMENDED SKILLS AND APTITUDES:** Written and oral communication skills. Proficiency in Microsoft applications. Accuracy, excellent organizational skills. Problem solver. Multi-tasker. Adherence to deadlines. Strong negotiation skills. Understanding of breakeven point for various media vehicles' advertising expenditures vs. return to client.

**TREND IN HIRING:** moderate      **ENTRY LEVEL SALARY:** \$54,750

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 450 - Integrated Marketing Communications

BMGT 484 - Digital Marketing

**TRADE ASSOCIATIONS:**

Audit Bureau of Circulations - [www.accessabc.com](http://www.accessabc.com)

American Business Media (Assn. of Bus Info Providers) [www.americanbusinessmedia.com](http://www.americanbusinessmedia.com)

BPA (global industry resource) [www.bpaww.com](http://www.bpaww.com)

IAB (Interactive Advertising Bureau) [www.iab.org](http://www.iab.org)

Social Media Advertising Council (SMAC)



# ADVERTISING MEDIA PLANNER



**JOB DESCRIPTION:** Development of media plans by seeking a strategic fit between media outlets, potential customers/consumers, their media consumption and the company's product. Media planners serve different roles based on the client and/or size of the business. Large clients tend to utilize both Strategic Media Planners and Media Buyers, while Small-Medium clients tend to have Media Planners that support both/multiple roles.

**STRATEGIC MEDIA PLANNERS:** Must evaluate the target audience, competitive landscape, seasonality/flighting scheduling and the brand's objectives/goals to determine the optimal communication strategy. Determine budget allocation across media vehicles based on role of each media type. Communicate core objectives and budget parameters to client and ultimately Media Buyers. Collaborate with creative agency to ensure media and creative synergy. Once plan is launched, manage campaign execution and reporting of success metric to client.

**ENTRY LEVEL POSITIONS:** Junior media planner, junior strategist

**RECOMMENDED SKILLS AND APTITUDES:** Written and oral communication skills. Persuasive speaker. Strong organizational skills and time management. Creative problem solver. Multi-tasker. Dedication. Strong attention to detail. Empathy for consumers/ability to understand consumer mindset other than one's own. Ability to comprehend marketing research reports. Understanding of breakeven point for various media vehicles' advertising expenditures vs. return to client's investment. Should be knowledgeable of effective, efficient online and offline media practices. Proficient in basic Microsoft programs (Powerpoint a must).

**TREND IN HIRING:** Good **ENTRY LEVEL SALARY:** \$54,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 450 - Integrated Marketing Communications

BMGT 484 - Digital Marketing

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[www.accessabc.com](http://www.accessabc.com) - Audit Bureau of Circulations

[www.americanbusinessmedia.com](http://www.americanbusinessmedia.com) - American Business Media (Assn. of Bus Info Providers)

[www.bpa.com](http://www.bpa.com) - BPA (global industry resource) - Consumer and business media audits

[www.adage.com](http://www.adage.com) - online version of Advertising Age's trade publication

[www.adweek.com](http://www.adweek.com) - Ad Week's site

[www.brandweek.com](http://www.brandweek.com) - online version of Brandweek's publication

[www.mediapost.com](http://www.mediapost.com) - online version of OMMA (magazine of online media, marketing and advertising)

[www.arbitron.com](http://www.arbitron.com) - media and marketing research site for media - radio, TV, out-of-home, cable

[www.nielsen.com](http://www.nielsen.com) - site for Nielsen's measure of media

# BRANDING SPECIALIST



**JOB DESCRIPTION:** Brand Specialists develop effective brand strategies, manage a company's reputation, and identify potential areas for brand building. They assist with outreach and promotional efforts which include content management, and visual strategies. Responsibilities also include performing market analysis and maintaining relationships with partners, clients, and stakeholders.

**ENTRY LEVEL POSITIONS:** Brand Specialist, Marketing Specialist, Brand Marketing Associate

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:**

Careful attention to detail, and strong communication/interpersonal skills. Analytical skills, and familiar with analytical software. Proficient with Microsoft Office Suite and Adobe Creative Suite.

**TREND IN HIRING:** Very strong **ENTRY LEVEL SALARY:** \$36,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 450 - Integrated Marketing Communications

BMGT 458 - Special Topics in Marketing; Design and Innovation in Marketing

BMGT 484 - Digital Marketing

Strategic Design Fellows

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[thebrandspecialist.com](http://thebrandspecialist.com) - How to Build a Strong & Effective Brand

[justcreative.com/best-brand-strategy-courses-resources/](http://justcreative.com/best-brand-strategy-courses-resources/) - Best Brand Strategy Courses

[www.morningbrew.com/marketing/subscribe](http://www.morningbrew.com/marketing/subscribe) - Marketing Newsletters

[hbr.org/1991/01/marketing-is-everything](http://hbr.org/1991/01/marketing-is-everything) - Marketing is Everything by Regis McKenna

**TRADE ASSOCIATION WEBSITES:**

[www.ama.org](http://www.ama.org) - American Marketing Association

[www.americanbranding.org](http://www.americanbranding.org) - American Branding Association

[consumerbrandsassociation.org](http://consumerbrandsassociation.org) - Consumer Brands Association

# B2B SALES



**JOB DESCRIPTION:** Sales representatives are responsible for selling a company's products by identifying leads, educating prospects on products through calls, and presentations, and providing existing customers with support. As a B2B sales representative, you will be in charge of pursuing and securing sales with *businesses*. Responsibilities include researching and thorough analysis to produce leads, develop business plans, and negotiate contract terms.

**ENTRY LEVEL POSITIONS:** Sales Consultant, Account Executive, Sales Associate, Tech Sales, Digital Sales, Business Development

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:**

Strong communication/interpersonal skills. Analytical skills, ability to meet and exceed sales quota. Working knowledge of CRM systems

**TREND IN HIRING:** Strong **ENTRY LEVEL SALARY:** \$38,000- 60,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 484 - Digital Marketing

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[pipeline.zoominfo.com/sales/b2b-sales-job](https://pipeline.zoominfo.com/sales/b2b-sales-job) - B2B Sales Career Guide

[www.saleshacker.com](http://www.saleshacker.com) - B2B Sales Online Community

[salesgravy.com](http://salesgravy.com) - Sales Blog

[www.saastr.com/old-subscribe-2/](http://www.saastr.com/old-subscribe-2/) -Weekly Sales newsletter

**TRADE ASSOCIATION WEBSITES:**

[www.nasp.com](http://www.nasp.com) - National Association of Sales Professionals

[www.salesnetwork.org](http://www.salesnetwork.org) - National Sales Network

[salesmanagement.org](http://salesmanagement.org) - Sales Management Association

# B2C SALES



**JOB DESCRIPTION:** Sales representatives are responsible for selling a company's products by identifying leads, educating prospects on products through calls, presentations, and providing existing customers with support. For a B2C sales representative, you will be in charge of pursuing and securing sales *directly to consumers*. Responsibilities include researching and thorough analysis to produce leads, cold calling to connect with potential prospects.

**ENTRY LEVEL POSITIONS:** Sales Consultant, Account Executive, Sales Associate

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:**

Strong communication/interpersonal skills. Analytical skills, ability to meet and exceed sales quota. Working knowledge of CRM systems

**TREND IN HIRING:** Strong **ENTRY LEVEL SALARY:** \$38,000- 60,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 453 - Retail Management

BMGT 484 - Digital Marketing

BMGT **SALES**

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[sellingsignals.com/sales-career/](https://sellingsignals.com/sales-career/) - Sales Career Guide

[www.business2community.com](http://www.business2community.com) - B2C Sales Blog

[keap.com/business-success-blog/category/sales/b2c-sales](https://keap.com/business-success-blog/category/sales/b2c-sales) - B2C Sales Blog

[salesgravy.com](https://salesgravy.com) - Sales Blog

**TRADE ASSOCIATION WEBSITES:**

[www.nasp.com](http://www.nasp.com) - National Association of Sales Professionals

[www.salesnetwork.org](http://www.salesnetwork.org) - National Sales Network

[salesmanagement.org](http://salesmanagement.org) - Sales Management Association

# BRAND COMMUNITY MANAGER



**JOB DESCRIPTION:** The face of a company, managing communications in both directions. This digital-savvy employee is responsible for all communications, PR, social media, events, and content creation, among other things.

**Content Creation:** writing blog posts, articles, newsletters, communication materials, and social media posts.

**Social Media Marketing:** creating, managing and growing the company's presence through blogs, Twitter, Facebook, and other strategically relevant online properties

**Events and Event Planning:** attending industry events in your city (often outside of 9-5 hours) and planning meet ups for your community

**Customer Relations:** the Community Manager is often responsible for customer support – answering questions however they come in (phone, e-mail, Twitter) and managing any online feedback forums such as GetSatisfaction pages

**ENTRY LEVEL POSITIONS:** Associate Brand Community Manager

## RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:

Outgoing personality - they will be required to walk into networking events and be comfortable introducing themselves to strangers; Writing skills – a background in journalism or experience with writing helps since they'll be creating so much content for your company; Social media experience – experience with social media tools isn't a must, but it's definitely helpful and cuts down on training. Look for someone who can navigate WordPress and understands Twitter and Facebook for business; Interest in your industry – a Community Manager needs to be passionate about what they do. If they're not interested in your product or service move on; Willingness to work around the clock – being a Community Manager isn't a 9-5 job. Make sure they understand that the job involves working some evenings and weekends, and responding to community members outside of work hours

**ENTRY LEVEL SALARY:** \$41,000 - \$44,000

## RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:

BMGT 484 - Digital Marketing

BMGT 450 - Integrated Marketing Communications

Strategic Design Fellows

## WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS MARKETING CAREER PATH:

adweek.com - Ad Week's website

# CUSTOMER RELATIONS MARKETING MANAGER

**JOB DESCRIPTION:** Set priorities and oversee all customer relation activities including inquiries, quotations, project management, material returns, samples, and customer complaints. Communicate and work closely with scheduling with respect to new orders, change orders, prioritization, and other customer requests, track and report metrics such as on-time delivery and customer cases.

**ENTRY LEVEL POSITIONS:** Junior Customer Relations Marketing

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** Employers will be looking for empathy. As well as strong project-management and organizational skills; ability to define a complex implementation or customization plan with very minimal guidance. Strong analytical skills and ability to translate analysis of complex data into meaningful information; ability to modify content appropriately to match customer needs. Excellent customer relationship skills; ability to grow and retain accounts, build relationships and quickly spot and communicate potential risks and issues; ability to identify organizational structure and confidence to target and build new relationships. Excellent communication skills; proven ability to describe business concepts and benefits throughout a multi-tiered organization; proficiency in creating and delivering effective presentations to internal and external customers. Proficiency with Microsoft office products, Salesforce, SAPAG, and oracle.

**ENTRY LEVEL SALARY:** \$41,000 - \$44,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

- BMGT 350 - Marketing Principles and Organization
- BMGT 457 - Marketing Internship
- BMGT 453 - Retail Management
- BMGT 484 - Digital Marketing

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS MARKETING CAREER PATH:**

- DestinationCRM.com
- IBIS WORLD.com

# DIGITAL



## CONTENT SPECIALIST

**JOB DESCRIPTION:** Digital content managers write and publish web content and keep it up to date. Small changes to a website can wreak havoc on that site's content, as articles or links are moved and broken. Digital content managers keep a site running smoothly, while also tracking data about where users are clicking, how long they stay on a site, and other data points that drive marketing efforts.

**ENTRY LEVEL POSITIONS:** Associate Digital Content Manager

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** Expertise in multi-media campaigns, including social media, email marketing and content strategy/marketing preferred. Knowledge of SEO practices. Knowledge of multimedia and desktop publishing programs. Knowledge of SaaS based distribution and measurement systems such as BasecampHQ, Mail Chimp, Constant Contact. Knowledge and understanding of Social Media platforms, their Respective participants (Facebook, Twitter, Yelp, Google+Local, YouTube, Instagram, Pinterest etc.) and how each platform can be deployed in different scenarios.

**ENTRY LEVEL SALARY:** \$50,000 - \$56,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 484 - Digital Marketing

BMGT 450 - Integrated Marketing Communications

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS MARKETING CAREER PATH:**

adweek.com - Ad Week's Website

# ECOMMERCE SPECIALIST

**JOB DESCRIPTION:** Expert in online sales strategies and the various platforms used to conduct digital sales or conversions on a website. Responsible for increasing company presence and the knowledge and market of its product on online platforms. Their responsibilities include monitoring the day-to-day activity on the site and its overall performance to achieve goals like improving user experience, increasing website traffic and sales, and developing brand loyalty. They execute ad campaigns on search engines and other websites and research and implement the latest digital marketing strategies using social media.

**ENTRY-LEVEL POSITIONS:** eCommerce intern, eCommerce assistant manager

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** They should have experience using platforms such as Google AdWords, Ad Roll, and Analytics, as well as social media platforms and their advertising strategies. You are expected to stay on top of changing trends and find the best ways to implement new digital marketing tools and advertising methods to increase sales. It is critical that you have excellent communication and interpersonal skills, that you are well organized, efficient, and able to meet the deadlines of various projects going on at once. Project management skills are vital, as well as creativity and an eye for detail.

**TREND IN HIRING:** Very strong **ENTRY-LEVEL SALARY:** \$34,000-\$51,960

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 484 - Digital Marketing

BMGT 453 - Retail Management

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[shopify.com/blog](https://shopify.com/blog) - Shopify eCommerce Blog

[practicalecommerce.com](https://practicalecommerce.com) - eCommerceBlog



# EMAIL COORDINATOR & EMAIL MARKETING SPECIALIST

**JOB DESCRIPTION:** Responsible for the day-to-day coordination of email scheduling, content, set-up, testing and deployment for email programs. This is a fantastic opportunity to work in a vibrant environment that fuses the worlds of fashion, technology and eCommerce.

**ENTRY LEVEL POSITIONS:** Assoc E-Mail Marketing Specialist/Assoc E-mail Coordinator/E-Mail Marketing Specialist

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** Previous experience within an eCommerce Shopping environment. Email marketing experience, including strategy, implementation, analytics and reporting. Knowledge of best practices for email creative and templates, segmentation, dynamic content, testing methodologies. Exceptional written and verbal communication skills. A/B Testing, devising strategies and scenarios to test newsletter content, subject headings, send times, frequency, offers, and preferred product profiles to group subscribers and better segment the database with a focus on creating data-driven campaigns. Create email reporting dashboards and custom reports analyzing campaign performance in order to provide actionable recommendations and deliver continuous improvements to our email program providing weekly, monthly, and quarterly reports tracking ROI. Familiarity with planning, implementing and analyzing online marketing initiatives across multiple online channels

**ENTRY LEVEL SALARY:** \$60,000 - \$65,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 484 - Digital Marketing

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS MARKETING CAREER PATH:**

Mashable.com

Searchenginewatch.com

# EVENT PLANNER OR MEETING & CONVENTION PLANNER OR EXPERIENTIAL MARKETING



**JOB DESCRIPTION:** Create and execute events for corporate, government and university entities. Responsibilities include budgeting, establishing dates and alternate dates, selecting and reserving the event site, acquiring permits, and co-ordination of transportation and parking. May also be responsible for developing a theme or motif for the event, arranging for speakers and alternate speakers, security, signage, etc. Opportunities abound for freelancing.

**ENTRY LEVEL POSITIONS:** Junior event planner, asst. event planner,

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** Detail oriented, creative, strong organizational skills, maintain composure under pressure. Strong negotiation skills. Effective written and oral communication skills. Interpersonal skills. Holistic mindset. Adherence to budgets. Comfortable with fast pace and, often, travel. Flexibility to allow for working weekends and some long days.

**TREND IN HIRING:** Moderate **ENTRY LEVEL SALARY:** \$38,000

## **RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 456 - Customer-Centric Innovation

BMGT 450 - Integrated Marketing Communications

BMGT 484 - DigitalMarketing

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS MARKETING CAREER PATH:** [www.successfulmtgs.com](http://www.successfulmtgs.com),  
[www.specialevents.com](http://www.specialevents.com), [www.event-solutions.com](http://www.event-solutions.com),  
[www.eventdesignmag.com](http://www.eventdesignmag.com), [www.eventmarketer.com](http://www.eventmarketer.com), [www.mediabistro.com](http://www.mediabistro.com), [www.adage.com](http://www.adage.com)

## **TRADE ASSOCIATIONS:**

[www.iaem.org](http://www.iaem.org) - International Association for Exhibitions and events,

[www.mpiweb.org](http://www.mpiweb.org) - Meeting Professionals International,

[www.conventionindustry.org](http://www.conventionindustry.org) - Conference Industry Council,

[www.pcma.org](http://www.pcma.org) - Professional Convention Management Association,

## **SPECIALIZED JOB BANKS:**

[www.jobs.eventcareers.com](http://www.jobs.eventcareers.com)

[www.mediabistro.com/joblistings](http://www.mediabistro.com/joblistings)

[www.glassdoor.com/index.htm/](http://www.glassdoor.com/index.htm/)

[www.jobs.aaf.org/jobs](http://www.jobs.aaf.org/jobs)

# EXHIBITION DESIGNER



**JOB DESCRIPTION:** Plan and lay out exhibits for venues like public and trade shows, conferences, and museum or art gallery installations. You must meet with clients and be able to effectively communicate the client's message to the exhibit's audience. Responsibilities include establishing budgets, scheduling the project to completion, and design a 3D model in a CAD software program

**ENTRY LEVEL POSITIONS:** Exhibit Design Specialist, Assistant Exhibit Designer

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:**

Strong interpersonal and communication skills, attention to detail, and high levels of imagination/creativity to bring your clients' concepts to life. Well versed in design, 3D awareness, and up to date with industry software

**TREND IN HIRING:** Good **ENTRY LEVEL SALARY:** \$47,000- 67,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 450 - Integrated Marketing Communications

BMGT 484 - Digital Marketing

Strategic Design and Innovation Fellows

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[www.zippia.com/exhibition-designer-jobs/](http://www.zippia.com/exhibition-designer-jobs/) - Exhibition Designer Career Guide

[www.dexigner.com/news/Exhibition-Design](http://www.dexigner.com/news/Exhibition-Design) - Exhibit Design News

[segd.org/what-exhibition-design-0](http://segd.org/what-exhibition-design-0) - What is Exhibition Design?

**TRADE ASSOCIATION WEBSITES:**

[www.edpa.com](http://www.edpa.com) - Experiential Designers and Producers Association

# FASHION MARKETING



**JOB DESCRIPTION:** Fashion marketers work with clothing/accessory brands to help communicate with consumers and encourage purchases. Responsibilities include devising strategies to raise awareness, promote products, and intrigue customers. Analyze customer behavioral data, track customer trends to understand their needs, make data-driven decisions.

**ENTRY LEVEL POSITIONS:** Fashion Marketing Intern, Marketing Coordinator, Fashion Marketing Specialist

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:**

Strong communication/interpersonal skills. Analytical skills, and knowledge of technological tools such as metrics, and creative software. Social media management, creativity, and aesthetic sense

**TREND IN HIRING:** Strong **ENTRY LEVEL SALARY:** \$42,000- 55,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 450 - Integrated Marketing Communications

BMGT 484 - Digital Marketing

BMGT 453 - Retail Management

Strategic Design Fellows

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[www.ilovefashionretail.com/blog/](http://www.ilovefashionretail.com/blog/) - Fashion Marketing Blog

[www.yellowbrick.co/resource/fashion-career-guide](http://www.yellowbrick.co/resource/fashion-career-guide) - Fashion Industry Career Guide

[www.the-atlantic-pacific.com](http://www.the-atlantic-pacific.com) - Current Fashion Trends Blog

[www.businessoffashion.com](http://www.businessoffashion.com) - Global Fashion News

**TRADE ASSOCIATION WEBSITES:**

[www.usfashionindustry.com](http://www.usfashionindustry.com) - United States Fashion Industry Association

[www.ama.org](http://www.ama.org) - American Marketing Association

[www.aafaglobal.org](http://www.aafaglobal.org) - American Apparel & Footwear Association

# GRAPHIC DESIGNER



**JOB DESCRIPTION:** Graphic designers create visual concepts, using computer software (Adobe's Creative Suite—including Photoshop, Illustrator, InDesign, and more—is the standard in the industry, and most employers expect designers to be proficient with its programs) or by hand, to communicate ideas to consumers. They develop the overall layout and production design for applications such as advertisements, brochures, magazines, and reports.

Frequently, designers specialize in a particular category or type of client. Some specialize in experiential graphic design. These designers work with architects, industrial designers, landscape architects, and interior designers to create interactive design environments, such as museum exhibitions, public art exhibits, and retail spaces.

**ENTRY LEVEL POSITIONS:** Graphic design intern, Drafters **ENTRY LEVEL SALARY:** \$31,310-\$50,710

## **RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:**

**Analytical skills:** Perceive your work from the consumers' point of view to ensure that the designs convey the client's message. **Artistic ability:** Create designs that are artistically interesting and appealing to clients and consumers. Produce rough illustrations of design ideas, by hand sketching or by using computer programs. **Communication:** Communicate with clients, customers, and other designers to ensure that their designs accurately and effectively convey information. **Computer skills:** Use specialized graphic design software to prepare designs. **Creativity:** Think of new approaches to communicating ideas to consumers. Develop unique designs that convey their client's message.

**Time-management:** Work simultaneously on multiple projects, each with a different deadline.

**TREND IN HIRING:** Employment is projected to grow 3% from 2020 to 2030, slower than average for all occupations

## **RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 484 - Digital Marketing

BMGT 450 - Integrated Marketing Communications

Strategic Design and Innovation Fellows

## **WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

<https://www.bls.gov/ooh/arts-and-design/graphic-designers.htm#tab-1> - US Bureau of Labor Statistics

<https://nasad.arts-accredit.org/> - National Association of Schools of Art and Design (NASAD)

## **TRADE ASSOCIATION WEBSITES:**

<http://www.aiga.org/> - The American Institute of Graphic Arts

<https://www.graphicartistsguild.org/> - Graphic Artists Guild

<https://segd.org/> - The Society for Experiential Graphic Design

## **SPECIALIZED JOB BANK SITES:**

<https://dribbble.com/jobs>

<https://thedesigntokids.org/jobs/>

<https://designjobs.aiga.org/>

<https://design.google/jobs/>

<https://www.behance.net/joblist>

<https://creativemornings.com/jobs>

<https://www.coroflot.com/design-jobs>

<https://www.krop.com/creative-jobs/>

<https://www.designjobsboard.com/>

<https://www.ifyoucouldjobs.com/>

# MARKETING CONSULTANT

**JOB DESCRIPTION:** Responsible for using their expertise to develop strategies on how to strengthen client base and achieve better sales. Marketing consultants must perform research and analysis to determine opportunities, and should ensure all steps taken adhere to the regulations of the client. Responsibilities include meeting with clients to effectively understand their needs, and managing campaigns on multiple platforms such as email, social networks, etc

**ENTRY LEVEL POSITIONS:** Marketing Consultant, Marketing Specialist, Digital Marketing Consultant

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:**

Strong interpersonal and communication skills, excellent problem solving and critical thinking. Strong attention to detail and time management, knowledge of marketing platforms and inbound lead software such as HubSpot.

**TREND IN HIRING:** Very strong **ENTRY LEVEL SALARY:** \$45,000- 80,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 450 - Integrated Marketing Association  
BMGT 484 - Digital Marketing  
BMGT 456 - Customer-Centric Innovation  
BMGT 453 - Retail Management

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[www.indeed.com/career-advice/finding-a-job/how-to-become-a-marketing-consultant](http://www.indeed.com/career-advice/finding-a-job/how-to-become-a-marketing-consultant) - Career Guide  
[go.oracle.com/cxm-newsletter-archive](http://go.oracle.com/cxm-newsletter-archive) - Oracle Marketing Consulting Newsletter  
[www.morningbrew.com/marketing/subscribe](http://www.morningbrew.com/marketing/subscribe) - Marketing Newsletters  
[foundr.com/articles/building-a-business/become-marketing-consultant](http://foundr.com/articles/building-a-business/become-marketing-consultant)- How to be a Marketing Consultant

**TRADE ASSOCIATION WEBSITES:**

[www.ama.org](http://www.ama.org) - American Marketing Association  
[www.spconsultants.org](http://www.spconsultants.org) - Society of Professional Consultants

# MARKETING DIRECTOR

**JOB DESCRIPTION:** Create and manage strategic integrated marketing communications program. Identifying and prioritizing key target audiences. Develop an innovative, effective mix of communications, both online and off-line. Create events for various target audiences. Write or oversee press releases.

**ENTRY LEVEL POSITIONS:** Asst. marketing manager, asst. marketing director

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:**

Detail oriented, creative, strong organizational skills. Effective written and oral communication skills. Interpersonal skills. Adherence to budgets. Flexibility to allow for working some weekends and/or long hours.

**TREND IN HIRING:** Moderate **ENTRY LEVEL SALARY:** \$130,000 - \$177,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 450 - Integrated Marketing Communications

BMGT 456 - Customer-Centric Innovation

BMGT 484 - Digital Marketing

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[www.brandweek.com](http://www.brandweek.com)

[www.adage.com](http://www.adage.com)

# MARKETING

## INTEGRATION SPECIALIST



**JOB DESCRIPTION:** Develop and execute marketing programs to promote the company's brand. Perform lead generation, attend trade shows, create advertisements, webcasts, websites, and direct mail, identify media outlets for press releases and promotions, enforce brand marketing guidelines in trademarks, logos, and publications, develop and track budgets, measure success of various marketing campaigns, drive profitable sales, brand growth and loyalty for a number of business areas, analyze and support both category and cluster marketing plans to align with brand strategy and achieve annual operating plan goals, develop accountability structure for stakeholders.

**ENTRY LEVEL POSITIONS:** Marketing Integration Associate

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** Marketing/communications experience. Knowledge and experience in the use of various marketing platforms (i.e. literature, direct and email marketing, social media, web/interactive marketing, multi-media, etc.). Ability to think strategically and translate strategies into tactics. Project management skills, with a demonstrated ability to consistently prioritize and manage multiple tasks, and deliver high quality outcomes on time and on budget. Communication and people skills and the ability to consistently work well with internal staff and outside contacts at all levels. Must have strong creative skills and experience developing compelling integrated marketing programs. Exceptional writing skills and proficiency with Excel, Word, PowerPoint, and other key Microsoft Office and web-based products.

**ENTRY LEVEL SALARY:** \$58,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 450 - Integrated Marketing Communications

BMGT 456 - Customer-Centric Innovation

BMGT 484 - Digital Marketing

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

<https://jooble.org/job-description/sales/integrated-marketing-manager/>



# MARKETING STRATEGIST >>>

**JOB DESCRIPTION:** Conduct research into a company's consumers and the current market trend with the intention of using that research to predict future trends and that way develop a strategy unique to the business meant to increase the sale of its products and services and its user engagement.

**ENTRY LEVEL POSITIONS:** Marketing coordinator, Marketing assistant

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** Analytical skills, communication skills, and creativity. Marketing strategists must know how to juggle client and peer relationships and collaborate with others to achieve strategic goals. Excellent communication skills and an exemplary understanding of social media, market trends, and editing software are a must.

**TREND IN HIRING:** Good **ENTRY LEVEL SALARY:** \$51,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 456 - Customer-Centric Innovation

BMGT 484 - Digital Marketing

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

<https://www.zippia.com/marketing-strategist-jobs/>

**TRADE ASSOCIATION WEBSITES:**

[ama.org](http://ama.org) - American Marketing Association

# MARKETING RESEARCH ANALYST / RESEARCH DIRECTOR



**JOB DESCRIPTION:** In a business firm--coordinate with the marketing department and sales force to develop goals for product exposure. Checking data for accuracy, comparing and contrasting new research with established norms, analyzing primary and secondary data for the purpose of market forecasting. In marketing research, as an operational supervisor--Responsible for supervising a well-defined set of operations that includes fieldwork, data editing, coding, programming and data analysis. In marketing research, as an asst. project manager-- Assist in questionnaire design, review field instructions and monitor timing and costs of studies. In marketing research, as a research analyst--collect and analyze customer, competitor, market and employee data, assist in forecasting and developing marketing recommendations.

**ENTRY LEVEL POSITIONS:** Junior Analyst, Research Asst., Operational Supervisor, Asst. Project Manager

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** Proficient in statistics and quantitative methods. Strong computer skills. Interest in psychology and consumer behavior. Good written and verbal communication skills. Creative thinker.

**TREND IN HIRING:** Very good **ENTRY LEVEL SALARY:** \$65,810

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 456 - Customer-Centric Innovation

BMGT 453 - Retail Management

BMGT 484 - Digital Marketing

**TRADE ASSOCIATION WEBSITES:**

Marketing Research Association - [www.mra-net.org](http://www.mra-net.org)

Interactive Marketing Research Organization - [www.imro.org](http://www.imro.org)

# MUSIC & ENTERTAINMENT MARKETING MANAGEMENT

**JOB DESCRIPTION:** Coordinate and implement logistics for music and/or entertainment events. Implement public relations and media involvement to build public awareness of event or artist. Strategize and implement tactics designed to drive up participation and sales. Recruit and manage volunteers. Nurture relationships with sponsors.

**ENTRY LEVEL POSITIONS:** music intern, territory marketing rep, music management intern, music marketing intern

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** Passion for music and/or entertainment. Ability to manage multiple priorities effectively. Attention to details, strong organizational skills. Creative thinker  
Good computer skills. Willing to work some nights and weekends. Flexible. Excellent written and verbal communication skills.

**TREND IN HIRING:** Good **ENTRY LEVEL SALARY:** \$63,000

## **RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 450 - Integrated Marketing Communications

BMGT 456 - Customer-Centric Innovation

BMGT 484 - Digital Marketing

## **WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[www.variety.com](http://www.variety.com) - Online version of Variety publication featuring entertainment news

[www.billboard.biz](http://www.billboard.biz) - Online version of Billboard magazine

[www.digitalmusicnews.com](http://www.digitalmusicnews.com) - news site for music industry and technology executives

[www.930.com](http://www.930.com) - site for 9:30 club in DC

[www.musicbizacademy.com](http://www.musicbizacademy.com) - site for independent musicians

[www.arbitron.com](http://www.arbitron.com) - media and marketing research site for media - radio, TV, out-of-home,

cable [www.careers.stateuniversity.com](http://www.careers.stateuniversity.com) - site for career information

[www.nielsen.com](http://www.nielsen.com) - site for Nielsen's measure of media

[www.adage.com](http://www.adage.com) - site for Advertising Age

[www.livenation.com](http://www.livenation.com) - site for Live Nation

## **TRADE ASSOCIATION WEBSITES:**

[www.namm.org](http://www.namm.org) - National Association of Music Merchants

[www.narm.com](http://www.narm.com) - National Association of Recording Merchandiser

[www.mafaaa.org](http://www.mafaaa.org) - Music and Film Industry Association of America

[www.riaa.com](http://www.riaa.com) - Recording Industry Association of America

[www.musicfirstcoalition.org](http://www.musicfirstcoalition.org)

[www.varietymediacareers.com](http://www.varietymediacareers.com) - Online job bank for entertainment jobs

[www.4EntertainmentJobs.com](http://www.4EntertainmentJobs.com) - website of over 3000 employers' postings

## **SPECIALIZED JOB BANK SITES**

[bx.businessweek.com/music-industry/jobs/](http://bx.businessweek.com/music-industry/jobs/) - Business Week's online job bank for jobs in music field

# NON-PROFIT

## MARKETING MANAGEMENT

**JOB DESCRIPTION:** Create and manage a strategic integrated marketing communications program. Identifying and prioritizing key target audiences. Developing an innovative, effective mix of communications, both online and offline. Create events for various target audiences. Write or oversee press releases. May work with Development in fundraising activities. Build strong relationships with partners

**ENTRY LEVEL POSITIONS:** Asst. marketing manager, asst. marketing director

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** Detail-oriented, creative, strong organizational skills. Effective written and oral communication skills. Interpersonal skills. Adherence to budgets. Flexibility to allow for working some weekends and/or long hours.

**TREND IN HIRING:** Moderate **ENTRY LEVEL SALARY:** \$38,000 - \$50,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 456 - Customer-Centric Innovation

BMGT 450 - Integrated Marketing Communications

BMGT 484 - Electronic Marketing

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[www.idealists.org](http://www.idealists.org)

[www.onphilanthropy.com](http://www.onphilanthropy.com)

# PUBLIC RELATIONS SPECIALIST



**JOB DESCRIPTION:** Use print, broadcast, and online media to promote their organizations to the public. They also gather and analyze intelligence about public opinion to help shape their organizations' policies. Constantly be up to date with news about the industry and company. Some public relations coordinators may specialize in investor, government, or community relations. A bachelor's degree is a common requirement for a career as a public relations coordinator, typically with a concentration in English, communications, journalism, business, or public relations. Create marketing and promotional materials, both print & electronic. Design and launch email marketing campaigns, create and deliver press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, social media content, and speaking proposals. Research media coverage and industry trends. Develop fresh story ideas. Coordinate conferences, trade shows, and press interviews.

**TOP LOCATIONS FOR PR SPECIALIST JOBS:** DC, Boston, NYC

**ENTRY LEVEL POSITIONS:** Public Relations Account Executive, PR Representatives

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** Degree in communications, PR, journalism, or marketing is preferred. Experience either in corporate communications and/or PR agency environments. Familiar with a variety of the PR field's concepts, practices, and procedures. Experience interacting with business press and other high-profile media under tight deadlines; retail industry press a plus working knowledge of MS Office (Outlook, PowerPoint, Excel, Word). Working knowledge of PR tools for press release distribution and database and monitoring services (e.g. CisionPoint) and other services

**ENTRY-LEVEL SALARY:** \$39,000 - \$52,000 **ADVANCED SALARY:** \$65,000 - \$85,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 484 - Digital Marketing

BMGT 450 - Integrated Marketing Communications

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS MARKETING CAREER PATH:**

[www.PRweek.com](http://www.PRweek.com)

[www.adweek.com](http://www.adweek.com)

[www.prsay.prsa.org](http://www.prsay.prsa.org)

**TRADE ASSOCIATIONS:**

[www.ipra.org](http://www.ipra.org) - International PR association

[www.prsa.org](http://www.prsa.org) - Public Relations Society of America

# PRODUCT DESIGNER



**JOB DESCRIPTION:** Product design is the process of creating a digital or physical good. The process is generally grounded in research and involves keeping the user's experience in mind.

Product design has in recent years become associated with digital products like software or apps. But product design can also refer to the design of physical products, like furniture, electronics, and other manufactured goods. This latter type of design is also called industrial design.

**ENTRY LEVEL POSITIONS:** Junior product designer, Copywriter

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** UX/UI - Understanding what a user wants to accomplish, what their pain points are, and how a product makes them feel is a core component of design. Hard skills to learn can include wireframing and prototyping, conducting research, and testing product features. Prototyping tools can include Framer, Principle, or Figma.

Visual design tools - A product that's pleasing to the eye can delight customers and make for a pleasant user experience. Job descriptions often request you have a sense of aesthetics, and some knowledge of the tools used in visual design. These can include Figma, Sketch, or Adobe Creative Suite.

Project management or leadership experience - Having some practice seeing the bigger picture of a process, being able to strategize, and knowing how to execute a vision can come in handy as a product designer. You don't have to have worked as a project manager, but some experience creating, overseeing, or implementing a project can be useful.

**TREND IN HIRING:** Low **ENTRY-LEVEL SALARY:** \$51,987

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 484 - Digital Marketing

BMGT 456 - Customer-Centric Innovation

Strategic Design and Innovation Fellows

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[interaction-design.org/literature/topics/product-design](https://interaction-design.org/literature/topics/product-design) - Interaction Design Foundation

<https://www.coursera.org/articles/what-is-a-product-designer>

<https://www.toptal.com/designers/product-design/job-description>

**TRADE ASSOCIATION WEBSITES:**

<https://www.designer.com/directory/loc/United-States/Organizations>

**SPECIALIZED JOB BANK SITES:**

<https://dribbble.com/product-design-jobs>

<https://www.pathrise.com/product-design>

# PRODUCT & BRAND MANAGER

**JOB DESCRIPTION:** Responsible for the coordination of creating new products or strategies based on market and consumer research, determining a product's pricing, creating its marketing campaigns, and setting sales targets. Responsible for the creative, innovative side of the business along with the analysis and strategy. This position deals with significant amounts of information and the manager needs to be able to use the data in order to drive volume, profitability, and tell the product or brand's story. Opportunity to make significant changes in the company's products and/or brand.

**ENTRY LEVEL POSITIONS:** Asst. Product Manager, Growth Strategist.

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** Excellent math/finance skills, and ability to stay current on market trends and competitive activity. Strong team building and leadership skills. Effective persuasive skills. Creative thinker, and problem solver. Natural ability to influence. Most recruiters in this field want their applicants to have earned an MBA although a few strong years in consulting or finance may allow you to start out as a marketing asst. without the MBA. Internships early in college are helpful for getting hired in this career path.

**TREND IN HIRING:** Moderate **ENTRY LEVEL SALARY:** \$50,000 - \$72,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 456 - Customer-Centric Innovation  
BMGT 450 - Integrated Marketing Communications  
BMGT 454 - Global Marketing  
Strategic Design and Innovation Fellows

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[www.adage.com](http://www.adage.com) - online version of Advertising Age's trade publication  
[www.adweek.com](http://www.adweek.com) - Ad Week's site  
[www.brandweek.com](http://www.brandweek.com) - online version of Brandweek's publication  
[www.fastcompany.com](http://www.fastcompany.com) - online version of Fast Company magazine  
[www.fortune.com](http://www.fortune.com) - online version of Fortune magazine  
[www.mediapost.com](http://www.mediapost.com) - online version of OMMA (magazine of online media, marketing and advertising)  
[www.wsj.com](http://www.wsj.com) - online version of Wall Street Journal  
[www.glassdoor.com/Career/product-and-brand-manager-career\\_K00,25.htm](http://www.glassdoor.com/Career/product-and-brand-manager-career_K00,25.htm)

# REAL ESTATE MARKETING COORDINATOR

**JOB DESCRIPTION:** A real estate marketing coordinator manages the marketing efforts of a group of real estate agents to improve their online presence in search results. As a real estate marketing coordinator, your job duties include creating digital marketing content, writing copy for web and social media, and interpreting online marketing analytics.

**ENTRY LEVEL POSITIONS:** Real estate marketing intern

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** This career requires writing and creative skills because you produce the text and visuals for individual real listings or a larger advertising campaign. Your responsibilities may also include performing direct client outreach. A career as a real estate marketing coordinator requires experience with social media management, website management, and brand marketing

**TREND IN HIRING:** 4% (Slower than average) **ENTRY LEVEL SALARY:** \$61,065-\$68,322

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 450 - Integrated Marketing Communications

BMGT 484 - Digital Marketing

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

<https://blog.hubspot.com/sales/real-estate-marketing>

<https://blog.hubspot.com/sales/real-estate>

<https://www.nar.realtor/marketing>

<https://magazine.realtor/sales-and-marketing/feature/article/2021/11/develop-a-growth-strategy-for-your-social-media-content>

<https://www.forbes.com/sites/forbesrealestatecouncil/2021/04/08/strategy-and-consistency-keys-to-success-in-real-estate-marketing/?sh=f7ba36e78959>

**TRADE ASSOCIATION WEBSITES:**

<https://www.nar.realtor/> - National Association of Realtors

**SPECIALIZED JOB BANK SITES:**

<https://www.selectleaders.com/>

<http://www.ihirerealestate.com/>



# RETAIL BUYER

**JOB DESCRIPTION:** If working for a large department store, buyer will specialize in one type of merchandise. If working for smaller stores, buyer will buy a variety of products. Buyer will need to choose items that are appropriate for their store and clientele. As seekers of the best deal for their organization, a buyer searches for the highest quality goods and services at the lowest possible cost to the company. Products must meet the needs of the customers but be within the price range that the store has adopted for their customers. Buyers will attend trade shows, conferences and distribution centers

**ENTRY LEVEL POSITIONS:** Asst. buyer

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** Detail-oriented, creative, strong organizational skills, maintain composure under pressure. Strong negotiation skills. Effective written and oral communication skills. Interpersonal skills. Adherence to budgets. Comfortable with fast pace and frequent travel. Flexibility to allow for working weekends and some long days. Analytical skills that will enable the buyer to be always aware of profit margins. Willing to relocate to corporate headquarters.

**TREND IN HIRING:** Moderate **ENTRY LEVEL SALARY:** \$40,000 - \$52,000

## **RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 456 - Customer-Centric Innovation

BMGT 453 - Retailing

BMGT 454 - Global Marketing

## **INTERNATIONAL BUYING**

Strategic Design and Innovations Fellows

## **WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[www.chainstoreage.com](http://www.chainstoreage.com) - Online version of Chain Store Age Executive publication

[www.drugstorenews.com](http://www.drugstorenews.com) - Online version of Drugstore News publication

[www.wwd.com](http://www.wwd.com) - Online version of Women's Wear Daily publication

[www.zippia.com/retail-buyer-jobs/](http://www.zippia.com/retail-buyer-jobs/) - Complete Retail Buyer guide

## **TRADE ASSOCIATIONS**

[www.museumdistrict.com](http://www.museumdistrict.com) - Museum Store Association

[www.nacs.org](http://www.nacs.org) - National Association of College Stores

[www.nrf.com](http://www.nrf.com) - National Retail Federation

[www.nsra.org](http://www.nsra.org) - National Shoe Retailers Association

# RETAIL STORE MANAGER

**JOB DESCRIPTION:** Responsible for supervising employees and overseeing the operations and merchandising of the store with the intention of creating a profit. The duties of a manager will depend on the size and type of store for which they work. Independent stores' managers will be involved in merchandising, store operations, accounting, and advertising and promotion. Manager of a large store will head a management team. If store is also online, may be responsible for aspects of the online entity.

**ENTRY LEVEL POSITIONS:** Asst. Store Manager

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** Leadership and management skills. Detail oriented, creative, strong organizational skills, maintain composure under pressure. Strong negotiation skills. Effective written and oral communication skills. Interpersonal skills. Holistic mindset. Customer service skills. Adherence to budgets. Comfortable with fast pace. Flexibility to allow for working weekends and some long days.

**TREND IN HIRING:** Moderate **ENTRY LEVEL SALARY:** \$45,000 - 65,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 453 - Retail Management

BMGT 450 - Integrated Marketing Communications

BMGT 484 - Digital Marketing

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[www.chainstoreage.com](http://www.chainstoreage.com) - Online version of Chain Store Age Executive publication

[www.drugstorenews.com](http://www.drugstorenews.com) - Online version of Drugstore News publication

**TRADE ASSOCIATIONS:**

[www.icsc.org](http://www.icsc.org) - International Council of Shopping Centers

[www.museumdistrict.com](http://www.museumdistrict.com) - Museum Store Association

[www.nacs.org](http://www.nacs.org) - National Association of College Stores

[www.nrf.com](http://www.nrf.com) - National Retail Federation

[www.nsra.org](http://www.nsra.org) - National Shoe Retailers Association

[www.harda.com](http://www.harda.com) - North American Retail Dealers Association

# SALES & MARKETING ASSOCIATE



**JOB DESCRIPTION:** A marketing and sales associate specializes in devising strategies to reach sales targets while building strong relationships with clients. Their responsibilities typically revolve around reaching out to clients through calls and correspondence, producing sales reports and forecasts, coordinating with various marketing personnel, and analyzing the current marketing trends and conditions to identify new opportunities. It is also essential to maintain records of all transactions and monitor the performance of marketing campaigns to be aware of areas that need improvement. Furthermore, it is vital to prioritize customer satisfaction and brand awareness, all while adhering to the company's policies and regulations.

**ENTRY LEVEL POSITIONS:** Sales and marketing intern

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** Customer Service, playing a key role in executing the development of marketing and promotional methodologies., and producing ROI analyses. They're also known for soft skills such as Detail-oriented, Analytical Skills, and Communication skills.

**TREND IN HIRING:** Between the years 2018 and 2028, Marketing And Sales Associate jobs are expected to undergo a growth rate described as "much faster than average" at 20% according to the Bureau of Labor Statistics.

**ENTRY LEVEL SALARY:** \$30,000-\$69,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 484 - Digital Marketing

BMGT 453 - Retail Management

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

<https://www.zippia.com/marketing-and-sales-associate-jobs/>

**TRADE ASSOCIATION WEBSITES:**

<https://smei.org/> - Sales and Marketing Executives International

[ama.org](https://ama.org) - American Marketing Association

<https://www.aa-isp.org/> - The Global Inside Sales Association

<https://www.nasp.com/> - National Association of Sales Professionals

**SPECIALIZED JOB BANK SITES:**

<https://jobs.ama.org/>

<https://insidesalescareers.aa-isp.org/jobs>

<https://www.salesheads.com/>

# SEARCH ENGINE OPTIMIZATION DIRECTOR

**JOB DESCRIPTION:** Research and execute pay-per-click marketing campaigns. Provide performance reports and recommendations on analysis of web traffic and behavior statistics, ROI analysis, and overall detailed examination of marketing program statistics. Develop strategic linking marketing campaigns to execute free and paid ad placements. Evaluate site for SEO optimization and provide clear actionable solutions for site improvement. Perform ongoing optimization of site content to ensure maximum rankings for targeted keywords. Work company-wide to ensure SEO best practices. Stay current on the latest developments and share them with other employees.

**ENTRY LEVEL POSITIONS:** junior search engine marketer, search engine marketing specialist, web marketing analyst

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** Proficiency in Microsoft Office, Outlook, and the Internet. Excellent written and oral communication skills. Outstanding interpersonal skills. Strong drive to meet objectives and maintain focus. Strategic thinker with a results-oriented mindset. Attention to detail. Strong analytic skills focused on problem-solving. Knowledge and experience with web analytics and analysis of web traffic data. Job or internships experience in search engine marketing (SEM), PPC via Google Adwords, and Yahoo search marketing along with Google Analytics, Omniture, or comparable web analytics software.

**TREND IN HIRING:** Strong **ENTRY LEVEL SALARY:** \$50,000 - 66,000

**RECOMMENDED SMITH SCHOOL MARKETING COURSES:**

BMGT 450 - Integrated Marketing Communications

BMGT 484 - Digital Marketing

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[www.mashable.com](http://www.mashable.com) - News site for social media practices and happenings

[www.socialmediatoday.com](http://www.socialmediatoday.com) - Blog site for social media practices and happenings

[www.clickz.com](http://www.clickz.com) - Long-standing site for online marketing news and instruction

[www.adage.com](http://www.adage.com) - online version of Advertising Age's trade publication

[www.adweek.com](http://www.adweek.com) - Ad Week's site

[www.brandweek.com](http://www.brandweek.com) - online version of Brandweek's publication

[www.mediapost.com](http://www.mediapost.com) - online version of OMMA (magazine of online media, marketing, and advertising)

[www.searchenginewatch.com](http://www.searchenginewatch.com) - site for search engine news and training

[www.zippia.com/search-engine-marketing-manager-jobs/](http://www.zippia.com/search-engine-marketing-manager-jobs/) - Complete Search Engine Marketing guide

**TRADE ASSOCIATIONS:**

[www.aaaa.org](http://www.aaaa.org) - American Association of Advertising Agencies

[www.iab.com](http://www.iab.com) - Interactive Advertising Bureau

[www.smac.org](http://www.smac.org) - Social Media Advertising Consortium

# SOCIAL INFLUENCER COORDINATOR

**JOB DESCRIPTION:** Responsible for managing the end-to-end operations of a brand's influencer marketing campaigns. They build a team of influencer partners for the brand, manage communications, and coordinate with the rest of the marketing team to get maximum impact for their influencer campaigns.

**ENTRY-LEVEL POSITIONS:** Influencer marketing intern

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** Working knowledge of all the top social media platforms, Communication: Track the success of the campaigns and report it to the rest of the team. You'll need to be able to communicate how this campaign helped the brand reach its overall growth goals. Negotiating skills: to secure brand deals and partnerships.

**TREND IN HIRING:** Very strong    **ENTRY-LEVEL SALARY:** \$40,000 - \$45,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 450 - Integrated Marketing Communications

BMGT 484 - Digital Marketing

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

<https://trendhero.io/blog/influencer-manager/>

**TRADE ASSOCIATION WEBSITES:**

[ama.org](https://ama.org) - American Marketing Association

# SOCIAL MEDIA INFLUENCER >>>

**JOB DESCRIPTION:** Influencers in social media are people who have built a reputation for their knowledge and expertise on a specific topic. They make regular posts about that topic on their preferred social media channels and generate large followings of enthusiastic, engaged people who pay close attention to their views. Brands love social media influencers because they can create trends and encourage their followers to buy products they promote.

The bulk of influencer marketing today occurs in social media, predominantly with micro-influencers, and blogging. With an increased interest in video, YouTubers are rapidly becoming more important too.

Some of the common ways influencers get paid are:

Affiliate marketing, Display advertising, Sponsored posts / images / videos and brand campaigns, Courses, subscriptions, and eBooks, Photo and video sales, Acting as brand representatives or ambassadors, Payments to a Patreon account for exclusive content, Co-created product lines, Promoting their own merchandise

**ENTRY-LEVEL POSITIONS:** Nano-influencers (under 1,000 followers) , Micro-influencers (1,000-4,000 influencers)

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:**

**TREND IN HIRING: ENTRY-LEVEL SALARY: \$14,000 - \$34,500**

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 450 - Integrated Marketing Communications

BMGT 484 - Digital Marketing

BMGT 456 - Customer-Centric Innovation

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[influencermarketinghub.com/influencermarketing/](https://influencermarketinghub.com/influencermarketing/) - Influencer Marketing Hub

**TRADE ASSOCIATION WEBSITES:**

[americaninfluencercouncil.com](https://americaninfluencercouncil.com) - AIC

**SPECIALIZED JOB BANK SITES:**

<https://influencermarketinghub.com/what-is-an-influencer/>

# SOCIAL MEDIA MARKETING DIRECTOR



**JOB DESCRIPTION:** Oversee postings of regular updates to increase exposure via social media platforms. Create content for social media through pictures, text, and videos Assist with tracking and maintenance of statistics for firm or client's social media interactions and other website analytics. Coordinate with other marketing and communication department activities such as editing web and print content. Create monthly editorial calendars, and use marketing strategies to deliver the brand's message in creative ways.

**ENTRY LEVEL POSITIONS:** Asst. social media marketing manager, social media intern

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** Strong knowledge of social media sites like Facebook, Twitter, Pinterest, YouTube, LinkedIn, Instagram, and TikTok. Familiarity with analytics applications such as Google Analytics and others. Experience using multi-social posting programs such as Hootsuite and HubSpot.

**TREND IN HIRING:** Very strong **ENTRY LEVEL SALARY:** \$45,000 - 64,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 450 - Integrated Marketing Communications

BMGT 484 - Digital Marketing

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[www.mashable.com](http://www.mashable.com) - News site for social media practices and happenings

[www.socialmediatoday.com](http://www.socialmediatoday.com) - Blog site for social media practices and happenings

[www.clickz.com](http://www.clickz.com) - Long-standing site for online marketing news and instruction

[www.adage.com](http://www.adage.com) - online version of Advertising Age's trade publication

[www.adweek.com](http://www.adweek.com) - Ad Week's site

[www.mediapost.com](http://www.mediapost.com) - online version of OMMA (magazine of online media, marketing and advertising)

[www.zippia.com/social-media-marketer-jobs/](http://www.zippia.com/social-media-marketer-jobs/) - Complete Social Media Marketer Guide

**TRADE ASSOCIATIONS:**

[www.aaaa.org](http://www.aaaa.org) - American Association of Advertising Agencies

[www.iab.com](http://www.iab.com) - Interactive Advertising Bureau

[www.socialmediaassoc.com/join-sma/](http://www.socialmediaassoc.com/join-sma/) - Social Media Association

# SPORTS EVENTS MARKETING MANAGEMENT



**JOB DESCRIPTION:** Coordinate and implement logistics for event weekend and assigned special events. Implement public relations and media involvement to build public awareness of event. Strategize and implement tactics designed to drive up participation. Recruit and manage volunteers. Nurture relationships with sponsors.

**ENTRY LEVEL POSITIONS:** asst. sports event manager, sports events intern.

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** Excellent written and verbal communication skills. Passion for sports. Ability to manage multiple priorities effectively. Attention to detail, strong organizational skills. Creative thinker. Good computer skills. Willing to work some nights and weekends. Flexible.

**TREND IN HIRING:** Good **ENTRY LEVEL SALARY:** \$35,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 450 - Integrated Marketing Communications  
BMGT 484 - Digital Marketing

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[www.seme-now.com](http://www.seme-now.com) - National Sports Career and Networking Conference site  
[www.adage.com](http://www.adage.com) - Advertising Age site  
[www.sportsbusinessjournal.com](http://www.sportsbusinessjournal.com) - Sports Business Journal site

**TRADE INDUSTRY WEBSITES:**

[www.nba.com](http://www.nba.com) - National Basketball Association site  
[www.pga.com](http://www.pga.com) - Professional Golf Association site  
[www.nfl.com](http://www.nfl.com) - National Football League site  
[www.nhl.com](http://www.nhl.com) - National Hockey League site  
[www.mlb.com](http://www.mlb.com) - Major League Baseball site  
[www.wnba.com](http://www.wnba.com) - Women's National Basketball Association site

**SPECIALIZED JOB BANK SITES**

[workinsports.com](http://workinsports.com)



# SPORTS MERCHANDISING MARKETING >>>

**JOB DESCRIPTION:** Develop and implement marketing strategies for merchandise for sports teams or sports leagues. Help plan and manage the sales for merchandise domestically and internationally.

**ENTRY LEVEL POSITIONS:** Asst. product manager, asst. merchandise manager

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:**

Excellent written and verbal communication skills. Passion for sports. Ability to manage multiple priorities effectively. Interest in sales marketing. Attention to detail, strong organizational skills. Creative thinker. Good computer skills. Willingness to travel.

**TREND IN HIRING:** Good **ENTRY LEVEL SALARY:** \$35,000- 50,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 456 - Customer-Centric Innovation

BMGT 453 - Retail Management

BMGT 450 - Integrated Marketing Communications

BMGT 484 - Digital Marketing

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[www.nba.com](http://www.nba.com) - National Basketball Association site

[www.nfl.com](http://www.nfl.com) - National Football League site

[www.mlb.com](http://www.mlb.com) - Major League Baseball site

[www.pga.com](http://www.pga.com) - Professional Golf Association site

[www.nhl.com](http://www.nhl.com) - National Hockey League site

[www.wnba.com](http://www.wnba.com) - Women's National Basketball Association site

[www.sportsmarketingnetwork.com](http://www.sportsmarketingnetwork.com) - National Sports Marketing Network

**TRADE ASSOCIATION WEBSITES:**

[www.nsga.org](http://www.nsga.org) - National Sporting Goods Association

**SPECIALIZED JOB BANK SITES:**

[workinsports.com](http://workinsports.com)

# USER EXPERIENCE (UX) STRATEGIST >>>

**JOB DESCRIPTION:** Concepting and creating a usable and intuitive experience for a user who is using their product, or any web, mobile, or wearable application which can be interacted with through talking, tapping, touching, and sliding across screens.

**ENTRY LEVEL POSITIONS:** Junior user experience strategist, user experience intern

**RECOMMENDED SKILLS AND APTITUDES FOR THIS CAREER PATH:** Negotiation, user research, design thinking, skilled at presenting ideas with the ability to articulate strategic decisions to a variety of audiences, having a good sense of balancing creative ideas with practical usability. User interface, A/B testing, design, user solutions, user feedback, Javascript, product development, competitive analysis, web content. JQuery, Html5.

**TREND IN HIRING:** Good **ENTRY LEVEL SALARY:** \$81,000 - \$108,000

**RECOMMENDED SMITH SCHOOL MARKETING ELECTIVES:**

BMGT 450 - Integrated Marketing Communications

BMGT 456 - Customer-Centric Innovation

BMGT 484 - Digital Marketing

**WEBSITES AND BLOGS TO LEARN MORE ABOUT THIS CAREER PATH:**

[nngroup.com/articles/ux-strategy/](http://nngroup.com/articles/ux-strategy/) - Nielsen Norman Group UX Strategy: Definition and Components

[uxplanet.org](http://uxplanet.org) - One-stop resource for everything related to user experience

[blog.hubspot.com/website/ux-strategy](http://blog.hubspot.com/website/ux-strategy) - HubSpot UX Strategy: What It Is And Why It Matters

[https://www.zippia.com/online-user-experience-strategist-jobs/skills/?src=chatbot\\_popout\\_displayed](https://www.zippia.com/online-user-experience-strategist-jobs/skills/?src=chatbot_popout_displayed)

<https://careerfoundry.com/en/blog/ux-design/what-does-a-ux-strategist-actually-do/>

**TRADE ASSOCIATION WEBSITES:**

[ama.org](http://ama.org) - American Marketing Association

The background is a solid red color with a repeating pattern of hexagons. Each hexagon is a slightly darker shade of red than the background, creating a subtle geometric texture.

# SMITH TOP EMPLOYERS

# TOP EMPLOYERS

## NEW YORK CITY

|  |  |  |
|--|--|--|
| <b>A</b> Amazon<br>AMEX                                | <b>H</b> Hazon<br>Hudson IMX                                   | <b>P</b> Pave<br>Peloton<br>Pearlfisher                              |
| <b>B</b> Bulletproof                                   | <b>I</b> IBM   | <b>P</b> PhD<br>Proctor and Gamble<br>Prophet                        |
| <b>D</b> Discovery, Inc.<br>Doordash<br>Duncan Channon | <b>L</b> Laundry Service<br>LinkedIn<br>LineLeap<br>Lippincott | <b>R</b> Red Antler<br>RocketMoney                                   |
| <b>E</b> EdX   | <b>M</b> Marchesa<br>McCann<br>McKinsey & Co<br>Meta           | <b>S</b> Salesforce<br>Shopify<br>Slack<br>Steve Madden<br>SXM Media |
| <b>F</b> FCB<br>Frog Design                            | <b>N</b> NBA<br>NewtonX<br>NHL                                 | <b>T</b> TripAdvisor<br>The Carlyle Group<br>Tiktok                  |
| <b>G</b> Google<br>Goldman Sachs<br>Grammarly          | <b>O</b> Ogilvy<br>OMD   | <b>V</b> Vice Media  |
| <b>W</b> Wavemaker<br>Weber Shandwick                  | <b>Y</b> YouTube   |  |

# TOP EMPLOYERS

## WASHINGTON D.C.

|  |  |  |
|--|--|--|
| <b>A</b> AARP<br>Accenture<br>Amazon<br>Apple<br>Arc Worldwide     | <b>G</b> Gartner<br>Gilbane<br>Goodshuffle<br>Green Buzz<br>Agency | <b>M</b> Marriot<br>McKinsey &<br>Company      |
| <b>B</b> Bloomberg<br>Industry Group<br><br>Booz Allen<br>Hamilton | <b>H</b> HiltonCardinal<br>Health<br><br>HZDG                      | <b>R</b> RedPeg                                |
| <b>C</b> Capital One<br>Choice Hotels                              | <b>I</b> Industry Dive   | <b>S</b> Salesforce                            |
| <b>D</b> Dandelion Energy<br>Deloitte<br>Doordash                  | <b>K</b> KPMG  | <b>T</b> Taoti Creative<br>TotalWine<br>& More |
| <b>E</b> Edelman   | <b>L</b> Lidl  | <b>U</b> University<br>of Maryland             |
| <b>V</b> Versus  | <b>Y</b> Yes&  |  |

# TOP EMPLOYERS

## BALTIMORE & COLUMBIA

**A** Alex+Tom  
Authority  
Brands

**D** Daily Harvest

**M** McCormick

**B** Blue Corona  
BluShark Digital

**F** Fearless  
FlyWheel Digital

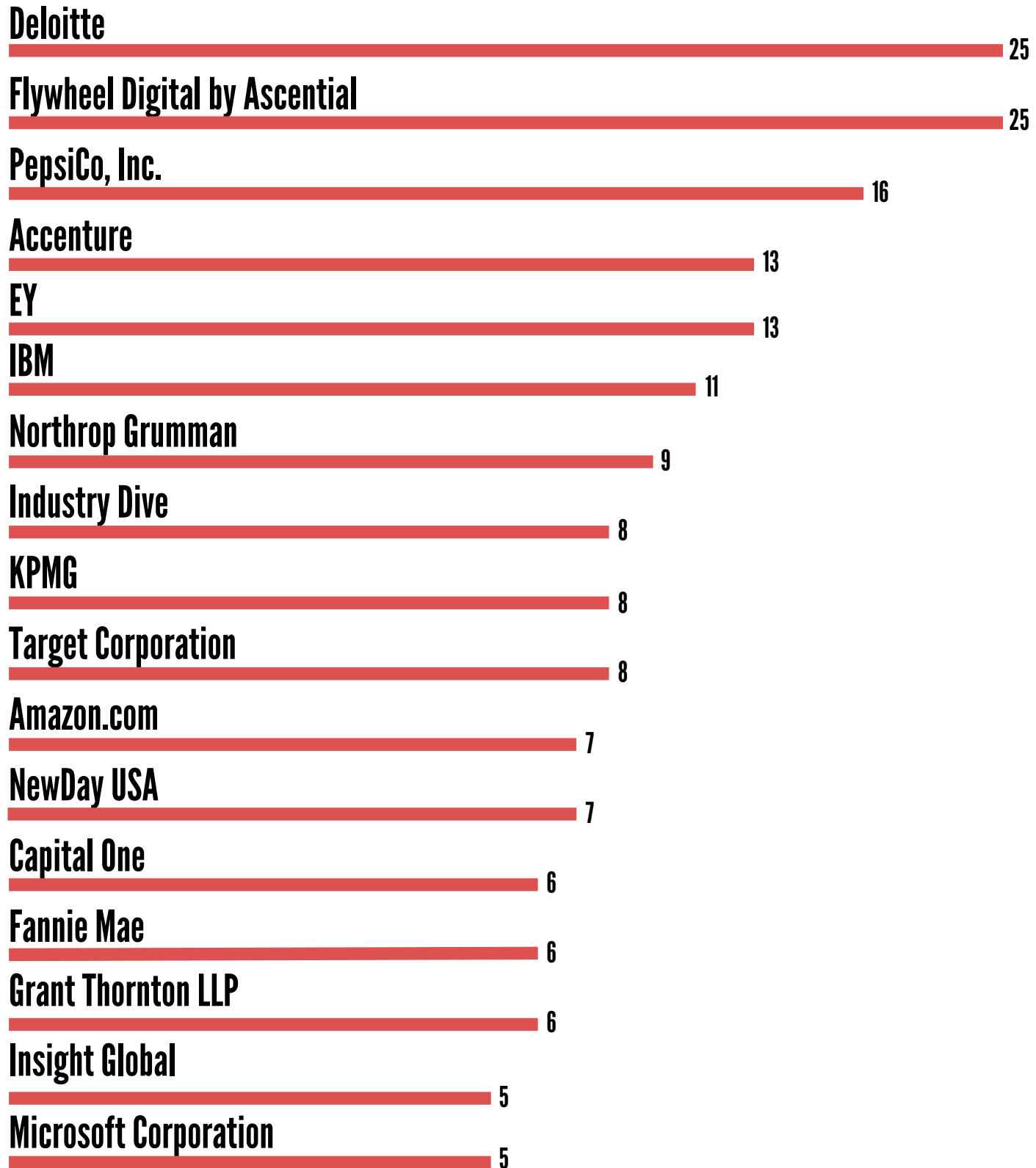
**N** Nations  
Photo Lab

**R** Razorfish

**S** Stanley  
Black &  
Decker

# 2019-2022

## TOP EMPLOYERS OF SMITH MARKETING UNDERGRADUATES FOR FULL-TIME POSITIONS



# Interview Preparation

## ONLINE PUBLICATIONS & NEWSLETTERS

### **Business publication sites**

Ad Week

AdAge

Brand Week

Business Insider

Business Week

Fast Company

Financial Times

Forbes

Fortune

New York Times

Wall Street Journal

### **Business podcasts**

Hidden Brain podcast by Shankar Vedantam

How I Built This Podcast by Guy Raz

Social Media Marketing Podcast with Michael Stelzner

Social Pros podcast by Jay Baer and Adam Brown

The Marketing Analytics Show podcast by Anna Shutko

Unthinkable by Jay Acunzo

### **Digital Marketing Sites**

clickz.com

digiday.com

marketingcharts.com

pew research.org

searchengineland.com

searchenginewatch.com

SocialMediaToday.com

### **Newsletters**

Marketing Dive

Marketing Brew

Morning Brew

### **Databases**

Claritas.com

IBISworld.com

Mintel.com