



Marketing Communications (MarCom) Skills

- Conceive Go-To-Market Strategies and Plans
- Create Integrated MarCom (IMC) Campaigns [touching all delivery channel points]
- Develop Creative Concepts
- Write and Produce Marketing Collateral
- Create Clever, Branded, Call-To-Action Copy
- Develop Collateral for Direct and Event Marketing
- Craft Employee and Public Relations Communications
- Develop Sales Support Tools
- Turn First Drafts into Copy That Sings



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