

Making Progress 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:

PROJECT MANAGER

Implementing AI is like any other major company project: complicated, messy, and difficult. You need someone to set goals, assign responsibilities, establish checkpoints, communicate to stakeholders, and make sure your initiative doesn't flounder with powerful tools like Workfront.

PROMPT ENGINEER

By bridging technical prowess with creative vision, Prompt Engineers empower companies to innovate and excel in the AI-driven era of marketing. They design the prompts used to interact with AI systems and act as architects of AI integration, shaping the creative and marketing landscape.

DIGITAL DESIGNER

Routine tasks like formatting and resizing can now be easily automated, and tools like DALL-E instantly visualize any idea. Talented designers will use these tools to provide more, higher quality, and personalized designs for every need.

BRAND MANAGER

With all these shiny new tools at your disposal, it's more important than ever to protect your brand. A good brand manager will ensure everything you put out stays centered on what's most important.

CONTENT STRATEGIST

Generating content is quicker and easier than ever. But where should you be posting? How often? How do you tweak your tone for different audiences? A content strategist will guide these decisions.

UX DESIGNER

No matter how futuristic life becomes, your customers still need to experience your website, app, product, and brand in a way that feels simple and seamless. A UX designer will keep that top-of-mind.

For more AI resources, including use cases, webinars, and an AI tools glossary, [visit our website](#).