

Keyword Table

Hard Skills Industry-Specific Skills	Transferrable Skills Hard Skills That Apply To Various Industries	Soft Skills Character Traits
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Email Marketing	Project Management	Creative
Inbound Marketing	Management	Detail-oriented
Digital Marketing	Public Speaking	Punctual
Social Media Marketing	Presenting	Results-Driven
Search Engine Optimization (SEO)	Fundraising	Teampayer
Website Design	Budgeting	Innovative
Content Marketing	Customer Service	Professional
HTML	Account Management	Dedicated
	Client Relations	Driven
	Training	Aggressive
	Recruitment	
	Writing/Blogging	
	Editing	
	Research	
	Analytics	

Keyword Table

Keywords Industry-Specific Keywords	Technologies Software/Tools/Platforms You're Proficient In	
Social Media	Wordpress	
Content	Kajabi	
Blog	Aweber	
Press Releases	Infusionsoft	
Brochures	Unbounce	
	OptimizePress	