EVOLUTION OF "HOT" MARKETING SKILLS

2013 — Project Management, Photoshop, Copywriting, Social Media, Email, Marketing & HTML

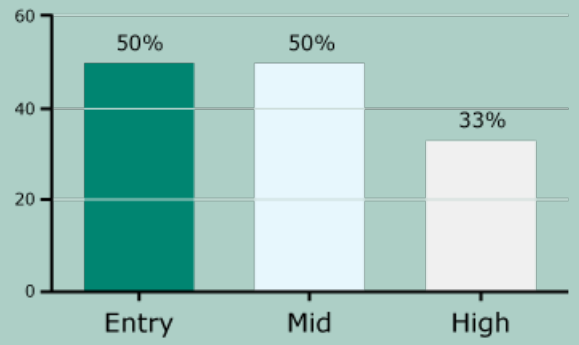
2014 — Data Analysis, Mobile Marketing, Email Marketing, Content Marketing, Social Media & SEO

2015 — Content Marketing, Data Analysis, SEO, PPC, Email Marketing, HTML & CSS

2016 — Content Marketing, Video Development, Social Media, SEO, Security, HTML & CSS

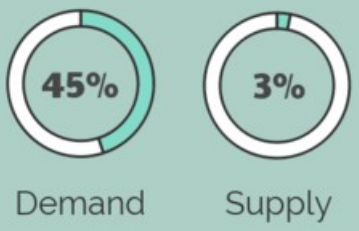
2017 — Digital Advertising, Content Creation And Curation, Data Analysis, SEO, PPC, Web Design

Data Skills Are Demanded Across All Job Levels



The most popularly demanded skills by marketing directors and hiring managers include: "Data Analysis", "SEO", "SQL", "Google Analytics" and "HTML".

Shortage Of Data Skills



There is a MASSIVE shortage of marketeers with Data analytics skills. In fact, only 3% of all marketeers are competent in crunching data. The discrepancy between supply and demand is over 10x for every level!