Digital Marketing Career Opportunities

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Target Roles in Digital Marketing and Advertising

List five positions at five different organizations you would apply for if you just finished your degree.

Currently, I am studying international business and marketing, and I plan to start an appropriate job after I complete my studies. It is very important to find a related job to my studies, as the job market is very saturated nowadays. Relating to the field of my study, I have considered myself to be applying for the position of international marketing director, social media coordinator, fashion marketer, digital marketing associate, and sales/marketing coordinator. As international marketing is a vast subject, there are a lot of international companies working in the same field, and I can also consider applying to some companies for positions related to my field. I have listed five companies in which I will be applying for the concerned positions:

- Position of Digital Marketing Coordinator in Freeman Inc. located in New York, USA.
- Position of Social Media Coordinator in WebPageFX located in New York, USA.
- Position of Social Media Coordinator at Amazon located in Seattle, USA.
- Position of Inbound Marketing Coordinator at Wire Stone Inc.
- Position of Advertising Manager at Miller Group Advertising Inc.

List Each Position’s Description, Responsibilities, Minimum Qualifications, Entry-Level Salary, Location, And Opportunity For Growth In The Organization.

As for each of the positions in the companies, there are different responsibilities, job descriptions, and detailed job summaries for the position.

Digital Marketing Coordinator

An employee in this position is responsible for the digital marketing of a company. For a company that serves as a digital marketer for any third-party company, the digital marketing coordinator is

responsible for aiding the manager of the department in making digital applications, online advertisements, and any specific need by the company (Ali et al., 2017). For the company itself, the digital marketing coordinator works on online marketing campaigns and online community management. The minimum qualification for this position is at least 16 to 18 years of education in the related field and from a well-reputed university. The salary range for this position is between $40,000-$60,000 per year. It varies from company to company and depends on the size and sales of the organization. As far as the growth in this position is concerned, it is believed that if the employee's performance is good in the company, he/she might be promoted to the assistant manager position in the company in a period of 3-4 years.

Social Media Coordinator

Responsibilities for this position are diverse in nature due to the demanding social media marketing. An employee in this position has the responsibility of gathering new trends in social media, gathering information from the audience, creating new social media content and texts, measuring web traffic, analyzing search engine optimization, training new employees, staying up to date on the changes in the social media context, catering to customers' queries effectively, creating a schedule for posting online content of websites, and handling the traffic (Ali et al., 2017). However, the job requirements for this position are experience in using social media platforms, detailed knowledge of SEO and Google Analytics, in-depth knowledge of online marketing strategies, ability to create online content and text, multitasking, effective communication, and at least a bachelor's degree in Marketing or a relevant field. The salary range of this position is from $30,000-$40,000 per year. However, there has been a lot of growth in this field because of modern advancements and increasing demand from the audience.

Advertising Manager

The role of an advertising manager is to take the team forward with the advertising strategies and the tasks assigned to the departments. The person in this position has to oversee the advertising activities, create strategies for the organization to take forward the advertising, manage campaigns for the company, evaluate advertisement campaigns, and create unique ways of advertising (Ali et al., 2017). Educational requirements for this position are at least 18 years of education in the field of marketing and a specialization in advertising. Additional requirements for the positions are advertising skills, excellent communication skills, the ability to implement ideas extracted from the department, and effective managerial and supervision skills. However, growth in this position is a vital concern for the employee, as it is one of the higher positions in the company related to the department.

Provide A Paragraph On Each Organization Describing The Product, Service, CEO, And History Of The Organization.

- Freeman Inc. is one of the world's largest digital marketing companies. It is also considered a brand experience company, having more than 90 offices worldwide and almost 7000 employees, with more than 2000 employees located outside the USA (Company, 2018). It is located in New York. Freeman Inc. has been in the business of digital marketing for almost 90 years. It is a company that provides digital marketing techniques for its clients (Company, 2018). The company is more of a service-based company, which helps clients plan, organize, and design digital marketing techniques to cater to their audience. Joseph V. Popolo, Jr is the Chief Executive Officer of Freeman Inc., who has been serving the company for the past ten years.
- WebpageFX is a pure digital marketing company that provides digital marketing tactics for its clients to meet their marketing goals. The company consists of experienced marketers, designers, content developers, and skilled managers ("SEO Company | Results Driven Digital Marketing by WebpageFX," n.d.). It provides SEO for clients in terms of all types of marketing. WebpageFX has been listed in the top 500 best companies in digital marketing and has topped the table of best workplaces to work for. William Craig founded the company ten years ago, and he is also the CEO of the company ("SEO Company | Results Driven Digital Marketing by WebpageFX," n.d.). William is an entrepreneur who also works for Forbes.
- Amazon.com is an electronic commerce and cloud analyst company. Amazon is the world's largest internet retail company, and it is based on capital and revenue. Amazon is based in Seattle, USA, and was founded as an online bookstore in 1994. But, now Amazon serves everything a customer needs and can buy it online ("Amazon.com: Online Shopping for Electronics, Apparel, Computers, Books, DVDs & more," n.d.). Amazon serves almost every country and provides every product/service worldwide. Jeff Bezos founded Amazon and has served as Executive Chair since 2021, while Andy Jassy is Amazon's President and CEO. Now, Amazon is the eighth largest company in the USA ("Amazon.com: Online Shopping for Electronics, Apparel, Computers, Books, DVDs & more," n.d.).
- Wire Stone is a digital marketing and consultancy company founded in 2000 by Dan Lynch. Dan Lynch is also the CEO of the company and has been serving since the beginning ("Wire Stone – a Digital Marketing Agency," n.d.). Wire Stone is located in different cities in the USA, with 245 employees until 2017. The main product/service of the company is to create marketing transformation, which gathers the audience to witness the marketing done by the company ("Wire Stone – a Digital Marketing Agency," n.d.). The company enables digital channels for their clients to satisfy their marketing needs. The company was acquired by Accenture in 2017, while Wire Stone Labs is still working separately to support the company's innovation and creativity.

- The Miller Group is an advertising agency that focuses on public relations, digital marketing, advertising, and the production of advertising content ("Miller Group | L.A. Marketing & Advertising Agency," n.d.). In 1990, the company was founded by Renee Miller in Los Angeles, USA. Renee Miller is the firm's director and serves as the CEO. The Miller group has worked with top companies like Kenwood, General Electric, and Anthem. The company specializes in introducing different forms of advertisements, whether long-term or short-term, for its clients ("Miller Group | L.A. Marketing & Advertising Agency," n.d.).

Provide A Written Page That Describes A Detailed Information Interview With Someone Who Has Worked Or Currently Works In One Of The Positions.

Recently, I got into a conversation with one of the employees of The Miller Group. Gary, who is the advertising manager for the Miller Group, has been serving the company since 2004. He had been in the film industry previously, and relating to experience, the company offered him the position of advertising manager ("Miller Group | L.A. Marketing & Advertising Agency," n.d.). I talked with Gary about the company and its workplace and how to get a job in the company. He told me about the expertise required to enter the company, as the market is filled with candidates ("Miller Group | L.A. Marketing & Advertising Agency," n.d.). He told me about his experience in the company and that he was also hired based on his experience. Further, he told me that this position requires a lot of leadership skills and the ability to lead a team of skilled workers according to the company's demands. At the time he was hired by the company, the market did not have anyone similar to him, and that gave him the opportunity to enter the Miller Group.

How You Would Be A Great Fit For Each Position And Why Each Position Would Match Your Employment Needs.

Referring to the details about the companies and positions listed above, I think I can be a good fit for each of the positions because I have gained a lot of knowledge about the subjects I'm studying right now. It is of great importance that a person enters a practical field that matches his/her field of study. I have studied all the aspects of marketing in my international business & marketing degree, which has given me a wide experience in the diversity of the practical world. However, I have learned the principles of digital marketing and advertising in my courses, and for the start of my career, these positions will support me in entering the organizations I have chosen for my career. Each position I have listed above matches my employment needs because each position is similar to my course of

study, and depending on the things I have studied, it matches the career I want to choose.

Work Cited

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