

Meta Tags

Title: 10 Senior Marketing Role Skills for Your Resume & Career

Description: Learn about the most important skills that helped me grow to senior marketing skills. Click to discover the 10 skills that matter to climb the corporate ladder.

10 Skills That Helped Me Grow to a Senior Marketing Role



[Image source](#)

“Marketing is all about creativity, humanity, and authenticity.” This is a cliché quote from one of the speakers at a past [Marketing United conference](#) but it pretty much summarises what it takes to get to the upper echelons of marketing and sales.

Whether you’re a tech giant or a simple online startup, the rules cut across—you have to convince the end user to do something or at least change their mind. But surprisingly, even the industry's most successful and experienced marketers fail, [at least 50%](#) of the time.

So, how can you make the only profession that allows you to defy traditional norms, at least most of the time, worthwhile for you?

In this blog, I'm going to share some insider skills that will help you inculcate best practices to overcome ridicule, embarrassment, negative energy, or even failure in marketing. These skills enabled me to outshine my fears and climb to the top of the pyramid. So keep reading to stay informed.

1. Develop Your Communication Skills

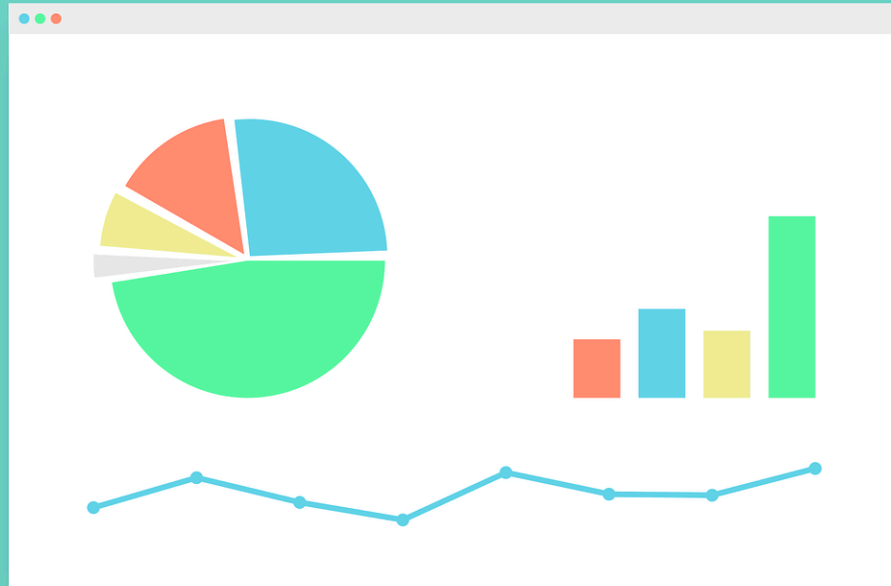
The position of a marketer is crucial and ensures that a brand's message aligns with consumers most of, if not all, the time. To perform this role efficiently, you require a budget and a green light to launch certain strategies—resources, and decisions that the C-level executives of an organisation control. This is also the same group that will likely promote you to your next senior marketing role. But how do you build an open communication line with this team?

Just like you talk to your immediate marketing team often, make it a habit to communicate with the executive team and build a rapport with superiors. Make every interaction valuable with statistics or graphical presentations to drive points home.

Most importantly, don't be afraid to present your results, whether favourable or bad—the C-level team wants accurate information that can drive sound business decisions

2. Get Hands-On with Data

If there is one thing that I have come to appreciate in my career is the power of data in making your results, projections, or even recommendations more visible to the rest of the team. Besides helping you with business presentations, getting hands-on with data can also help you track progress and measure the results of your marketing results.



[Image source](#)

From experience, you'll be comfortable applying for bigger marketing positions if you can back your [SEO](#) strategies and day-to-day activities with data-centric KPIs. In other words, other leaders in the organisation will want to know what you're doing.

For starters, you can evaluate your job results or campaign outcomes weekly. This approach will help you improve new campaigns, validate new hypotheses, and better understand the efficiency of your efforts.

3. Learn How to Analyse Costs and Optimise Budget

Deloitte's Annual CMO survey notes that marketing will consume [up to 13.6%](#) of an organisation's budget in 2023. For this reason, most employers are looking for marketers with in-depth experience in cost analysis and budget optimization.

But how do you do this? First, think of how you can control money when your client wants to spend a bigger chunk of it. While you enjoy the flexibility of taking risks to drive sales, remember to ensure that the campaigns are structured to control the budget.

In my experience, processes and methodologies always win over action and proactivity when it comes to analyzing costs and optimizing budgets. Over the years, this approach has helped me deploy auditable strategies with meticulous paperwork documentation to help various organizations account for every coin in their budget.

4. Project Management Experience is Key

Project management experience will help you perform better in your current job and treat your overall marketing career that requires small milestone achievements. This professional background has helped me look at everything as a project with small tasks, deadlines, and outcomes—a skill set that prepares you for senior marketing roles.

Top project management skills you should acquire on your journey to becoming a marketing manager include team members recruitment, task delineation, risk assessment, and management, as well as project implementation.

5. Creative and Strategic Thinking

Creative and strategic thinking in marketing is the prerequisite for focused opportunities that drive greater market impact and performance results. It is a rare skill that can be innate or acquired to foster intentional and rational thought processes that focus on analyzing critical factors or variables that might influence the long-term success of a strategy.

With this skill, you can calculate multiple future scenarios to gauge how the strategies your campaigns rely on might change. For instance, what are the cost-benefits of [spam calls](#) when targeting an entirely new audience? That way, you can propose future-proof solutions that prove your worth to clients.

6. Grow Your Network

Earlier in my days as a junior salesperson, a saying from John Donne's 17th-century sermon—no man is an island—made a lot of sense to me.

Getting to the top of the marketing food chain is a collective effort, whether directly or indirectly. For many who have had success in this profession, they credit it to the strong, resourceful channels they have created over time.

I like to network with new people because nearly all conferences and events bring new connections and opportunities. A tip I have found to work is grooming the new connection after the first interaction. If you met online, make an effort to attend an in-person event that will give you a physical audience with your new connection.

The stronger your networks, the more access you get to powerful information that might improve your career. You also get more noticeable and having a unique skillset might pair you with a new employer ready to assign you more senior marketing roles.

7. Get a Mentor

My breakthrough to becoming senior digital sales and creator came when I joined Brainify as a marketing intern back in 2016. As a primary assistant to the organization's head of marketing, I learned how leaders execute their strategy, PR, and social media marketing (SMM) activities. I also learned the technical know-how of gathering and presenting marketing tracking and research information.

The point is every ambitious marketer there needs someone who passes the ball to them to score. By trusting me with key roles and responsibilities, my then [mentor](#) prepared me for future marketing challenges that I've encountered while serving various clients.



[Image source](#)

Leverage platforms like [MentorCruise](#) or GrowthMentor to connect with self-made, high-level professionals who will help you grow your career. With the right mentor by your side, you'll be able to make sense of the marketing trends, networks, channels, and technologies that matter.

8. Manage Your Finances Prudently

As I noted earlier, learning how to analyse cost and optimise budget is a key marketing skill that will take you places. However, this isn't something that you learn from a one-time guide. Instead, you develop the skill by practising prudent financial management in your personal life.

On my end, accountability for all personal finances is a habit that I built a long time ago. I now track all my earnings and expenditures periodically to paint a true picture of my financial situation. What's more, the habit has grown and is now part of my daily marketing life.

When you have a judicious mindset on personal finances, it gets easier to track or plan a budget in marketing.

9. Develop Leadership Traits

Marketers may not be the first to cross the mind when you contemplate leadership skills and who gains by acquiring them. But in reality, leadership skills are universal and matter a lot in marketing. Building leadership skills to be part of your arsenal can help skyrocket your career into a success.

In fact, leadership skills in marketing will help you play the perfect middle position between businesses and consumers as they [inculcate self-awareness](#). For instance, you need to be resourceful and empathetic to get along with consumers who will often be looking up to your social media handles for advice or instructions on emerging tech nuances.

Similarly, your boss expects you to take the initiative and exercise decisiveness, especially when a limited opportunity window is in play. When growing career-wise, leadership traits will help you compel desired actions to deliver tangible results and get noticeable by the top decision-makers.

10. Ongoing Personal Development and Upskilling

Borrowing from Mihaly Csikszentmihalyi's book Flow, I have one last piece of advice for those seeking to expand their horizons in this field. As a marketer, you need a certain level of challenge to stay focused and engaged. If selling through [content marketing](#) gets easier, you'll likely get bored and disconnect from your key roles, goal, or vision.

If you have a mentor under your belt, leave redundant or routine marketing tasks to them and get hands-on with something new. This approach even gets easier if you have an existing client.

Determine which marketing gaps the business wants to fill, and you'll find an exact upskilling marketing course that prepares you for that role. For instance, you might want to expand your skill set to include user experience (UX) design and research or SEO analytics and strategy.

Get Out of Your Inner Comfort Zone and Flourish in Marketing

One thing I've learned in my decades of marketing is that failure is part of the process. Challenges are bound to occur, especially when pressure keeps on mounting on you to deliver tangible results. But, even if you're doing better, there is that one task or accomplishment that you still want to achieve. I hope this guide sheds light on what you need to focus on in marketing and write your success story.

