

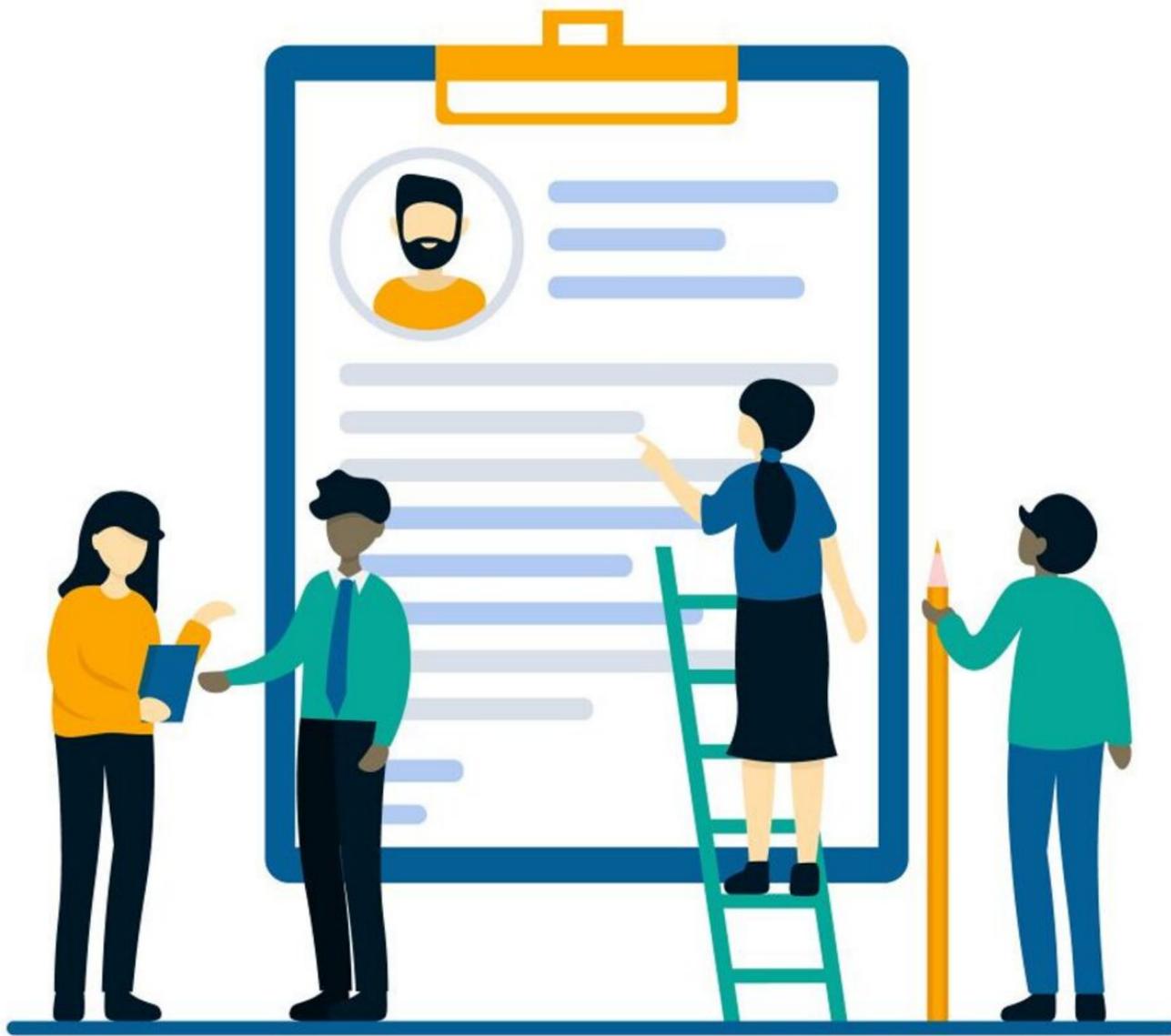
**HireMee**  
*Discover Your Diamond*



# SKILLS REQUIRED TO SECURE A DIGITAL MARKETING JOB

an eBook by HireMee

# WHAT'S IN FOR YOU?



The past few years have seen a rapid growth of Jobs in the field of digital marketing. With the expansion of the internet in India and the government supporting the digital revolution, a new window of jobs has been opened.

Every year, thousands of students apply for various digital marketing jobs, but only those get employed who have the requisite skills which Companies are looking for.



If you are thinking of getting into a career in digital marketing, here are a few traits you should possess to become successful:



## Stay updated and ahead of others

Digital marketing Jobs require more validation of your skills than jobs in other areas. Having SEO and Google Analytics certifications along with a [HireMee](#) assessment score will highly increase your chances of getting hired.



## Self-built personality

Digital Marketing is a very unpredictable field. The results are uncertain and vary with technology and algorithm changes. The best way to be on the right track is to learn things on your own and acquire certifications.



## Be Welcome to challenges

Candidates who hate working on the edge shouldn't consider Digital Marketing as a Career Option. A typical job in Digital Marketing demands a lot of efforts and perseverance and those with firm determination only can sustain in it.



## **Flexibility and adaptability**

Things might change on their head in Digital Marketing. You will be getting a lot of surprises in your work. Being an unpredictable but highly rewarding job, you should be prepared for the surprises and not get affected by them.



## The hunger to learn

The more you have a hunger for learning, the more rapidly you will scale your career in this field. Unlike other fields where you have to work years to get a promotion, you can achieve the same in months by getting the results.



## Team Players do well

Candidates who usually prefer a job which requires sitting in the cubicle whole day and not interacting with fellow team members will find this field very difficult. When it comes to a job in digital marketing, you've got to interact with people to get the best results.



Getting a job in Digital Marketing requires a lot of traits. Being a dynamic, high in demand and ever-changing industry, it offers a lot of promise in skill-enhancement.

If you are dedicated to surviving in this field for the initial 2-3 years, the rest of the path will be easier for you and you will see smooth career growth.



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# About US

HireMee, the recruitment platform is a part of Karpaga Assessment App Matrix Services Pvt. Ltd (KAAM Services) and a social enterprise by VeeTechnologies. Mr. Chocko Valliappa, the founder of HireMee, started the company with a vision to get young graduates- India's hidden diamonds from different tiers of the nation to be discovered by companies. The company is also on a mission to register and complete assessments of 2 million students from over 7000 campuses.

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