PROTOTYPE MARKETING SKILL CERTIFICATION MATRIX

	MARKETING MANAGEMENT	DIGITAL MARKETING	CONTENT CREATION	CREATIVE THINKING
ANALYTICS & INSIGHTS				
Evidence of ability to conduct competitive analysis	■			
Evidence of ability to conduct an environmental scan	■			
Evidence of ability to conduct secondary market research	■			
Evidence of ability to conduct A/B tests		■	■	
Evidence of ability to synthesize diverse data to support evidence-based decisions	■	■	■	
Evidence of currency in marketing analytics tools[i]	■	■		
Evidence of currency in data visualization tools[ii]			■	
Evidence of ability to conduct qualitative market research (e.g., focus groups)				
Evidence of ability to conduct quantitative market research (e.g., survey)				
AUDIENCE INSIGHTS				
Evidence of ability to conduct customer/audience journey mapping	■	■		
Evidence of ability to conduct audience segmentation	■	■		
Evidence of ability to develop customer personas	■	■	■	
MARKETING MANAGEMENT				
Evidence of ability to develop a product/service roadmap	■			
Involved in product/service management				
Evidence of ability to apply user experience (UX) design principles				
Evidence of ability to manage marketing projects	■	■		
Evidence of ability to develop a pricing strategy	■			
Evidence of ability to develop a marketing budget	■	■		
Measure return on marketing investment	■	■		
Evidence of ability to develop and manage marketing metrics and analytics	■	■	■	
Knowledge and application of marketing ethics	■			

MARKETING COMMUNICATIONS				
Evidence of ability to develop a brand strategy	🟥			
Evidence of ability to develop a positioning strategy	🟥			
Evidence of ability to develop and execute marketing communication campaigns		🟥	🟥	
Evidence of ability to develop and execute a media plan			🟥	
Evidence of ability to develop a campaign brief		🟥	🟥	
Evidence of ability to develop and manage traditional media campaigns			🟥	
Evidence of ability to develop and manage promotion campaigns			🟥	
Evidence of ability to develop and manage direct mail campaigns				
Evidence of ability to develop and manage digital advertising campaigns		🟥		
Paid search		🟥		
Display advertising		🟥		
Email marketing		🟥		
Evidence of ability to develop and manage a social media marketing campaign		🟥		
Evidence of ability to develop a content calendar		🟥		
Evidence of ability to develop and manage a website including:		🟥		
Familiarity with HTML/CSS/JavaScript		🟥		
Evidence of ability to use a content management system		🟥		
Creating search-optimized content		🟥		
Optimizing a website structure for search		🟥		
Evidence of ability to develop and manage sponsorship and/or community investment				
Evidence of ability to develop and manage experiential marketing campaigns				
Evidence of ability to develop and manage events				
Evidence of competency in public relations				
Evidence of competency in media relations				
Evidence of competency in community and stakeholder relations				
DISTRIBUTION MANAGEMENT				
Evidence of ability to develop and manage a sales team				
Evidence of ability to develop and manage a distribution strategy	🟥			

Currency in customer relationship management (CRM) tools[iii]				
Evidence of ability to develop and manage e-commerce		🟥		
Evidence of ability to develop and manage retail merchandising				
Evidence of ability to conduct a sales presentation				
CONTENT CREATION				
Currency in visual design tools[iv]			🟥	
Currency in video editing tools[v]			🟥	
Evidence of ability to curate text, visual, video, audio content		🟥	🟥	
Evidence of ability to develop original content in two of the following mediums: copywriting, long-form writing, graphic design, photography, videography, audio content			🟥	
Evidence of ability to manage print media process			🟥	
Evidence of ability to provide feedback to creative team members			🟥	
Evidence of ability to integrate client feedback into content development			🟥	
Evidence of ability to curate text, visual, video, audio content			🟥	

CREATIVE THINKING				
Demonstrated curiosity				🟥
Evidence of ability to gather and assess relevant information				🟥
Evidence of ability to manage ambiguity				🟥
Evidence of ability to develop and test creative ideas				🟥
Demonstrated skill in storytelling				🟥

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[i] Including: Google, Facebook, Instagram, Twitter, YouTube, LinkedIn, Snapchat, TikTok, Adobe Marketo Engage, Social listening tools, Web-based survey tools, SPSS, NVivo

[ii] Including Tableau, Microsoft Power BI, Sisense, Domo, SalesForce Einstein

[iii] Including: HubSpot, SalesForce, Freshworks, Microsoft Dynamics 365, Zoho, Apptivo

[iv] Including Adobe Photoshop, Adobe InDesign, Adobe Creative Suite, Adobe Illustrator, Adobe XD, Canva, Affinity Designer, Inkscape, Figma, Sketch

[v] PowerDirector 365, Adobe Premiere Pro, DaVinci Resolve, Corel VideoStudio Ultimate, Pinnacle Studio, Hitfilm Express, Adobe Premiere Elements