

Chris



Job Title

**Senior Marketing
Manager**

Age

25 to 34 years

Highest Level of Education

**Master's degree (e.g. MA,
MS, MEd)**

Social Networks



Preferred Method of Communication

- Email
- Phone
- Face-To-face

Tools They Need to Do Their Job

- Project Management
- Content Management Systems
- Cloud-Based Storage & File Sharing Applications
- Email
- Business Intelligence Dashboards

Their Job Is Measured By

Campaign ROI

Industry
Marketing

Organization Size
5001-10,000 employees

Reports to

VP of Marketing

Goals or Objectives

Generating fresh, high-quality creative work and strategies.

They Gain Information By

Industry Blogs (TechCrunch, Adweek, Fast Company Design) Webinars and Virtual Conferences Design-focused Podcasts and Newsletters Professional Peer Networking Groups

Biggest Challenges

- Collaboration & Creativity
- Project Management & Disorganization
- Professional Development