



## Marketing Molly

Marketing manager | aanalytics | South Bend, IN

Age: 42 | Education: Bachelor's in Marketing | Income: \$75,000



Molly is a 42-year-old who is married with two kids and lives in the Michiana area. Currently she is the Marketing Manager at aanalytics, a business software company based in South Bend, Indiana. This is her third marketing position as she has moved her way up after graduating with a bachelor's degree in marketing. She strives to stay up on marketing trends and do her best through networking and attending marketing events. Molly aspires to keep improving her knowledge and moving up the ladder and become Chief Marketing Officer some day.

A firm believer in work-life balance, Molly spends a lot of time with her family and finding time to volunteer at her kids school. She also prioritized time for self-care through regular exercise, which she enjoys for its physical and mental benefits.

### Duties

- Manage the marketing budget
- Identify and monitor KPIs
- Create and follow marketing plan
- Analyze and adopt marketing strategies
- Conduct market research
- Analyze customer feedback
- Deliver quality leads to sales team
- Coordinate with sales to address their needs
- Prepare reports for leadership
- Execute campaigns and monitor results
- Monitor and nurture SEO
- Identify and nurture marketing channels
- Identify and minimize Cost Per Acquisition

### Values

- Interpersonal skills
- Adaptability
- Project management
- Technical skills
- Organization
- Creativity
- Analytics
- Budgeting
- Writing
- Leadership
- Collaboration
- Networking

### Goals

- Establish her personal brand
- Foster relationships with marketing partners and vendors
- Meet her marketing budget
- Increase revenue
- Improve awareness
- Generate leads more
- Expand market share
- Discover new markets
- Enhance customer engagement
- Drive sale growth
- Keeping up with Marketing trends
- Optimizing ROI

### Fears

- Being outsourced or replaced
- Going over budget
- Not being able to quantify results
- Company being sold
- An error in communication
- Not being able to keep up with marketing trends

### Challenges

- Increased Competition
- Staying up with marketing trends
- Scarcity of resources
- Cutting through the noise
- Creating effective content
- Hiring top talent
- Changing market / customer behavior
- Maintaining data
- Managing customer data
- Identifying target audience
- Consistent, quality Messaging
- Managing Tools and technology
- Justifying budget
- Poor communication
- Changing goals
- Volatile market
- Poor communication within organization

