

# DIGITAL MARKETING BOOTCAMP

Your future is waiting for you.

## Eligibility:

- 18 years or older
- Have 2+ years of work experience OR an Associate, Bachelors or Masters degree
- Males must be registered with the Selective Service
- U.S. Resident or eligible to work in the U.S
- Live in the Alamo 13 County Region
- Seeking employment
- Commit to deepen your competency and skill

## How to get started:

- Visit [digitalcreativeinstitute.com/bootcamps](http://digitalcreativeinstitute.com/bootcamps) for more information and to apply
- Register at: [www.workintexas.com](http://www.workintexas.com)

## How the Bootcamp - skills training works:

- DCI will provide training 2x a week
- Tuesday and Thursdays - 6:30 pm to 8:30 pm
- Training led by industry practitioners

## Coaching takeaways:

- Build an effective resume
- Interviewing skills and strategies
- Develop a portfolio of skills
- Start date: September 14 and October 5
- End date: November 6 and November 27

## In partnership with:



**SKILLS**  
Development Fund

## IN 8 WEEKS LEARN TO:



Build an inbound marketing campaign

Develop a buyer persona



Create content to generate leads

Understand key performance indicators on a marketing campaign



Google Analytics

Navigate a digital marketing campaign in Google Analytics

## CERTIFICATES

HubSpot Inbound

or

Google Analytics

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DIGITAL CREATIVE INSTITUTE