

BUILD YOUR TEAM IN THE AGE OF AI

45% of creative and marketing teams now rely on AI, which means leaders have to think about building and training an AI-capable team. Creative Circle helps clients solve common and emerging AI enablement problems. This includes content generation, personalization, predictive analytics, customer experience, A/B testing, design optimization, enhanced lead management and more. Whether you are building your team, growing a team, or looking for that one critical player who can be your in-house subject matter expert, here are some of the top roles helping companies achieve success in the age of AI:

Leadership

Chief Marketing Officer (CMO)

Oversees the entire marketing strategy and operations. Sets the vision for integrating AI and marketing technologies across all campaigns.

VP of Marketing

Manages marketing department and aligns strategies with business goals. Ensures the adoption of advanced marketing technologies and AI tools.

Marketing Director

Leads the marketing team and coordinates marketing efforts. Oversees the implementation of AI-driven marketing strategies.

Digital

Digital Marketing Manager

Manages online marketing campaigns. Implements AI for digital ad targeting and performance analysis.

Marketing Automation Specialist

Manages marketing automation platforms. Implements and optimizes AI-driven automation tools.

PPC Specialist

Manages pay-per-click advertising campaigns. Uses AI to optimize ad spend and targeting.

Email Marketing Manager

Develops and executes email marketing campaigns. Utilizes AI for personalized email marketing.

Marketing/Strategy

Marketing Analyst

Analyzes marketing data to inform strategy. Uses AI for predictive analytics and reporting.

Marketing Coordinator

Supports the marketing team with administrative tasks. Assists in the implementation of marketing technologies.

Product Marketing Manager

Develops marketing strategies for specific products. Uses AI for market research and product positioning.

Brand Manager

Manages brand strategy and identity. Uses AI for brand sentiment analysis.

Customer Relationship Manager

Manages customer relationships and loyalty programs. Uses AI for customer segmentation and personalization.

Market Research Analyst

Conducts market research to inform marketing strategies. Uses AI for data analysis and market insights.

Creative

Graphic Designer

Creates visual content for marketing materials. Uses AI tools for design and creative automation.

Content/Social

Content Marketing Manager

Develops and manages content strategy. Utilizes AI tools for content creation and optimization.

Social Media Manager

Oversees social media strategy and execution. Uses AI to analyze social media trends and engagement.

SEO Specialist

Optimizes website content for search engines. Employs AI for keyword research and SEO analytics.

Copywriter

Writes content for various marketing channels. Uses AI for content generation and editing.

Communications

Event Coordinator

Plans and executes marketing events. Uses AI for event promotion and attendee engagement.

Public Relations Manager

Manages the company's public image and media relations. Uses AI for media monitoring and sentiment analysis.

Need help integrating AI tools into your workflow?

Our experts are ready to guide you

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