

Proficiency Comparison Chart

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	Social Media Marketer	Digital Marketer	Content Marketer	SEO Specialist	PPC Manager	Web Developer	Graphic Designer	Marketing Funnel Manager
Communication skills	High	High	High	High	High	High	High	High
Analytical and critical-thinking skills	High	High	High	High	High	High	High	High
Personal drive to learn and stay on top of trends	High	High	High	High	High	High	High	High
Marketing strategy and implementation	Moderate	High	Average	Moderate	Moderate	Average	Average	High
Social media management	High	Moderate	Average	Moderate	Moderate	Average	Average	High
Digital platform analytics	High	High	Average	High	High	Average	Average	High
Search engine optimization (SEO)	Moderate	High	Average	High	Moderate	Average	Average	High
Google Suite & Microsoft Office	High	High	High	High	High	High	High	High
Content creation platforms (Canva, Photoshop, etc.)	Moderate	Moderate	High	Moderate	Moderate	Moderate	High	High
Content creation (i.e. writing blogs, content calendars)	High	High	High	High	Moderate	Moderate	High	High
Web publishing systems (i.e. Wordpress, other CMS)	Average	Moderate	High	Moderate	Moderate	High	Average	High
Content management platforms (e.g. Hootsuite, CoSchedule)	High	High	High	High	Moderate	Moderate	Average	High
Digital & traditional display marketing	High	High	High	Moderate	Moderate	Moderate	Average	High
Email marketing	Moderate	High	High	High	Moderate	Moderate	Average	High
A/B and multivariate experiments	Average	High	Average	High	Moderate	Average	Average	High
Ad serving tools	Average	High	Average	High	High	Moderate	Average	High
Bid management tools (e.g. Click Equations, Marin, etc.)	Average	High	Average	High	High	Average	Average	High
HTML, CSS and Javascript development and constraints	Average	High	Average	Moderate	High	High	Average	High
Lead generation	High	High	Average	High	Moderate	Moderate	Average	High
Brand awareness	High	High	Average	High	Moderate	Moderate	Average	High
Ranking factors and search engine algorithms	Average	Average	Average	High	Moderate	Average	Average	High
Competitive analysis	Average	Moderate	Average	Moderate	High	Average	Average	High
Campaign budget and ROI management	Average	High	Average	Moderate	High	Average	Average	High
KPI monitoring and reporting	Average	High	Average	Moderate	High	Average	Average	High
Overall project management	Average	High	Average	Moderate	Moderate	Average	Average	High
Relationship management with platforms and vendors	Average	Moderate	Average	Moderate	High	Average	Average	High
Marketing funnel management	Average	Average	Average	Average	Average	Average	Average	High

