

Academic & Employability Skills

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Job Description

A Marketing Analyst is the person who follows the flows on the market in matter of sales so it can predict what products or services are worth investing in. It is vital for a company to have a marketing analyst which can tell exactly if the products are having a fair price and the level of the demand on the market. The biggest challenges for any marketing analyst is to monitor the sales trends, get to know the consumer's wishes, to take data and create data analysis for the company. (Mighty recruiter, 2020).

Marketing Analyst



Self Description

I am a Marketing Analyst passionate about its work. I have made a few courses in order to be able to see how the market develops, because it is important to give real predictions about it in my job. During the time, I developed my time-management skills, communication skills and also I have perfected my Microsoft Office Skills. Being a good communicator and listener, I easily manage to understand customer's needs in order to fulfill the requirements and also I am able to present the outcome of my researches in a way that everything makes sense and it is clear.

Marketing Analyst

A silver pen, a smartphone, and a laptop keyboard are visible on a dark surface. The pen is positioned diagonally above the smartphone. The smartphone is lying flat, showing its screen. The laptop keyboard is partially visible in the bottom right corner, with keys like 'fn', 'ctrl', 'command', 'option', 'shift', 'command', 'option', 'ctrl', and 'fn' visible.

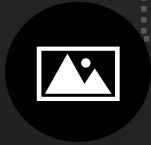
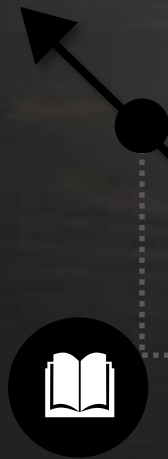
SWOT Analysis

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS



Marketing Analyst



STRENGTHS

- Google Marketing Course
- Digital Marketing Course PG
- SEMRUSH Academy
- HubSpot Online Marketing Course

- Strong Microsoft Word Skills
- Communication & Listening Skills
- Team-working Skills
- Self & Time Management
- Fast Learning Skills
- Presentation Abilities

(Happy Life, 2015)

Marketing Analyst

A black and white photograph of a workspace. In the foreground, a silver laptop is partially visible on the right side, showing its keyboard. Next to it, a black smartphone lies flat. A silver pen with gold accents is positioned diagonally above the phone. The background is a dark, textured surface, possibly a desk or a book cover.

WEAKNESSES

- Bachelor's Degree in Marketing
- Coworkers motivation and involvement
- Market changes
- Leadership issues

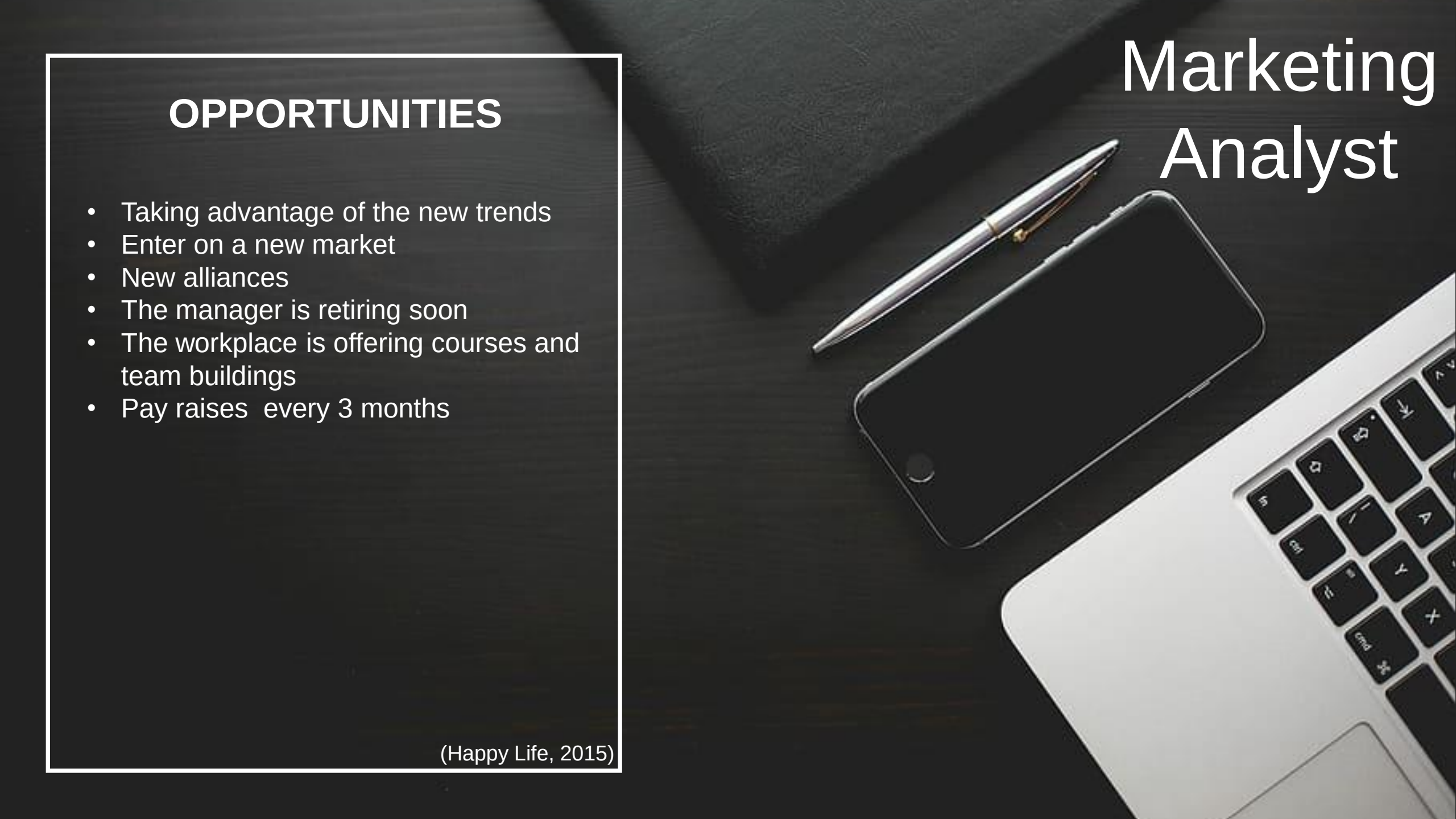
(Happy Life, 2015)

OPPORTUNITIES

- Taking advantage of the new trends
- Enter on a new market
- New alliances
- The manager is retiring soon
- The workplace is offering courses and team buildings
- Pay raises every 3 months

(Happy Life, 2015)

Marketing Analyst



Marketing Analyst

A dark, textured desk surface. In the upper right, a silver pen with gold accents lies diagonally. Below it, a black smartphone is positioned vertically. In the bottom right corner, the silver keyboard of a laptop is partially visible, showing keys like 'fn', 'ctrl', 'command', 'option', 'y', 'x', and arrow keys.

THREATS

- Competitor coworker
- COVID-19 Pandemic
- Loss of major customers of the company
- Competitors bring more innovation
- Change in technology

(Happy Life, 2015)

References



Mighty Recruiter, 2020, *Professional Marketing Analyst Job Description Template*, viewed on 4th of November 2020.

Happy Life, 2015, *A Personal SWOT*, viewed on 4th of November 2020.