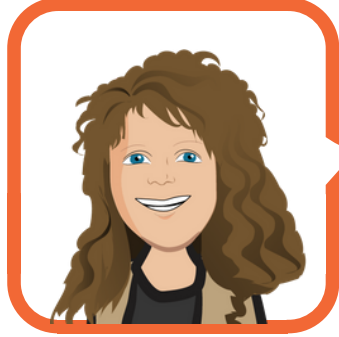


CAREER TIPS

💡 Industry Leaders' Insights on a Digital Marketing Career



“Be a rebel. Boldly pave your own way.”

ANGIE SCHOTTMULLER
FORBES TOP 10 ONLINE MARKETER

“Find mentors and role models in the industry.”



KRISTA SEIDEN
ANALYTICS ADVOCATE AT GOOGLE



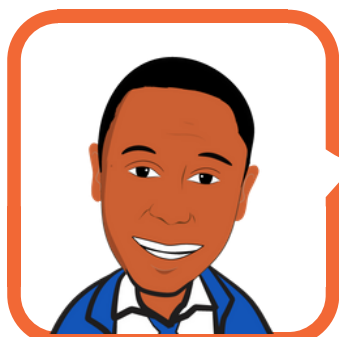
“Stop being a wandering generality and become a meaningful specific.”

JAMES LOOMSTEIN
UNIVERSITY LECTURER AND PARTNER AT ROGUE

“Get involved in the community.”



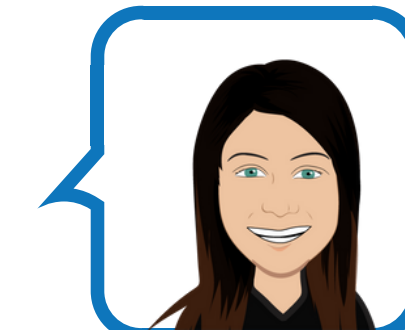
DARREN SHAW
WHITESPARK FOUNDER AND SEO EXPERT



“What is the problem you are actually trying to solve?”

MIKE KING
MANAGING DIRECTOR AT IPULLRANK

“Being passionate about something is not enough. Being diplomatic is very important.”



LISA GRIMM
SOCIAL MEDIA CHEF



“Start writing immediately.”

OLI GARDNER
UNBOUNCE CO-FOUNDER

“Capture the attention of your audience.”



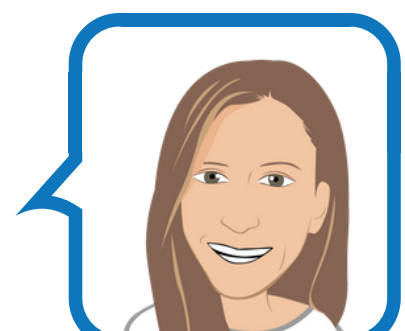
LEA PICA
DATA PRESENTATION EXPERT



“Always ask yourself: Who will amplify my content, and why?”

RAND FISHKIN
WIZARD OF MOZ

“Do as much free work as you can to build relationships.”



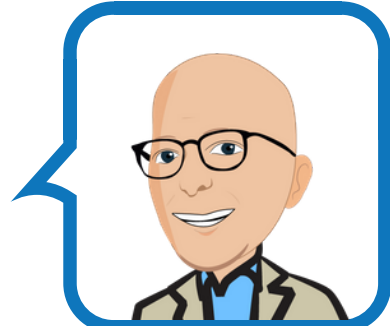
SHEENA SCHLEICHER
SEO & CRO CHAMPION



“A sales job helps massively in understanding the marketing.”

SAMANTHA NOBLE
CHIEF EDITOR AT STATE OF DIGITAL

“Find a market for what you sell. If you want to grow, find a bigger market.”



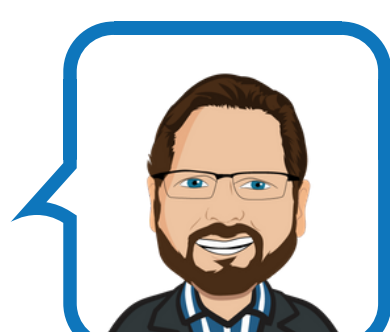
CYRUS SHEPARD
CONSULTANT AND HEAD OF SEO AT MOZ



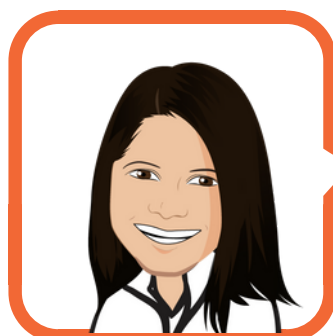
“When that lucky opportunity knocks, you better be prepared.”

PHIL MACKEY
ESPN SPORTS RADIO HOST AND AUTHOR

“Make clients and sponsors look good.”



LEE ODDEN
AUTHOR AND TOPRANK MARKETING CEO



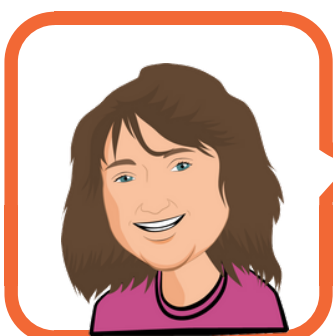
“The best clients you can have are former clients.”

ALEYDA SOLIS
INTERNATIONAL SEO CONSULTANT

“Present your findings in a way that makes your +1 shine, and everyone wins!”



JULIEN COQUET
WEB ANALYTICS EXPERT



“Meet people skin-on, go to conferences!”

MELISSA MACKEY
PPC EXPERT AND INDUSTRY THOUGHT LEADER

“Position yourself at the intersection of at least two different skills.”



LARRY KIM
FOUNDER OF WORDSTREAM



“Human relationships are the core of every business cooperation”

JESS OSTROFF
FOUNDER OF DON'T PANIC MANAGEMENT

“My visit to Superweek... was a career changer.”

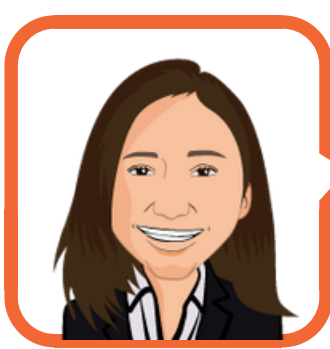


IVAN REČEVIĆ
MARKETING TECHNOLOGIST



“Books give you knowledge but taking action makes you a master”

PAUL KOKS
BLOGGER AT ONLINE METRICS AND ENTREPRENEUR



“Don't say no to opportunities. Take your chances.”

ELIZABETH MARSTEN
DIRECTOR OF PAID SEARCH AT COMMERCE HUB

“People are my greatest joy”



MARTY WEINTRAUB
FOUNDER OF AIMCLEAR



“The best tool out there is worth nothing if you can't use it to deliver insights to your organization”

ANNA LEWIS
GOOGLE ANALYTICS ANALYST AT WIGGLE

“Having a proper mentor is essential for a good jumpstart”



GINNY MARVIN
PAID MEDIA REPORTER FOR SEARCH ENGINE LAND AND MARKETING LAND



“Be in line with your goals - but before anything else, be yourself”

KIRK WILLIAMS
FOUNDER OF ZATO MARKETING

“How much time does one dedicate to personal branding?
ENDLESS!”



AARON WEICHE
CHIEF MARKETING OFFICER AT GET FIVE STARS



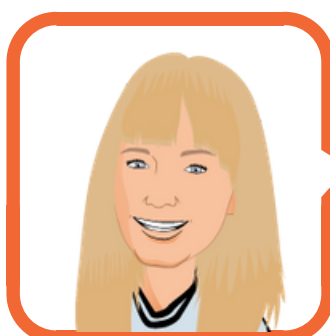
“Be humble but don't be afraid to ask questions”

YEHOSHUA COREN
CHIEF NINJA AT ANALYTICS NINJA

“Agency gives you width, in-house gives you depth.”



PURNA VIRJI
PPC TRAINER & EVANGELIST AT MICROSOFT



“Thank heaven for ADD because that's what pushes most entrepreneurs forward”

ANDREA WARNER
A/B TESTING EVANGELIST AND COMMUNITY ARCHITECT AT BIG BARKER

“Too many ceilings in the corporate world... Wanna grow on your own terms? Go solo!”



JAKE BAADSGAARD
FOUNDER OF DISRUPTIVE ADVERTISING



“Find a niche that you like and be real good at it.”

DAN GOLDEN
PRESIDENT OF BE FOUND ONLINE