

# The last marketing program you'll ever need

We curated learnings from lifetime marketers on what matters when looking for a job. Then we gathered tons of insights from CMO's and marketing hiring managers on what matters when getting hired. Then we built Acadium Plus.



# The Acadium Plus Membership journey

Focused on getting your marketing career started and supported. Coaching support, micro-course content, private community of marketers, and hiring partner network.

## Month 1–3

- ✓ Define your core marketing skill / speciality
- ✓ Gain hands-on experience via apprenticeships, personalized projects and program assignments
- ✓ Refine resume, linkedin profile
- ✓ Build your portfolio

## Month 4–6

- ✓ Complete exploratory interviews
- ✓ Continue developing your core marketing skills
- ✓ Begin selectively networking with target companies
- ✓ Secure your first freelancing client
- ✓ Mock interviews
- ✓ Complete job interviews

## Month 7–12+

- ✓ Complete job interviews
- ✓ Secure a full time marketing role
- ✓ Secure first freelance client
- ✓ Job offer negotiation
- ✓ Job onboarding support
- ✓ Mock interviews

# What is Acadium Plus?

Acadium Plus is a paid membership that was designed specifically to give marketers the necessary edge to land their next full-time marketing role, or to start a successful marketing freelance business.

Every marketing member is provided with proven templates, tools, and skill-developing techniques that lead to finding the right marketing role.

Becoming an Acadium Plus member provides you with **lifetime access** to an exclusive community, connections, coaching and mentorship that will set you up for a long-term, successful career. **The ROI on this membership is infinite.**



# Why Acadium Plus?

Marketing job seekers face countless challenges when finding their next full-time role. **It isn't time or money.** It's finding the proper motivation, relevant guidance, foundational skills and efficient preparation.

If you're a motivated marketing job seeker, then Acadium Plus is for you if:



- ✓ You're not sure which marketing role is the best fit for you.
- ✓ You want a more efficient job search with better results.
- ✓ You're ready to increase your earning potential.
- ✓ You're ready to get a full-time role in marketing.
- ✓ You're currently in the wrong marketing job and ready to find the right role.

# Who is Acadium Plus for?

It is important to identify who Acadium Plus is not for and who Acadium Plus is the optimal fit for.



## Acadium Plus is not for:

- The marketer seeking the 'easy' solution for finding a job
- The marketer that lacks motivation and commitment to meeting goals
- The marketer starting completely from scratch.
- The marketer that does not have 10–20 hours a week to commit to this program.
- The marketer who is currently in a great marketing role.



## Acadium Plus is the optimal fit for:

- The motivated marketer with a priority of securing their next marketing role within six months
- The marketer that is at least 6 familiar with one digital marketing channel
- The marketer that has clarity on their most competent digital marketing skillset
- The marketer ready to manage a very busy interview schedule with select companies

# Acadium Plus vs. Acadium

Acadium has DIY solutions for marketers starting their career journey. Acadium Plus was specifically designed for marketers that want to improve foundational skills and land a top tier full-time marketing role with expert help.

 **Acadium**

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Free courses

Skills development

Hands-on experience

Freelance opportunities

 **Acadium Plus**

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Getting a marketing job (remote, in-office, hybrid)

Increasing your confidence with interviewing and networking

Lifetime access to career coaching and accountability

Real world assignments and sessions on today's relevant channels

# Acadium Plus by the numbers

**33%**

average increase in marketing salaries recognized by Acadium Plus members

**400+**

active marketers in the private Acadium Plus Slack community

**85%**

placement rate for motivated Acadium Plus members

**\$6.1M+**

in total marketing salaries negotiated by successful Acadium Plus members

# Membership overview

Lifetime access to coaching, a private community and marketing skill development opportunities.

## Personalized Learning Plans with Coaching and Mentorship



On demand skill building video content accessible once admitted



Individual and group coaching



Join the Slack community, unlock content, and connect with like minded marketers



Add a new asset to your marketing portfolio every week

## Digital Marketing Skills Modules



Paid Search, Paid Social, Sponsorships



Email Marketing, Organic Social Media, SEO, Content Marketing



PR, Affiliate Marketing, Influencer Marketing

## Job Search Modules



Personal Brand Pillars



Networking Technique



Interview Performance



Job Offer Negotiation



Hiring Partner Connections

# Explore the modules

## Module 0

### Pre-work

- Complete behavioural assessment
- Access community and virtual classroom

## Module 1

### Personal Brand Set up

- LinkedIn profile review
- Resume review
- Create asset bank (linktr.ee)

## Module 2

### Owned Media & Assignment

- On Demand Content: Website, Organic Social Media, Email, Content
- Assignment options: Complete an audit template

## Module 3

### Paid Media & Assignment

- On Demand Content: Website, Organic Social Media, Email, Content
- Assignment options: Complete an audit template

## Module 4

### Earned Media & Assignment

- On Demand Content: PR, Affiliate Marketing, Influencers
- Assignment options: Complete an marketing plan outline

## Module 5

### Marketing Job Search Tech Stack Review

- How to prepare the right research for marketing job interviews
- How to create Value Assets that will help you stand out
- Develop your personalized marketing interview templates

## Module 6

### Building Your Job Search Plan

- Gain clarity in the steps you will take to secure interviews and offers within 90 days
- Develop a personalized action plan to keep you accountable and making progress

## Module 7

### Job Searching: Selective Networking

- Learn techniques that will result in conversations with the right people at the companies you want to work for
- Over 30 outreach messaging templates to save you hours of time

## Module 8

### Job Searching: Interview Preparation

- Learn techniques for developing questions hiring managers will remember
- Create an interview notes document that will get you call backs.
- Learn how to save hours in your interview process

## Module 9

### Job Searching : Interview Performance & Follow Up

- Access the complete guide of interview questions - just for marketers
- Learn what should - and should not - be in your thank you email

## Module 10

### Job Searching: Negotiation

- Learn how to 'make the ask'
- Learn how to increase your earning potential by 20%+
- Create a personalized 'negotiables' checklist

## Module 11

### Schedule Mock Interviews

- Culminate your learning through recorded mock interview sessions
- Develop confidence through practice of your interview performance
- Get instructor and student feedback on your performance

## Module 12

### Schedule Mock Interviews

- Culminate your learning through recorded mock interview sessions
- Develop confidence through practice of your interview performance
- Get instructor and student feedback on your performance

# Meet your coach, Erik Harbison



Erik has dedicated his 25 year marketing career to focusing on helping marketers successfully navigate their career. He's committed to sharing any, and every, marketing career tip he has gained over his various roles and experiences so you can efficiently navigate your marketing job search. Erik also offers his extensive network of connections to every student: marketers, hiring managers, agency owners, and startup founders.

[View Profile](#)

5 years as marketing lead for \$100M+ software company



Started and sold a boutique digital agency



Developed and executed digital marketing plans for retail, pharma, small businesses, SaaS & technology companies.



Instructor and career coach for Drexel University (classroom) and University of Vermont (online) digital marketing courses.



20 years working in digital agencies managing budgets from \$5,000 to \$50 million



Interviewed thousands & hired hundreds of marketing candidates.

# Acadium Plus

## member references

Connect with these successful Acadium Plus members if you have any other questions, or would like to hear about their journey to securing their marketing role.



**Ezequiel Gomez**  
Paid Media Specialist

[View Profile](#)



**Laurel Martello**  
Content and Social Media Manager

[View Profile](#)



**Kisha Velazquez**  
Content Marketing Director

[View Profile](#)



**Maia Anderson**  
Social Media Manager

[View Profile](#)



# Interested in learning more?

You are only a call away from becoming an Acadium Plus member. Let us get to know you more, and answer any more questions that you have. Book your call today.

[Book a Call](#)



# Thank you

Thanks for taking the time to book a call with our admissions team and read through this PDF. To hear directly from students that have taken our program, click on the button below to see alumni testimonials.

[See Alumni Testimonials](#)