



Marketing

Top 15 Desired Skills for Entry Level Jobs:

AI & Prompt Engineering

Data Analytics & Interpretation

Content Creation / Copywriting

Social Media Management

Digital Marketing

SEO (Search Engine Optimization)

Video Editing

Customer Journey Mapping

CRM Systems (Ex. Salesforce, HubSpot)

Marketing Automation

Strategic Thinking & Planning

Graphic Design / Creativity

Project Management

Communication / Collaboration

Adaptability