

# Disney 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

Single minded, determined, persuasive  
Loyal to values, purpose, and identity



## COMMUNITY MANAGER



Adept at cultivating relationships, even with strangers  
Knows how to speak in "tweet"

## DIGITAL MARKETER

Willing to test new territories  
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

Savvy business-woman with a lot of ambition  
Entrepreneur at heart



## MARKETING OPS



Strategic mindset  
Follows orders 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