**Part 1: Social Media Advertising Manager**

**1. When did you start to work on advertising?**

I started working on advertisements ten years ago.

**2. What did you study before getting into this career?**

I pursued a bachelor’s degree in marketing at Slippery Rock University before delving into this career. I chose a major in marketing due to its many advantages. Marketing is a fantastic major since it is incredibly adaptable and may lead to a range of well-paying, in-demand jobs with high work satisfaction and prospects for further education.

**3. Was it hard for you to get into it?**

No, not at all. It was easy as this was what I was interested in and therefore channeled my energy and devotion into it making things easy for me.

**4. Did you get a diploma or a degree in advertising? What was the title of your dissertation?**

I got a degree in marketing at Slippery Rock University. The title of my dissertation was “Client Satisfaction and Brand Loyalty in an Online Retailing Company: An Amazon Case Study.” This topic was of interest to me particularly because it would make me understand the relationship between customer pleasure and brand loyalty in online shopping. Amazon was the best online retailing company that would help me do my thesis on the selected topic.

**5. Did you need any experience to get into this job? If yes, how many experience years did you need to start applying for jobs in that field? And where did you gain them?**

Before getting to work as Social Media Advertising Manager, I worked as a normal Sales and Marketing Manager in two companies for about five years. This equipped me with the basic skills in the field of marketing and I was able to apply for work as a Social Media Advertising Manager as I now had the aptitude to do the job.

**6. Did you have to take any courses or anything else before getting into this career? If yes, what were they and where did you take them from?**

I did a ton of mini-courses that would help me flourish and give me a competitive edge in this field. Some of these courses are International marketing, personal branding and planning, media planning, and marketing for non-marketing managers

**7. Is there anyone who helped you or inspired you to get into this career path? If yes, why and how did he/she help or inspire you?**

Amy Porterfield is one of the people who inspired me to get into this career path. She is a marketing specialist, author, and educator who has helped over 250,000 aspiring entrepreneurs get the confidence and tools they need to turn their ideas into successful enterprises. Amy moved from being a stressed-out "Yes" girl to assisting tens of thousands of internet businesses. She wasn't scared to share her knowledge, and today she educates company owners, educators, and entrepreneurs on how to establish a highly engaged email list, create online training courses, and sell with ease utilizing online marketing tactics, regardless of their size or structure. Amy Porterfield's popular podcast, "Online Marketing Made Easy," has hundreds of thousands of monthly listeners. "Only one channel of contact with your ideal prospects remains steady in the face of shifting social media environment," is one of her iconic quotes, which I find motivating.

**8. Do you think that the future of advertising is going to change in the upcoming years? If yes, how do you see it changing in the upcoming years and what do you think about these changes and if no, why do you not see it changing in the future years and what do you think about it not changing in the future years.**

The advertising field has been changing and everyone anticipates the dynamic trend to continue in the upcoming years. This is because of the ever-changing customer preferences, new technological advancements, and competition that instigates innovation and creativity of new advertisement techniques. I think that advertising managers should be prepared for changes and be ready to adapt to anything.

**9. What do you enjoy most about your job as an advertiser and why do enjoy doing it**

Advertising helps me to target just ideal clients - when you send a highly personal message to a very specific group of people, you have a much stronger connection. This is one of the most intriguing things that makes me cherish this career.

**10. What is the most crisis you have had and how was it dealt with?**

Being in a scandal accused of having used "pressure tactics" to influence customers to purchase our products is probably the biggest crisis I have had in my career. I dealt with it by showing the codes of ethics in advertisements that I followed to justify my tactics.

**11. What is the only advice you would give to someone who's willing to work in your position?**

Only one channel of contact with your ideal prospects remains steady in the face of the shifting social media environment

**Part 2: Promotion Manger**

**1. When did you start to work on advertising?**

I started working on advertisements eight years ago.

**2. What did you study before getting into this career?**

Before embarking on this job, I earned a bachelor's degree in business administration in marketing and management from Oklahoma Christian University. Because of the various benefits of a business administration major, I picked it. Business administration is an excellent major since it is very versatile and may lead to a variety of well-paying, in-demand careers with high job satisfaction and opportunities for additional study.

**3. Was it hard for you to get into it?**

No. It was simple since this was something I was passionate about, so I focused all of my energy and commitment on it, making things simple for me.

**4. Did you get a diploma or a degree in advertising? What was the title of your dissertation?**

Oklahoma Christian University awarded me a bachelor's degree in business administration with a focus on marketing and management. My dissertation was titled "Customer Role in Relationship Marketing in Customer Acquisition and Retention - A Case Study of "TESCO."

**5. Did you need any experience to get into this job? If yes, how many experience years did you need to start applying for jobs in that field? And where did you gain them?**

I worked as a conventional Sales and Marketing Manager at one company for roughly three years before becoming a Promotion Manager. This gave me the foundational abilities in marketing, and I was able to apply for jobs as a Promotion Manager because I was now qualified for the position.

**6. Did you have to take any courses or anything else before getting into this career? If yes, what were they and where did you take them from?**

I took a lot of short courses to assist me to grow and have a competitive advantage in my area. Global trade, brand building and strategy, publicity, and marketing for non-marketing managers are just a few of the courses available.

**7. Is there anyone who helped you or inspired you to get into this career path? If yes, why and how did he/she help or inspire you?**

Lilach Bullock is a well-known expert in the fields of lead generation and social media selling. She is also a proponent of ethical web marketing, holding herself and her clients to high standards. Her early achievement - she launched her first firm in 2006 – laid the foundation for a long and fruitful career. She considers herself to be a type of digital matchmaker. Because she really thinks that "one minute they don't know about you (or don't even realize they need you), and the next minute they can't live without you," she develops comprehensive web marketing tactics that link consumers with companies and goods. Lilach is a continuous inventor who is always looking for new methods to sell herself online. Forbes named her one of the Top 20 Women Social Media Influencers, Career Experts named her the Number One Digital Marketing Influencer, and Oracle named her the European Social Influencer. That's rather impressive! "Viewers must be able to absorb your message within the first 20-30 seconds of your video," she says in one of her quotes that I find instructive.

**8. Do you think that the future of advertising is going to change in the upcoming years? If yes, how do you see it changing in the upcoming years and what do you think about these changes and if no, why do you not see it changing in the future years and what do you think about it not changing in the future years.**

The advertising industry is evolving, and everyone expects this tendency to continue in the next years. This is due to ever-changing client tastes, new technical breakthroughs, and competition, which encourages new advertising strategies to be innovative and creative. Advertising managers, in my opinion, should be flexible and ready to adjust to any situation.

**9. What do you enjoy most about your job as an advertiser and why do enjoy doing it**

Everything else you do is amplified by advertising. When you use advertising to raise awareness for your content, you're raising awareness for everything you're doing as well. Journalists look for firms that advertise, referral sources remember companies who promote, individuals, follow, like, and fan companies that advertise, and workers can point to well-placed advertising as a source of pride in their workplace. This is one of the most intriguing things that makes me cherish this career.

**10. What is the most crisis you have had and how was it dealt with?**

I once had a limited budget to do a project advertisement. Poor planning made the project fail and we had to come up with a new cheaper yet more efficient project.

**11. What is the only advice you would give to someone who's willing to work in your position?**

Planning and anticipation are what distinguishes a good Promotion Manger from a bad one.

**Part 3: Event Manager**

**1. When did you start to work on advertising?**

Four years after my undergraduate degree, it took me to look for an alternative career line. I then decided to switch to advertising as a method of product promotion.

**2. What did you study before getting into this career?**

 I had pursued a course in business administration, where I chose the line of purchasing and supplies chain management, but almost all the opportunities that came along focused more on product promotions.

**3. Was it hard for you to get into it?**

It was a smooth transition since I had vast knowledge of market forces that affected the demand and supply of products. My adjustment period was relatively short.

**4. Did you get a diploma or a degree in advertising? What was the title of your dissertation?**

I pursued a second degree in Sales and Marketing. My dissertation title was Cons and Pros of advertising: a study of Nike sportswear and Adidas sportswear.

**5. Did you need any experience to get into this job? If yes, how many experience years did you need to start applying for jobs in that field? And where did you gain them?**

Yes, I needed some experience before getting this job. It took me three years in two different companies. I was responsible for designing adverts for the various products we dealt with. Time spent there exposed me to the market and equipped me with skills to take my current job.

**6. Did you have to take any courses or anything else before getting into this career? If yes, what were they, and where did you take them from?**

Yes, I pursued a degree course in sales and marketing. I had to equip myself with the needed skills.

**7. Is there anyone who helped you or inspired you to get into this career path? If yes, why and how did they help or inspire you?**

Yes, Amy Vernon is a brilliant and skilled planner of social media. She has been featured on several platforms like the Wall Street Journal and the New York Times. She made me see through obstacles in my path to success despite being a woman in a male-dominated field.

**8. Do you think that the future of advertising is going to change in the upcoming years? If yes, how do you see it changing in the forthcoming years, and what do you think about these changes, and if no, why do you not see it changing in the future years, and what do you think about it not changing in the future years.**

Yes, it is going to change. In the future, see advertisers working closer with publishers. I also foresee more contextual advertising and a rise in content and influencer marketing.

**9. What do you enjoy most about your job as an advertiser, and why do you enjoy doing it?**

 Through my work as an advertiser, I enjoy the fact that I can increase brand and other products awareness. Potential customers and existing customers are informed about products that satisfy their wants.

**10. What is the most crisis you have had, and how was it dealt with?**

It was rising through the competition. Resources put aside in any firm for advertising are limited. It becomes challenging to keep up with other competing firms and blend your strategy in and make sure it works for you.

**11. What is the only advice you would give to someone willing to work in your position?**

One can have an excellent idea, but it will only matter to people if you describe it in a way that intrigues them.

 Part 4

1- I started to work on advertising in 1991 in dubai

2- I studied business management with emphasis on marketing

3- it was not hard but had to wait for the opportunity

4-not an advertising degree but a business marketing one

5- I did not need any experience to get into this field. I was selling insurance before and it did not help in any way.

6- no need for special courses

7- no one inspired me but I had friends in the field and they told me how fun it was

8- advertising is in constant change or evolution I would say. It walks hand in hand with all new advertising mediums that are directly related to new progress and technologies (social media , etc..)

9- I enjoy every aspect of my job and the reason being that there is no monotony in our work . Every day is different so you can never get bored.

10- every day there is a new crisis but the one most often repeated is the crazy deadlines the client throw at us but we always manage to deliver

11- my advice to anyone who wants to get into the field is that make sure you enjoy what you are doing or else you won’t have the long breath any job needs to take you to higher levels

Part 5

1- When did you start to work on advertising?

September 2011

 2- What did you study before getting into this career?

BA Business Administration - Arab open university

Masters in Creativity – Cannes Lions School

 3- Was it hard for you to get into it?

Yes it was

 4- Did you get a diploma or a degree in advertising?

Yes

 What was the title of your dissertation?

Masters of Creativity

 5- Did you need any experiences to get into this job?

Yes

 how many experience years did you need to start applying for jobs in that field?

5 Years

 And where did you gain them?

By working in Marketing as a client

 6- Did you have to take any courses or anything else before getting into this career?

No just build relationships

7- Is there anyone who helped you or inspired you to get into this career path? If yes, why and how did he/she help or inspire you?

I was inspired by my clients at Harley Davidson

 8- Do you think that the future of advertising is going to change in the upcoming years? If yes, how do you see it changing in the upcoming years and what do you think about these changes and if no, why do you not see it changing in the future years and what do you think about it not changing in the future years.

It is changing every day, people are no longer interested or loyal to brands, they are looking for experiences

9- What do you enjoy most about your job as an advertiser and why do enjoy doing it

You work with a very high number of brands and get the business knowledge in a variant of industries

10. What is the most crisis you have had and how was it dealt with?

I deal with crisis every day, break the crisis into small pieces you can solve little by little

 11- what is the only one advice you give to someone who is looking to work as a strategy director?

Do what is purposeful and not what is convenient

Part 6

1 out of exactly two years ago

 2 Computer science, as for marketing with self-education

 3 Everything is easy to share

 4 A teacher has a degree in marketing

 Through the content that I provide through the link

 6 The courses were not customized, but only articles and videos via YouTube and practice of everything you learned

 7. Asset in Marketing

 8- My experience is sufficient to answer this question

 My name is not my name as an advertiser is the correct name, but let me put it in the name of the marketer, yes it touched and it has a special character if you like the field

 There are some places that specialize in the field of knowledge

 11 Continuous learning is to control what you learn first