A marketing manager is in charge of overseeing the marketing or advertising activities for a company, brand or product. A marketing manager may create social media posts, newsletters, advertisements, plan events, and create commercials. They also analyze data related to sales and advertisements to adjust their approaches. Marketing managers also create budgets for marketing campaigns and creating advertisements.

**LEARN ABOUT A MARKETING COORDINATOR**

Megan Secor is a marketing coordinator at Soldier Creek Winery. For most of the year Megan spends her days creating radio ads, newsletters and social media posts. During the summer months she assists in planning larger events that the winery hosts.