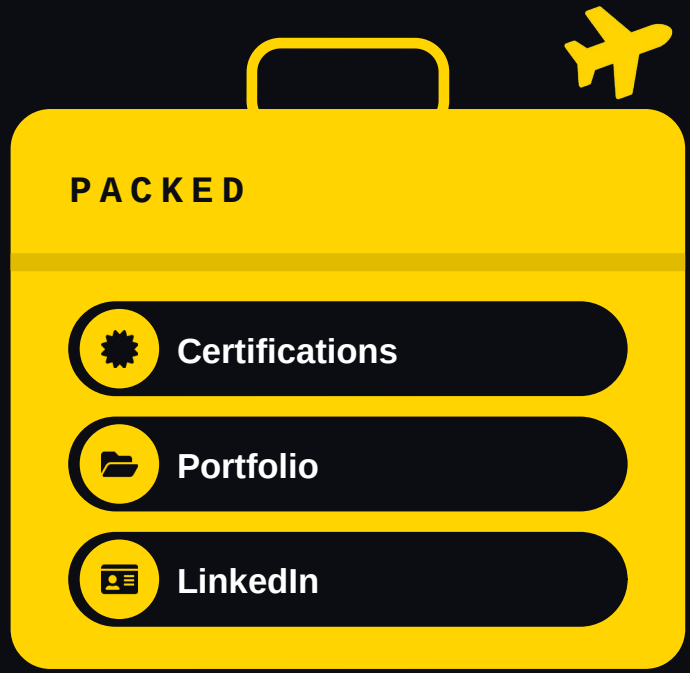
STUDY ABROAD CAREER KIT · MARKETING LOGICS

# Don't just pack your bags. Pack a skill.

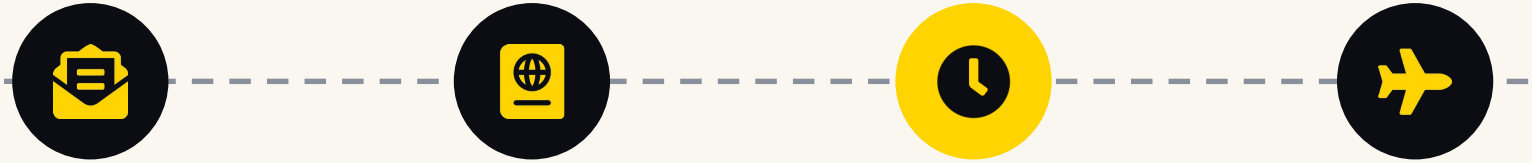
Use your visa wait to land with certifications, a portfolio and a stronger profile, not just a degree in progress.




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# Your Visa Wait Is an Opportunity

Most students spend these months waiting. Use them to build a practical, in-demand skill.



**Admission letter**

Done

**Visa in process**

In progress

**A few months**

**Build a skill**

**You fly**

Land ready

BY THE TIME YOU FLY

**4–5** certifications

**5** portfolio projects

**1** strong LinkedIn profile

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# Inside This Kit

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# Why Digital Marketing Works for You



### Every industry needs it

Retail, tech, education, healthcare, hospitality, start-ups: almost every business markets itself online.



### It works with any degree

MBA, engineering, data science, design or hospitality: marketing skills make your profile stronger.



### You only need a laptop

No special equipment or location. Learn, practise and build projects from anywhere.



### It's measurable

Show real results (traffic, leads, engagement), which makes your work easy to prove in interviews.



### It's transferable

SEO, ads and analytics work the same in India, the UK, Canada, Australia, Germany or anywhere.



### It builds confidence

Knowing how businesses grow helps in internships, group projects and interviews, even outside marketing.

# Roles You Can Aim For

Common entry-level and internship roles. Titles vary by company and country, so search for several.

| Role | What you'll do | Key skills |
|---|---|---|
| **Marketing Assistant / Coordinator** | Support campaigns, prepare reports, coordinate content and events | Organisation, communication, basic analytics |
| **Social Media Coordinator** | Plan and publish content, manage comments, track engagement | Content creation, Canva, platform knowledge |
| **SEO Executive / Assistant** | Keyword research, on-page optimisation, content briefs, site audits | SEO tools, Search Console, writing |
| **Content Marketing Assistant** | Write blogs, emails and social posts; manage content calendars | Writing, research, SEO basics |
| **PPC / Paid Media Assistant** | Set up and monitor Google and Meta ad campaigns, report results | Google Ads, Meta Ads, Excel, analytics |
| **Email / CRM Marketing Assistant** | Build email campaigns, segment lists, track open and click rates | Mailchimp or HubSpot, copywriting |
| **Digital Marketing Intern** | A mix of all the above, usually a short contract or placement | Willingness to learn across channels |

**Tip:** Read 10 real job descriptions in your destination on LinkedIn or Indeed. The skills that repeat are your learning list.

# Demand in Popular Study Destinations

## UK United Kingdom

**DEMAND**

Marketing vacancies up ~31% in the six months to Feb 2026 (Prospects.ac.uk). “Digital marketing course” is the 2nd most-searched tech course in the UK.

**SKILLS ASKED FOR**

Performance marketing, CRM & lifecycle, content strategy, data & AI-enabled marketing

**TYPICAL SALARY (EXPERIENCED)**

**Executive roles often from ~£29,000; Manager median ~£57,500 (England)**

## CA Canada

**DEMAND**

73% of marketing & creative hiring managers planned to grow headcount in early 2026, the highest of any sector (Robert Half). Outlook varies by province, e.g. “limited” in Ontario (Job Bank).

**SKILLS ASKED FOR**

Marketing automation & CRM (HubSpot, Salesforce), performance marketing, analytics, AI tools

**TYPICAL SALARY (EXPERIENCED)**

**Digital Marketing Manager average ~CAD 84,000**

## AU Australia

**DEMAND**

~3,200+ digital marketing roles on SEEK in 2026; ~103,100 advertising & marketing professionals nationally, growing ~3,000 roles a year.

**SKILLS ASKED FOR**

SEO, paid media, analytics, marketing automation, AI-powered marketing

**TYPICAL SALARY (EXPERIENCED)**

**Digital Marketing Specialist ~AUD 64,000–118,000 (median ~AUD 85,000)**

# Demand: What It Means for You



## IE Ireland

**DEMAND**

Shares the UK's demand trend; strong tech & multinational presence.

**SKILLS ASKED FOR**

SEO, PPC, analytics; DMI Professional Diploma is well recognised

## DE Germany

**DEMAND**

Large market, but most marketing roles need German, as you're writing for a German audience.

**SKILLS ASKED FOR**

Same core skills plus German language

### Demand is real, so is competition

One 2026 Australian analysis reported ~162 applications per digital marketing specialist job. Skills and proof of work stand out, not a degree alone.

### Data skills are wanted most

SEO, paid ads, analytics, CRM and AI tools come up in every country.

### Salaries shown are for experienced roles

Graduate, internship and part-time roles pay less. Use them to see the career path.

### Check local job boards

LinkedIn & Indeed everywhere, plus SEEK (AU), Job Bank (CA) and Prospects (UK).

*Figures are from 2026 industry reports and job-market data, and change often. Check current listings in your destination city.*

# Skills Employers Look For: Technical

### SEO

Keyword research, on-page, Search Console

### Paid advertising

Google & Meta Ads setup, budgeting, reporting

### Social media

Content planning, best practices, engagement

### Content & copy

Clear, persuasive writing for web, ads, email, social

### Analytics

GA4, reading data, turning numbers into decisions

### Email marketing

List building, segmentation, automation basics

### Design basics

Simple, on-brand visuals in Canva

### AI tools

Using AI responsibly to research, draft and analyse

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# Skills Employers Look For: Soft Skills

### Communication

Explaining ideas and results clearly to non-marketers

### Data-driven thinking

Decisions based on numbers, not guesses

### Curiosity & adaptability

Platforms change constantly; keep learning

### Teamwork

Working with designers, developers, sales and clients

### Cultural awareness

Understanding different audiences: a real advantage for international students

WORDS THAT OFTEN APPEAR IN JOB DESCRIPTIONS

campaign management | KPIs | ROI | content calendar | stakeholder communication | A/B testing | CRM | reporting | brand guidelines

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# Free Certifications to Earn Before You Fly

Recognised by employers, easy to add to your CV and LinkedIn, and most are completely free.

### Google Skillshop

- Google Ads Search
- Google Ads Display
- Google Analytics

**Free**

### HubSpot Academy

- Inbound Marketing
- Content Marketing
- SEO
- Email Marketing

**Free**

### Semrush Academy

- SEO Fundamentals
- Keyword Research
- Content Marketing

**Free**

### Meta Blueprint

- Facebook & Instagram advertising courses

**Courses free · exam paid**

MAKE THEM COUNT

- Apply each one in a portfolio project
- Add them to LinkedIn “Licenses & certifications”
- Note expiry dates: some renew yearly

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# 5 Portfolio Projects for Your Visa Wait

1–2 weeks each. Save as a short PDF: **problem → what you did → what you found.**

### P1 Instagram audit

Review a local café, shop or clinic's profile, content, frequency and engagement. Recommend 5 improvements; create 3 sample posts in Canva.

### P2 SEO audit

Check a small business site's titles, metas, headings, speed and mobile-friendliness. Research keywords and suggest a content plan.

### P3 Google Ads plan

Plan a search campaign: goal, keywords, negatives, ad copy, budget and success metrics. No spend needed.

### P4 30-day content calendar

A month of posts for a brand you like: ideas, captions, hashtags, formats and posting times.

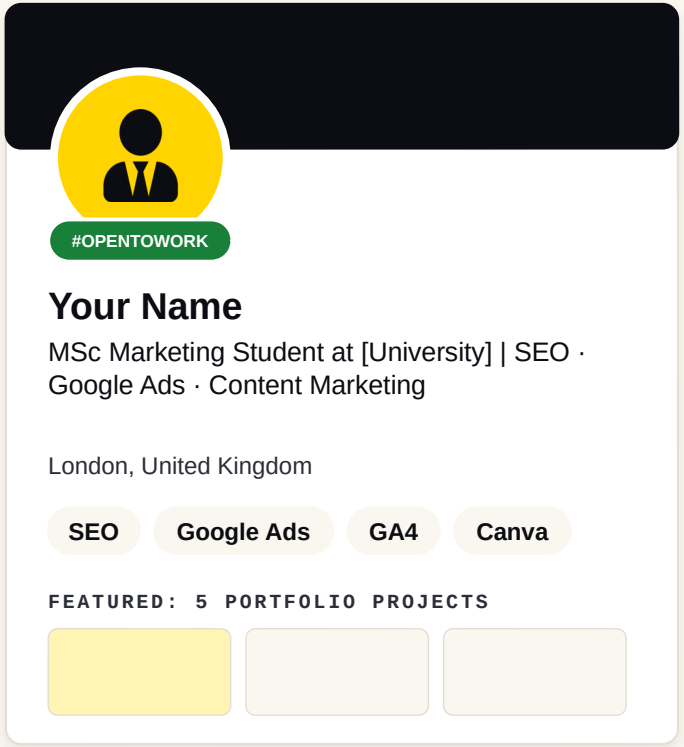
### P5 Analytics report

Use the free GA4 demo account. Find 3 insights and write recommendations as if reporting to a manager.

### Bonus

Help a friend, relative or local business for real, even for free. That becomes your strongest portfolio piece.

# LinkedIn Checklist for International Students




- [ ] **Professional photo** Clear face, plain background, smiling
- [ ] **Headline** More than “Student”: course + key skills
- [ ] **About section** 3–4 short paragraphs: who, studying, skills, roles wanted
- [ ] **Location** Update to your destination city on arrival
- [ ] **Open to work** List the job titles and locations you want
- [ ] **Skills** 10–15 relevant skills
- [ ] **Certifications** Every certificate, with the credential link
- [ ] **Projects / Featured** Upload portfolio PDFs or links
- [ ] **Experience** Internships, freelance, clubs, volunteering: results, not duties
- [ ] **Connect with intent** Alumni, coursemates, marketers in your city
- [ ] **Post regularly** Share what you're learning once a week

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# Your 3-Month Pre-Departure Roadmap

About 8–10 hours a week is enough. Adjust the pace to your visa and departure timeline.

**MONTH 1**
## Foundations

**LEARN**
- Marketing basics: positioning, audience, customer journey
- SEO & content fundamentals

**EARN**
- HubSpot Inbound Marketing
- Semrush SEO Fundamentals

**DO**
- P2: SEO audit

**MONTH 2**
## Channels & Projects

**LEARN**
- Google Ads, Meta Ads, social media
- Canva for marketing creatives

**EARN**
- Google Ads Search

**DO**
- P1: Instagram audit
- P3: Google Ads plan
- P4: Content calendar

**MONTH 3**
## Analytics, Portfolio & Profile

**LEARN**
- Google Analytics 4 & reporting
- Portfolio PDF, LinkedIn checklist, CV update

**EARN**
- Google Analytics

**DO**
- P5: Analytics report

**By the time you fly:** 4–5 certifications, 5 portfolio projects, a strong LinkedIn profile, and confidence to talk about real marketing work.

WANT TO DO ALL THIS WITH LIVE GUIDANCE?

## This kit gives you the roadmap. Marketing Logics helps you walk it, with structure, real projects and a mentor who reviews your work.

- 100 hours of live classes
- Real client projects for your portfolio
- 1:1 mentoring in small batches
- Finish during your visa & admission wait

## Don't just pack your bags. Pack a skill.

Book a free demo class on WhatsApp

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