# 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



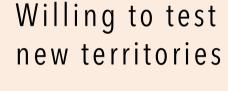
#### COMMUNITY MANAGER



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

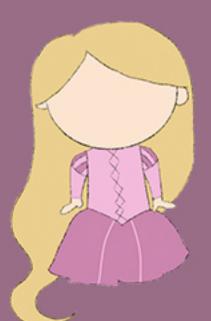
Pro at conflict resolution and de-escalation

## **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