

Apply your skills to a workplace scenario

Prepare a portfolio for job interviews

- Video:** Tips to prepare a portfolio for job applications
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- Reading:** Create a professional portfolio using Google Sites
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- Video:** Jade - Search and apply for jobs
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- Practice Quiz:** Activity: Create or update a resume
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- Reading:** Add relevant skills to your resume
20 min
- Reading:** Write a cover letter
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10 min
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2 min

Prepare for digital marketing and e-commerce interviews

Answer interview questions

Develop an elevator pitch

Review: Prepare for jobs in digital marketing and e-commerce

Course review: Satisfaction guaranteed: Develop customer loyalty online

Add relevant skills to your resume

An analysis performed by a job search site found that candidates who met fifty percent of a job description's requirements had about the same opportunity to interview as candidates who met ninety percent or more of them. The key to being considered for an interview is to showcase your experience with tools you already know and to highlight a growth mindset for any tools you still need to learn. Someone with a growth mindset doesn't have all the required skills but expresses a positive attitude to learn and grow. This reading provides guidance on tailoring your resume with relevant skills to achieve both objectives.

Basic or intermediate skills?

Entry-level and early career job descriptions in digital marketing and e-commerce will most likely specify a combination of basic and intermediate skills. To help you get a sense of the language used in job descriptions, refer to the table below, which breaks down the job requirements for a **Google Analytics specialist** role. The job requirements in the table could represent the desired skills for someone with three or fewer years of experience. Words like capture, analyze, and document tend to describe basic skills, while words like customize, recommend, and improve may indicate a more intermediate level of knowledge and skill.

Pro tip: In your resume, think about the language you will use to describe your skills and the level of expertise you would like to convey.

Job requirements	Basic	Intermediate
Capture web analytics data with Google Analytics	Capture web analytics data with Google Analytics	
Provide in-depth and insightful custom reports to communicate key metrics and findings	Communicate key metrics and findings	Provide in-depth and insightful custom reports
Recommend and create A/B or multivariate tests to improve user experience and conversion	Create A/B tests to improve user experience and conversion	Recommend and create multivariate tests to improve user experience and conversion
Document marketing strategies and processes and recommend improvements	Document marketing strategies and processes	Recommend improvements to marketing strategies and processes
Analyze campaign data and adjust strategies to deliver maximum return on investment	Analyze campaign data	Adjust strategies to deliver maximum return on investment

Showcase what you know

This part of the reading provides ideas on how to showcase the skills you acquired from the certificate program in your resume. The job titles represented here are just a sampling of available roles. You can apply for positions with other job titles.

Email marketing coordinator

Sometimes a job description lists general activities without naming specific tools. Pairing your general skills with specific tools in your resume helps you stand out. Consider the following general responsibilities for an email marketing coordinator.

Responsibilities: Work with a team on mailing instructions, deliverables, segmentation, and data; review creative feedback from stakeholders; quality check daily campaigns; maintain and archive all emails

In the program, you were introduced to Mailchimp. How would you incorporate Mailchimp in your resume to showcase your ability to take on these responsibilities? Here are some ideas:

- Crafted and reviewed emails with Mailchimp
- Segmented email lists by geography, psychographic characteristics, demographic data, and behavioral data

You also learned how to work with data and stakeholders. How would you highlight your knowledge of working with data and stakeholders? Here are some ideas:

- Organized stakeholder feedback for email campaigns
- Summarized email campaign results using Google Slides (or Microsoft PowerPoint)

Digital marketing coordinator

Employers often include requirements in a job description that are nice to have in an applicant but may not be absolutely required. Sometimes a particular skill is identified as a "bonus" or a "plus." Consider the following requirements for a digital marketing coordinator.

Requirements: Create and manage ads on paid search, social media, or display platforms; analyze and report on large datasets using Microsoft Excel or Google Sheets; experience with Salesforce, Eloqua, or Marketo is a bonus

How would you showcase what you learned in the program about paid search, social media, and display ads? Here are some ideas:

- Created paid search, social media, and display ads
- Monitored Google Search results using Google Search Console

How would you showcase what you learned in the program about analyzing data using spreadsheets? Here are some ideas:

- Used sort, filter, and pivot table capabilities in Google Sheets to analyze large datasets
- Created charts in Google Sheets to report on large datasets with data visualization

In the program, you were introduced to Constant Contact as a solution for email marketing automation. How would you show a growth mindset for automation tools in your resume? In particular, how would you incorporate Constant Contact, listed as a bonus, into your resume? Here are some ideas:

- Familiar with the benefits of email marketing automation tools
- Eager to work on email marketing automation using Constant Contact

Google Ads specialist

Sometimes employers want cross-platform skills. Take, for example, the following requirements for a Google Ads specialist.

Requirements: Knowledge of Google Ads, Microsoft Advertising (formerly Bing Ads), and Google Analytics

You learned about Google Ads and Google Analytics in the program. Two out of three isn't bad, but how can you address the Microsoft Advertising requirement? A search on the differences between Google Ads and Microsoft Advertising may be a good place to start.

Here are some ideas to show a growth mindset for Microsoft Advertising in your resume:

- Eager to apply experience with Google Ads to Microsoft Advertising campaigns
- Familiar with key differences managing ads on Google Ads and Microsoft Advertising platforms

Digital marketing analyst

Employers can also list tools as requirements without providing specific details on the skill level required for each. Suppose you find the following list of requirements in a job description for a digital marketing analyst, but there are no further details on how you would use them in the role.

Requirements: Web analytics tools, Tableau, Google Tag Manager, Adobe Analytics, Google Analytics, database query, SQL queries, Qlik, Business Intelligence and Reporting Tools (BIRT), data visualization, and SEO

How would you showcase the experience with Google Analytics, data visualization, and SEO you gained by completing activities in the program? Here are some ideas:

- Analyzed acquisition, engagement, and monetization metrics in Google Analytics
- Used explorations in Google Analytics to identify correlations between professional conferences and online merchandise purchases
- Created pivot tables in spreadsheets to visualize conversion trends in Google Analytics
- Created charts in spreadsheets to visualize and report user session data
- Modified content elements to improve SEO and influence higher rankings

In the program, you were introduced to Tableau, Google Tag Manager, and SQL. How would you relay a growth mindset relating to your use of these tools? Here are some ideas:

- Familiar with Tableau and marketing dashboards to monitor metrics and KPIs
- Willingness to explore the use of Google Tag Manager over global site tagging
- Keen interest to work towards managing SQL queries for marketing data analysis

E-commerce associate

Some employers choose to keep job descriptions simple but offer a lot of room to grow. Associate-level e-commerce roles can involve detailed work with product inventory, product listings, and on-platform testing. Consider how you would tailor your resume for the responsibilities of an e-commerce associate.

Responsibilities: Write product listings with detailed, accurate, and trend-relevant descriptions and titles; pull products for online sale; support the inventory and fulfillment teams

For this role, here are some ideas on how to describe your experience from the program:

- Added product listings to a Shopify store
- Evaluated the checkout process for an e-commerce store
- Considered budget for a seasonal marketing campaign

Key takeaways

When applying for digital marketing and e-commerce roles, it's important to remember that you don't always need to have all the job requirements to apply. Surveys have shown that applicants can successfully obtain interviews even when they have only half of the job requirements. Furthermore, some straightforward job descriptions may not seem that interesting at first glance, but the job could offer great opportunities to learn. Focus on what you already know by carefully choosing the words in your resume. Then, add additional information to show prospective employers that you're motivated to learn what you don't know.

Mark as completed

