Electronic Business Marketing (EBM) Career Pathways

**Internet Marketing**
- Specify and/or build web pages that engage consumers to purchase a particular service or product
- Develop and monitor analytics programs that allow site owner to monitor results of Internet marketing strategy
- Analyze purchasing solutions (PayPal, credit cards, etc.); provide encrypted online transaction processing for e-shopping and ensure secure connections
- Manage the overall online experience for corporations, small businesses, or third-party developers

*Job Titles: Internet Marketing Specialist, Internet Marketing Manager, e-Commerce Specialist, e-Commerce Developer*

**Social Networking and Media**
- Develop and implement a social marketing campaign to create/increase brand awareness and/or increase direct sales for a company or client
- Monitor and contribute to social media sites such as Facebook, Twitter, YouTube, Pinterest, and blogs; track analytics for all sites to ensure goals are met
- Collaborate with web development team to ensure social media tools are effectively placed and updated
- Design and implement web applications that align social media initiatives of a company or client
- Remain current with updates to, and advancements in, social media technologies, analyzing impact on existing tools

*Job Titles: Social Media Specialist, Social Media Consultant, Social Media Coordinator, Social Media Marketing Manager, Social Media Developer*

**Web Development and Design**
- Develop and design Web applications for targeted organizational requirements
- Create Web 2.0 and Rich Internet Applications to meet business needs
- Develop websites for specific business contexts
- Create and design graphical themes, wireframes and other planning documents
- Design, develop and maintain secure e-commerce applications and websites
- Provide encrypted online transaction processing for e-shopping and ensure secure connections

*Job Titles: Web Designer, Web Developer, Webmaster, Application Developer, Web 2.0 Specialist, e-Commerce Developer*

**Search Engine Marketing (SEM) and Search Engine Optimization (SEO)**
- Develop and execute SEO/SEM strategy for company or client with the goal of increasing web traffic and revenue targets
- Monitor and analyze SEO performance and suggest changes to meet goals; stay abreast of new search practices to maximize SEO/SEM strategy
- Collaborate with cross-functional teams to execute SEO/SEM strategy including creative, engineering/web development and PR/social media teams
- Utilize knowledge of search engine algorithms, ranking factors and keywords to develop and maintain websites that align with SEO/SEM strategy
- Build and support existing applications that support SEO/SEM strategy using knowledge of XHTML, CSS, Javascript and other interactive programming and scripting languages

*Job Titles: SEO/SEM Consultant/Specialist, SEO/SEM Analyst, SEO Strategist, SEO/SEM Manager, SEO Programmer/Engineer, SEO Web Programmer*
Electronic Business Marketing (EBM) Career Pathways

**Digital Advertising**
- Develop and implement mobile marketing campaigns for a company or client that aligns with the overall marketing strategy (increased sales, increased web traffic, brand awareness, etc.)
- Compile, interpret and report mobile marketing data; determine effectiveness of current campaign and design new plans if necessary
- Utilize knowledge of best practices for mobile content delivery to design mobile applications that align with the mobile marketing campaign
- Code, test, and deploy mobile applications in various mobile environments

**Job Titles:** Mobile Marketing Analyst, Mobile Marketing Manager/Director, Mobile Application Developer, Mobile Web Developer, Mobile Application Specialist, Mobile Application Architect, Mobile Visual Designer

**m-Commerce**
- Develop and implement mobile marketing campaigns for a company or client that aligns with the overall marketing strategy (increased sales, increased web traffic, brand awareness, etc.)
- Compile, interpret and report mobile marketing data; determine effectiveness of current campaign and design new plans if necessary
- Utilize knowledge of best practices for mobile content delivery to design mobile applications that align with the mobile marketing campaign
- Code, test, and deploy mobile applications in various mobile environments

**Job Titles:** Mobile Marketing Analyst, Mobile Marketing Manager/Director, Mobile Application Developer, Mobile Web Developer, Mobile Application Specialist, Mobile Application Architect, Mobile Visual Designer

**Web and Cloud Services**
- Determine the most effective cloud service and deployment models for a client that provide solutions to their unique business challenges
- Develop, deploy and maintain a cloud strategy for a client or company including the development of applications
- Perform and report performance metrics of the cloud; recommend technical solutions for improvement
- Identify new technical opportunities that optimize business goals
- Develop cloud-based solutions using APIs and integrated services

**Job Titles:** Cloud Engineer, Cloud Technical Engineer, Cloud Developer/Applications Engineer

*Jobs in this category use the power of interconnected systems deployed globally to create, deploy, and manage business solutions via Web and Mobile applications.*