T-SHAPED MARKETER FRAMEWORK
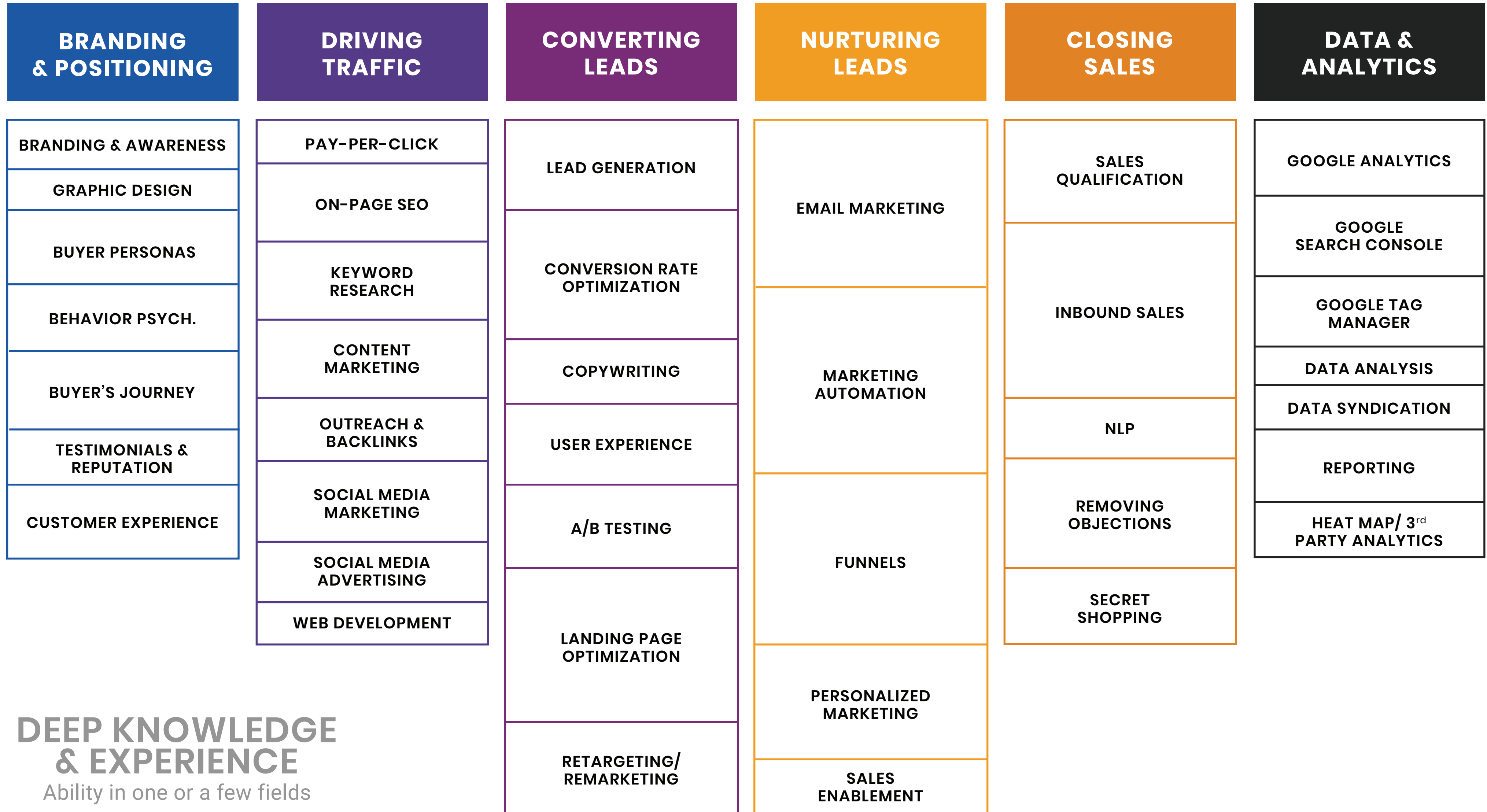
CROSS-DISCIPLINE COMPETENCE
A wide-breadth of knowledge across overlapping disciplines

BRANDING & POSITIONING	DRIVING TRAFFIC	CONVERTING LEADS	NURTURING LEADS	CLOSING SALES	DATA & ANALYTICS
BRANDING & AWARENESS	PAY-PER-CLICK	LEAD GENERATION	EMAIL MARKETING	SALES QUALIFICATION	GOOGLE ANALYTICS
GRAPHIC DESIGN	ON-PAGE SEO	CONVERSION RATE OPTIMIZATION	MARKETING AUTOMATION	INBOUND SALES	GOOGLE SEARCH CONSOLE
BUYER PERSONAS	KEYWORD RESEARCH	COPYWRITING			GOOGLE TAG MANAGER
BEHAVIOR PSYCH.	CONTENT MARKETING	USER EXPERIENCE		NLP	DATA ANALYSIS
BUYER'S JOURNEY	OUTREACH & BACKLINKS	A/B TESTING	FUNNELS	REMOVING OBJECTIONS	DATA SYNDICATION
TESTIMONIALS & REPUTATION	SOCIAL MEDIA MARKETING	LANDING PAGE OPTIMIZATION			REPORTING
CUSTOMER EXPERIENCE	SOCIAL MEDIA ADVERTISING		PERSONALIZED MARKETING	SECRET SHOPPING	HEAT MAP/ 3rd PARTY ANALYTICS
	WEB DEVELOPMENT	RETARGETING/ REMARKETING	SALES ENABLEMENT		

DEEP KNOWLEDGE & EXPERIENCE
Ability in one or a few fields