Marketing Roles Matrix

Ideas

Strategist

- Chief Marketing Officer
- Marketing Strategist
- Marketing Director
- Content Strategist
- Digital Strategist
- Brand Strategist
- Fractional CMO
- Founder

Creative

- Graphic Designer
- Creative Director
- Content Creator
- Web Developer
- Content Writer
- Photographer
- Videographer
- Video Editor
- Copywriter

Work Flow

Planning ← Generalist → **Action**

Analyst

- Controller
- Data Analyst
- Marketing Analyst
- Social Media Analyst
- Chief Financial Officer
- Email Marketing Analyst
- Digital Marketing Analyst

Implementor

- Project Manager
- Marketing Manager
- Marketing Assistant
- Marketing Coordinator
- Social Media Manager
- Email Marketing Manager
- Event Marketing Manager
- Digital Marketing Manager
- Conversion Tracking Manager

Feedback

Work Flow

ProvenResultsAgency.com

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