

# 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

[CONTACT US](#)