



## Digital Marketer Workshop

### Learning Outcomes:

- Students will explore what it is like to work in digital marketing and the different career paths available
- Learn the basics of Digital Marketing and the customer journey
- Understand what it takes to be a digital marketer and the tools used
- Learn the next steps to become a digital marketer

### Instructor Profile



Fernanda is a Digital Marketing Strategist with 12+ years of experience in various industries such as Biotech, Consulting, Marketing Agencies and Tech Startups. She has worked and lived in 4 different countries. She is passionate about helping companies build their brand, communicate clearly with their customers and develop a strategy for their digital presence. Currently, Fernanda is the Head of the tech programs at Cornerstone International Community College of Canada (CICCC) in Vancouver, BC.

Bachelor's degree in Business Administration from IBMEC (Brazil). A Certificate in Project Management from NYU and a Master's in Interactive Media from Quinnipiac University.

### Workshop Content:

- What is Digital Marketing
- Different areas in Digital Marketing
- Career Opportunities
- A Typical Workday
- Tools we use
- Information on Education & Training resources

### Employment Opportunities:

Social Media Manager, Content Creator, SEO Specialist, Digital Marketing Assistant/Coordinator, Paid Media Specialist, Community Manager, Email Marketing Specialist, and much more.

### Workshops Schedule:

1 hour class each week for 4 weeks. For Times & Dates visit: [www.SkoolStar.com](http://www.SkoolStar.com)