

## Interview and CV preparation

# Guide on Technical skills for Marketing



### What are technical skills?

Technical skills are the specialized knowledge and expertise required to perform specific tasks and use specific tools and programs in real world situations. Diverse technical skills are required in just about every field and industry, from IT and business administration to health care and education.

In fact, many entry-level positions across industries require basic technical skills, such as cloud computing in Google Drive and navigating social media platforms. Examples of more advanced technical skills that a job might require include programming languages, technical writing, or data analysis.

Technical skills, sometimes referred to as hard skills, that your resume/cv should always show the practical knowledge you use in order to complete tasks.

This guide will help you with the technical skills companies are expecting to see listed on your resume/cv based on the career field you are applying for.



### What is the Real Estate career field?

Around the globe, marketing can take on analytical and business roles of planning budgets, add spends, forecasting return on investment and more as well as the creative side of advertising, social media, campaign management and more. Both focuses are delivered through specific departments across industries or in specific marketing agencies or consultancies.

A marketing career typically involves generating interest in a company's brand and products, but marketers go about that work in various ways.

Marketing employees promote and build awareness for their company. There are several ways a company can market its goods or services, but a successful marketing team requires people of varying talents to fill a wide range of marketing roles, such as content writing, public relations and brand management.



Within this career field we can find different roles you can work on, and each one has its own unique requirement you need to have included in your CV.

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### Possible Careers

#### **Social media marketing coordinator**

Social media coordinators build and manage campaigns on social media outlets for their company's brand. They create content for social media, manage and track paid social campaigns and stay current in social media trends. Skills for this role include strong verbal and written communication, creativity and a deep understanding of social media outlets.

#### **SEO specialist**

Search engine optimization specialists analyze and improve digital content to rank at the top of search engine results. SEO specialists determine how to best drive traffic to the company's website by constantly testing and analyzing data to determine trends. They also analyze data before and after implementing paid search campaigns. SEO specialists will thrive if they possess analytical skills, strong critical thinking and programming or technical skills.

#### **Digital strategist**

Digital strategists identify goals or challenges within the company's marketing strategy. They collaborate with various departments to develop digital marketing strategies to drive engagement and traffic. Digital strategists should have excellent problem-solving, analytical and team-building skills.

#### **Marketing executive**

Marketing executives, sometimes called account executives, work in agencies and marketing firms. They interact with customers and clients and cultivate relationships with clients by maintaining constant communication, building marketing strategies and managing campaigns. This position is well-suited for employees with people skills and an eagerness to learn how marketing campaigns operate.

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### General skills needed

**Firstly, let's have a look at some general skills useful in this career field which you should include in your CV.**

#### General hard skills:

- Market Analysis
- Graphic design tools
- Content management systems
- Marketing automation software
- Search engine optimization tools
- Content Creation
- Copywriting - Website, Blog, Marketing
- Creating SWOT analysis
- Customer Segmentation
- Digital Marketing - Adwords, SEO, E-mail
- Exposure to CRM systems
- Market Research for Increased Sales
- Marketing Campaign Management
- Paid vs Organic Marketing
- Social Media Marketing
- Website management

#### General soft skills:

- Attention to detail
- Creativity
- Time-management skills
- Teamwork and collaboration
- Problem-solving
- Critical thinking
- Effective planning
- Strong organization

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### CV example

|                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                    |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| PROFESSIONAL SUMMARY      | Brand Manager who is experienced in sales planning, marketing strategies, and advertising development over a decade long career. Proficient in growing categories, managing inventory and tracking results to optimize campaigns. Creative, forward-thinking and profit-minded.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                    |
| SUMMARY OF QUALIFICATIONS | <ul style="list-style-type: none"><li>• Champion of brand awareness with a clear understanding of current trends and the marketing mix</li><li>• Possess a track record of determination and perseverance</li><li>• Known for excellent relationship management skills and a strong focus on results</li><li>• Holds a high degree of business acumen in the current marketing field</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                    |
| PROFESSIONAL SKILLS       | <p><b>Strategic Expertise:</b></p> <ul style="list-style-type: none"><li>• Conceptualized brand identity and developed unique accompanying graphic style and tone for use in communications</li><li>• Cooperated and worked closely with the communications team to develop marketing strategies to boost brand awareness</li><li>• Improved and boosted brand image by implementing focused marketing campaigns and engaging in professional networking to support outreach</li></ul> <p><b>Analysis:</b></p> <ul style="list-style-type: none"><li>• Compiled product, market and customer data to forecast accurate sales and profit projections</li><li>• Oversee product planning and demand management on a monthly basis in order to maintain adequate product levels</li><li>• Helped incorporate product changes to drive customer engagement and firm profits</li></ul> <p><b>Product Development:</b></p> <ul style="list-style-type: none"><li>• Developed and implemented favorable pricing structures balancing firm objectives against customer targets</li><li>• Planned, implemented and tracked sales and marketing strategies to promote brand products</li><li>• Monitored online advertising and social media campaigns to assess the success of different strategies</li></ul> |                    |
| WORK HISTORY              | <b>BRAND MANAGER</b><br>OrcaTec LLC   Cleveland, OH                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 03/2015 to CURRENT |
|                           | <b>ADVERTISING SALES REPRESENTATIVE</b><br>IronSource   Medlands, OH                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 04/2013 to 03/2015 |
|                           | <b>MARKETING ASSOCIATE</b><br>Kenshoo INC   Trenton, NJ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 05/2007 to 04/2010 |
| EDUCATION                 | <b>MBA   Advertising And Promotional Communications</b><br>Ohio Business College, Elyria, OH                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 04/2018            |
|                           | <b>Bachelor of Arts   Marketing</b><br>College of New Jersey, The , Trenton, NJ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                    |

### Professional Summary

Talented Media Planner experienced in supporting and enhancing campaigns. Well-organized with excellent project management skills and a self-directed nature. Looking to bring related experience to a challenging new role.

### Work History

#### Media Planner

Sep 2017 - Current  
Brooklyn, NY

- Developed presentations, execution plans and tracking metrics for each campaign
- Maximized effectiveness of marketing campaigns by diversifying strategies across traditional and online platforms
- Prepared for public relations presentations and plans by gathering information on business objectives, vision, brand strategy, competition, and industry trends

#### Assistant Media Planner

Feb 2015 - Sep 2017  
Albany, NY

- Increased revenues and supported business goals by developing public relations strategies and campaigns
- Drafted press releases detailing relevant newsworthy information and supporting brand image, and worked with news media to spread positions
- Interfaced with project management team to prepare engineering submittals and work plans

#### Office Assistant

May 2013 - Jan 2015  
Mason Heights, NY

#### Season Capital Advisors

- Opened and properly distributed incoming mail to promote quicker response to client inquiries
- Kept physical files and digitized records organized for easy updating and retrieval by authorized team members
- Enhanced collaboration between team members by preparing meeting materials and taking clear notes to distribute to stakeholders

### Skills

- Partnership support
- Integration strategies
- Deliverables coordination
- Budget allocation
- Campaign development
- Strategic corporate guidance

### Education

#### Bachelor of Arts: Digital Marketing

New York State University

May 2015

Buffalo, NY

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# Guide on Technical skills for Computer Science



### Steps to take for interview prep

- Refresh your fundamentals
- Research the company to gain an understanding of their work culture
- Prepare technical and soft skill interview questions and answers
- Prepare a portfolio to demonstrate any previous work or skills
- Be aware of your strengths and areas of improvement and have an idea of how you will improve in these areas.

### Questions which are helpful to prepare

There would be a mix of standard behavioral questions and technical questions to assess your skills and where you would be most utilized within the company during your internship.

1. What is an innovative new marketing strategy that you'd like to implement while in this position?
2. A customer left a negative review of our product on a social media site. How do you respond to the customer?
3. You have been charged with the task of creating a new branding campaign for a product that hasn't been doing well. What is your process?
4. How do you decide which marketing channels to use for your target audience?
5. How do you measure a campaign's success?
6. Who do you think is our target market?
7. How do you manage the launch of a new product?
8. What are the 9 P's of marketing?
9. Name 5 essential elements of a marketing campaign.
10. Why do you need to create a customer journey map?
11. Are you familiar with any analytics platform?
12. What can be the best approach to increase website traffic?
13. What are some useful digital marketing tools?
14. What are the limitations of online marketing?

***Remember, that this is an internship, and if there are things you are unsure of - that is completely okay! This is a learning experience and your supervisor is there to support you. Be sure to be honest and transparent regarding your skills and capabilities.***