

DIGITAL MEDIA & ADTECH SALES SKILLS

What EMPLOYERS Are Looking For

1.

Digital Media Savvy

Familiarity with digital and social media ecosystems



Advertising Basics

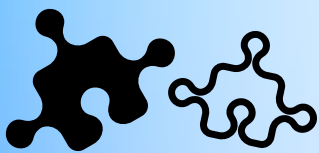
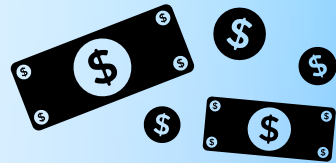
Understanding of the advertising ecosystem

2.

3.

Sales Experience

One to two years of sales experience is helpful!



Problem Solving Skills

Ability to understand needs and think “outside of the box”

4.

5.

Communication Skills

Professional written and verbal communication skills



Creativity and innovation

Ability to come up with effective ideas and solutions

6.

7.

Analytical Mindset

A knack for analyzing data and drawing conclusions



Trend Awareness

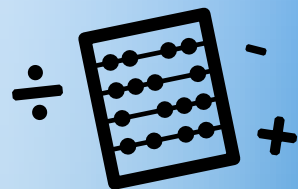
Observation of emerging trends and ability to assess and understand

8.

9.

Quantative Analysis

Ability to analyze and make sense of performance data



Grit and Determination

A passion and perseverance toward a goal despite obstacles or distractions

10.