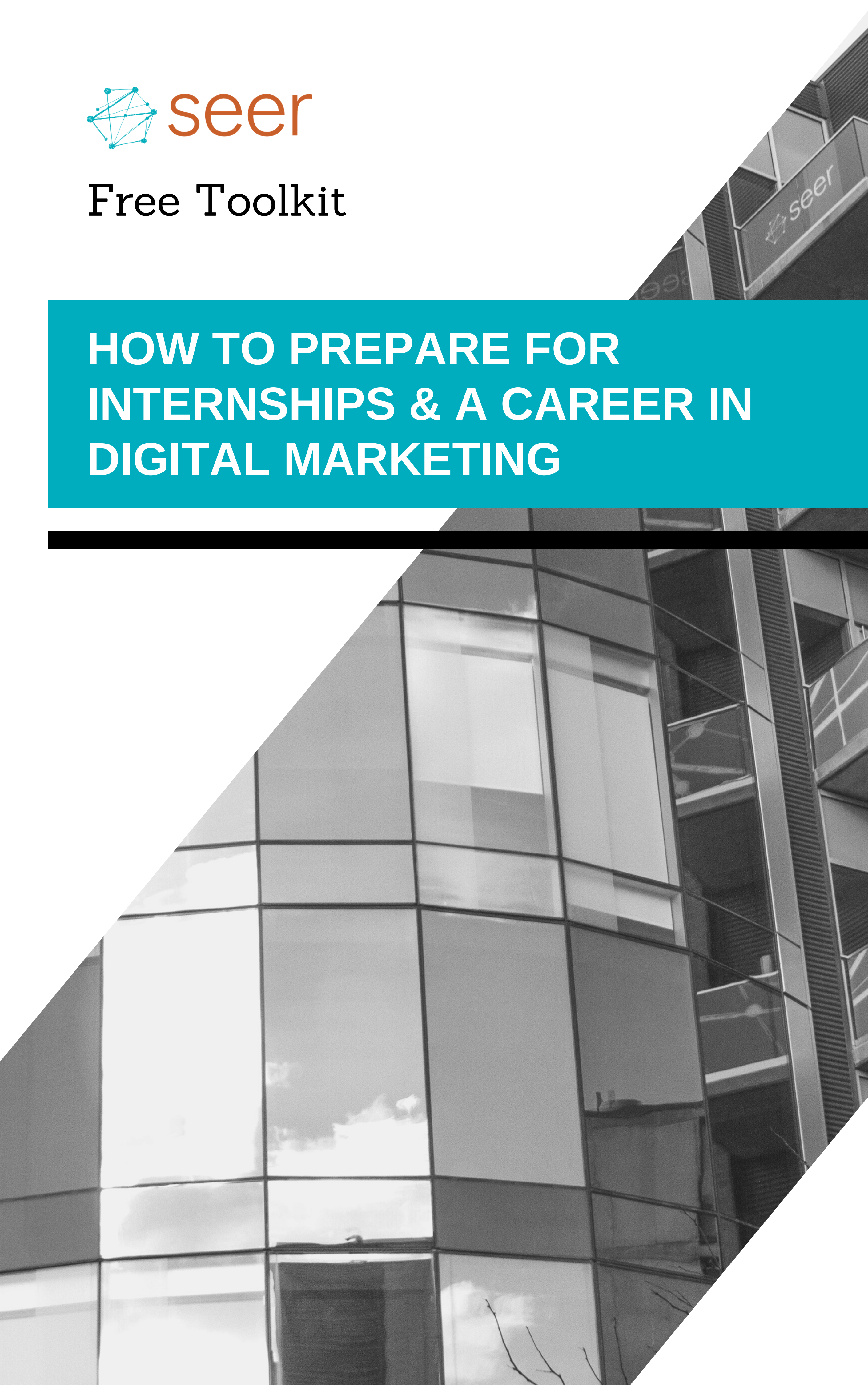




Free Toolkit

# HOW TO PREPARE FOR INTERNSHIPS & A CAREER IN DIGITAL MARKETING



# 1

## SKILLS

# 2

## RESUME

# 3

## CONTACTS

# Contents

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1

**GAINING THE SKILLS YOU  
NEED & HOW TO SHOW  
THEM OFF**

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# CERTIFICATIONS



Certifications help you feed two birds with one scone (no need to throw stones around here).

Gain (1) skills through online courses and studying while gaining (2) social proof of those skills.

## Recommended Certifications:

✓ Google Analytics Individual Qualification  
*Study: Analytics Academy Courses*

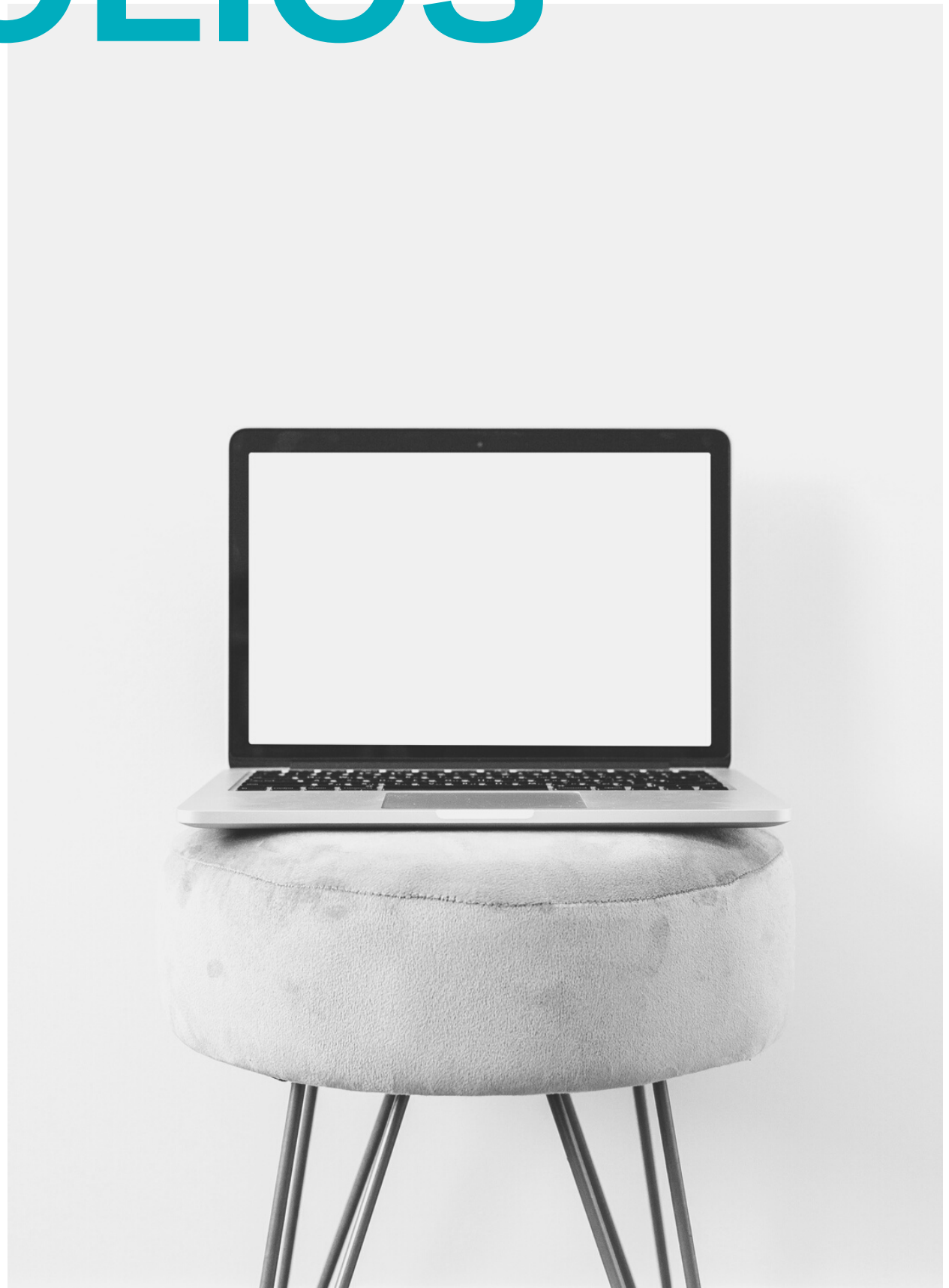
✓ HubSpot Content Marketing Course & Certification

✓ HubSpot Inbound Marketing Course & Certification

## Pro Tip:

Add your certifications to your LinkedIn Profile

# PORTFOLIOS



Portfolios show off your skills even further while allowing your personality to shine through.

## Recommended Portfolio Options:

✓ Build a website

Find inspo in Seer's Sr. Marketing Associate's site

✓ Add Google Analytics to your website

Learn what web data looks like & how to speak to it

✓ Build a PDF

Showcase your work, skills, and creativity

## Pro Tip:

Create a Google Data Studio Dashboard from your Google Analytics data to show off in interviews.

2

**THE [OFTEN] DREADED  
AND HIGHLY OPIONATED  
TOPIC OF RESUMES**

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# FORMAT



Formatting shows attention to detail and can make a resume easy or tough to read.

## **Recommended Formatting:**

### ✓ Consistency

Dates, headers, & sections formatted the same

### ✓ Clarity

Clear headers & sections that enable quick scans

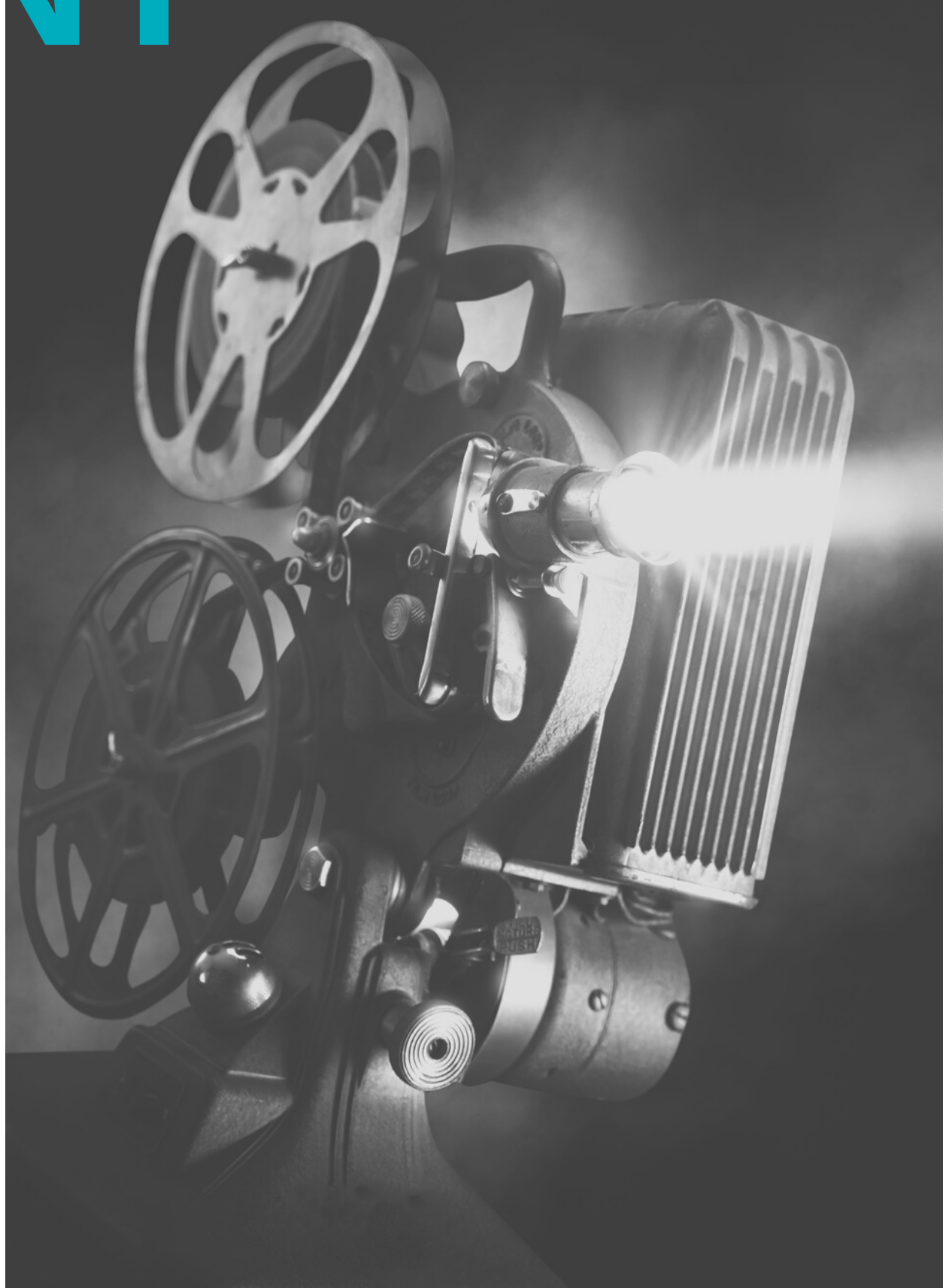
### ✓ Flow

Does the order of your resume make logical sense?

### ✓ Spelling & Attention to Detail

Spelling, grammar if one bullet has a "." all do, etc

# CONTENT



Work experience is like an uncut movie, it takes editing to highlight the most important scenes. It's the same with a resume, you don't need everything on it.

## Recommended Content:

✓ Less is More

Can you be concise? Can you get it down to 1 page?

✓ Skills & Certifications

Don't forget to add those to your highlights!

✓ DATA!!

Anytime you can show impact leveraging data - do it!

Even if it's on a class project or side hustle.



# EXPERIENCE



It's OK if you haven't worked in this field yet. What experience can you highlight that can positively frame relevant skills for the role?

## Recommended Experience:

✓ Work Experience

If you do have it, make it your first section!

✓ Project / Class / Side Hustle / Hobbies

What have you worked on that bears similar skills?

## Pro Tip:

Relevance is key. If highlighting a Serving job, don't talk about rolling silverware - talk about time management!

# LINKEDIN



Many recruiters browse resumes & jump right to LinkedIn. Don't forget to update there too!

## Recommended LinkedIn Practices:

✓ Select "Open to New Opportunities"

Recruiters can see you're actively seeking a new role, but your current employer cannot.

- 1) Click on 'Jobs' and select 'Update Career Interests'
- 2) Turn On 'Let Recruiters know that you're open'

✓ Job Alerts

Receive customized emails with new role postings.

- 1) Click on 'Jobs' and search for a Role + Location
- 2) Click on 'Create an Alert'; specify parameters for your updates (daily vs. weekly; locations; job titles+)

# 3

## **IT TAKES A VILLAGE - GROWING YOUR BUSINESS COMMUNITY**

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# ORGANIZATIONS



Get with folks who are doing what you want to be.

## Recommended Organization Types:

✓ Noncollegiate Career Builder Orgs

Ex: Hopeworks Camden & San Diego Workforce

✓ Collegiate Ad Clubs

At university? Find orgs like Temple's Ad Club

✓ Meetup.com

Find digital marketing meet-ups to participate in

## Pro Tip:

Joining is 1/4 of the battle. You must engage in conversations, show up to events, ask questions.

# RECOMMEND



LinkedIn recommendations are a great social proof to show you've made an impact.

## Recommendation Tips:

✓ Not Just Jobs

Work on a project with others? Ask for a written recco

✓ Give & Take

Before you ask for a recco, write one for that person

✓ Don't Make Them Start from Scratch

Give a few bullets on where you'd like them to focus

## Pro Tip:

Worth repeating: Write reccos for others! We love seeing folks who wrote more reccos than received.

# BONUS

## RESOURCES APPENDIX

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## **Internship Resources:**

[How to Turn your Internship into a Job: Tips from a Hiring Manager](#)

[3 Ways to Level-Up Learning on the Job](#)

[6 Tips for Landing Your Dream Analytics Internship](#)

[5 Things I Learned About SEO as an Intern](#)

[The Benefits of an Internship After Graduation](#)

[10 Ways to Give Back & Gain Experience with Skills-Based Volunteering](#)

## **Kickstart Your Digital Marketing Career Resources:**

[Resources to Jumpstart Your Analytics Career](#)

[How to Start Your SEO Career in 4 Steps](#)

[How to Start Your PPC Career in 4 Steps](#)

## **Interview Resources:**

[Job Interview Tips: What Not to Say in a Job Interview](#)

[How to Ace the Interview and Land Your Dream Job](#)

[4 Questions I'm Going to Ask in Your Interview](#)

[Sending Thanks After a Job Interview](#)