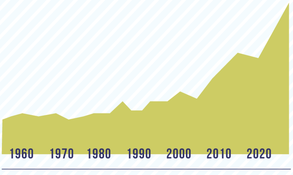
CAPITALIZING ON THE DIGITAL MARKETING TALENT GAP

As marketing and advertising executives lament the lack of digital talent within their organizations, opportunities abound for qualified professionals positioned to answer the call.

HELP WANTED

8% of nearly 750 Fortune 500 global agency executives believe their teams are strong across all areas of digital marketing.



76% of marketers agree that their profession has transformed more in the last two years than in the previous 50.

PRIORITY POSITIONS

LARGE CORPS NEED:

CONTENT MARKETING

SOCIAL MEDIA MARKETING

WEB ANALYTICS

AGENCIES NEED:

MOBILE MARKETING

WEB ANALYTICS

MARKETING AUTOMATION

SEO/SEM SPECIALIST (1-3 YRS)
$50,000 to $66,000

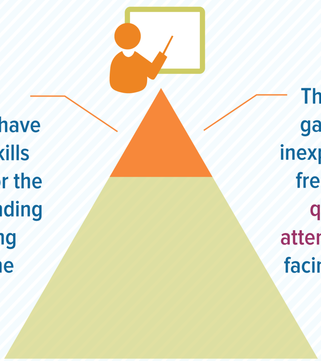
MARKETING ANALYTICS SPECIALIST (1-3 YRS)
$55,000 to $72,000

SOCIAL MEDIA MARKETER
$59,000 to $80,000

MOBILE DEVELOPER
$84,000 to $120,000

DISTINGUISHED CANDIDATES

20% of marketing staff have enhanced their skills outside of school or the workplace by attending in-person training courses or online classes.



The certified skills gained from these inexpensive (and often free) resources can quickly grab the attention of employers facing limited training budgets.

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