

# How to Future Proof Your Marketing Career

Fauna Solomon

Founder, The Solomon Brand

**Integrate**  
2026

# How to Future Proof Your Marketing Career

## Navigating Titles, Skill Gaps, and Tech Fluency

This sessions explores how evolving demands are reshaping marketing career paths and expectations. Participants examine emerging roles, in-demand skills, and the growing importance of technical fluency in a rapidly changing industry.

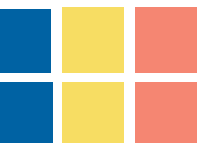


# So You Want to be a Marketer?



## WHAT I WILL COVER TODAY

- HOW TO SHOW YOUR WORK & SKILLS
- THE FASTEST GROWING ROLES IN MARKETING
- TOOLS THAT WILL ELEVATE YOUR CRAFT



# About Me:

## Non-Traditional Background

I started my career in marketing in a very untraditional way. I was a classically trained musician at a young age and continued to find my professional path in many different industries.

MUSICIAN

A WRITER

DATING COACH

FORMER CMO

TECH EVANGELIST





# How to Show Your Work & Skills

If you're building a marketing career today, being a generalist is not enough to stand out in the market. Specificity in marketing helps you narrow your skillset and create a point of view. Being specific about the *type* of marketing you do, makes you a more viable candidate. Instead of trying to "do it all", start building mastery in roles that directly support category growth.

Platform Credentials

Certifications

Platform User-Groups

Presentations





# Future-Proof Careers

Roles like Marketing Operations Manager, Lifecycle Marketing Manager, CRM Manager, Marketing Automation Specialist, Revenue Operations Manager, Customer Marketing Manager, and Marketing Analytics Manager continue to grow because companies need people who can connect platforms, data, and customer experiences. AI is accelerating the trend but it doesn't replace the demand.

**Influencer Marketing Manager**

**Marketing Operations Manager**

**Revenue Operations Analyst**

**Product Led Growth**

**Category Designer**





# Marketing Platforms For Future Careers

Professionals with hands-on experience in Salesforce, HubSpot, Braze, Formstack, Notion, Marketo, and AI tools like Microsoft Copilot in tandem with excel are in high demand. Companies need specialists who can build systems, automate workflows, manage data, and turn technology into measurable business results.

**Iterable / Braze / Notion**

**Adobe Journey Optimizer**

**Formstack / Form builders**

**Canva**

**Claude/Co-Pilot + excel**

**Monday / Asana / Clickup**



# In-Demand Skills For Future Marketers

There has never been a better time to be in marketing, but the industry is ever-changing and demand is growing with it. Marketing careers are shifting their requirements as new technologies, platforms, and specialties continue to emerge.

What will always be required are leaders with a vision for how to deliver a world-class experience. The next generation of marketers will inherit an industry with more tools, more data, more channels, and more opportunities than any generation before them.

- ✓ **Good writers that check their work**
- ✓ **High standards for design, delivery, and governance**
- ✓ **Systems thinkers and leadership**

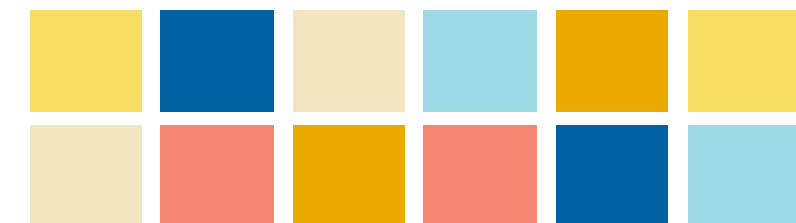


# Stay Connected with Fauna Solomon



I'm a former 3x head of marketing turned operations leader driving results through data-driven planning and execution. I bring an engineering mindset and a human-centered philosophy to marketing, digital transformation, and data architecture connecting organizations to their audiences through technology, systems, and strategy. I specialize in marketing operations, automation, and AI-strategy, and category design.

<https://www.linkedin.com/in/faunasolomon/>



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Thank You

Time For Questions