

Measure marketing performance success

Use data insights to improve a strategy

Pursue your new career

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Video: Prepare for your job search
1 min
- 📖

Reading: How to find job opportunities
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Discussion Prompt: Explore your possibilities
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Review: Measure marketing performance success

Course review: Foundations of Digital Marketing & E-Commerce

How to find job opportunities

As you make your way through this program, you’ll want to consider which tasks you enjoyed or felt you were successful at. Even though you are at the beginning of the course, it’s a good idea to begin considering which roles you may want to apply for in the future. If you’re changing industries, this can be a daunting task—how can you know which roles are the right ones for you? This reading provides you with an overview of how to find job opportunities and what considerations to make when you find them.

Tips to find the right job

There are several steps you can take to get you closer to your desired job. Change can be difficult. Switching industries and pursuing new opportunities takes time, dedication, and organization. Be patient as you complete the tasks below, and aim to keep any notes or relevant documents in one place so you can always refer back to them.

Search job boards and analyze job descriptions

There are many job boards available on the internet. Sites like Indeed, LinkedIn, and Glassdoor are all trusted job boards, and they allow you to find employment in whichever industry you’re interested in. Visit these sites and search using phrases like “digital marketing” or “e-commerce specialist.” If you’re searching for an entry-level position, include words in your search such as “associate,” “assistant,” “coordinator,” and “entry-level.” As you read job descriptions, take notes on which tasks and roles intrigue you the most.

Pro tip: As you comb through job descriptions, jot down the words that seem most commonly-used by companies, as they will come in handy later.

Take a professional inventory

Now that you’ve browsed job boards and know what employers are looking for, take a professional inventory of yourself. Taking your professional inventory involves considering the traits and qualifications necessary to perform digital marketing and e-commerce jobs and determining which ones reflect you as a professional. Are you organized? Are you a natural leader, or maybe a natural innovator? Do you have a knack for all things social media? Do you excel at communication and reporting to stakeholders? Think about projects, moments, and incidents at work that you felt were successful—which of your skills contributed to that success?

Include anything about yourself that feels relevant. The format of your notes’ document is completely up to you, but it could look like a journal entry, a list, or something else entirely.

Refine relevant documents and social media pages

This is perhaps the most significant undertaking of all the tasks in this reading, but it’s also very important. Remember how you jotted down common words in job descriptions? You’re going to use those now to refine your online presence. Start by going over your resume and any cover letters you have written. As you make edits within these documents, make sure to draw upon your professional experiences. This is especially important if you’re switching industries and need to prove you’re a great fit for a digital marketing job, even with minimal experience.

After you’ve tailored your resume and cover letter, create a LinkedIn profile, if you don’t already have one. If you do, give it a makeover just like you did your resume. Visit the profiles of other digital marketers and e-commerce specialists for inspiration.

Leverage your personal network

Leveraging your personal network can be a great way to get in front of employers. Sometimes companies offer referral programs to current employees, encouraging them to refer people they know for open jobs. Reach out to old friends, colleagues, and people you know who may give you advice on the industry or even refer you for positions. This step will probably occur after you finish this certificate program, but you can start networking at any point.

Acknowledge the little victories

Before you complete these milestones, you may want to create a spreadsheet to celebrate each step of the way. Tracking your progress is a great way to hold yourself accountable while acknowledging your accomplishments.

You’re embarking on an exciting and inspiring journey—make sure you give yourself credit where it’s due!

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