DISNEP PRINCESSES as Marketers

WHAT TYPE OF MARKETER WOULD EACH PRINCESS BE?

CMO



Experienced leader

Intelligent and resourceful

Inspiring

CONTENT MARKETER

Passionate about words

Voracious reader

Appreciation for storytelling



PRODUCT MARKETER



Expert at building buzz around a particular product

Knows how to create interest and demand

BRAND MARKETER



Loyal to values, purpose, and identity



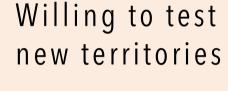
COMMUNITY MANAGER



Adept at cultivating relationships, even with strangers

Knows how to speak in "tweet"

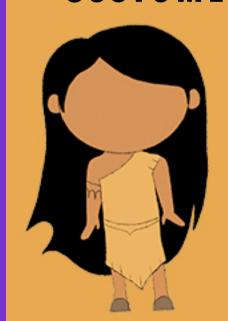
DIGITAL MARKETER



Not afraid to break with traditional ways of doing things



CUSTOMER MARKETER



All about caring for the tribe

Pro at conflict resolution and de-escalation

DEMAND GEN



Develops campaigns so brilliant people would fight dragons for her call-to-action

MARKET RESEARCHER



Gathers info to come to enlightening realizations

Curious and engaging

AGENCY OWNER





MARKETING OPS



Strategic mindset

but also marches to own drum when needed

MARKETING INTERN



Studied and now wants to be part of the Marketing world

Eager to learn and apply observations



FREELANCER



Values independence and freedom

Multi-talented

PRINCESS ICONS & INFOGRAPHIC CREATED BY:

CHANTELLE MARCELLE