

# SOFTWARE ENGINEERING TO MARKETING

Search engine optimization  
Content writing  
SQL coding  
Java coding  
Software design  
Blogging  
UML  
Knowledge of IDE's  
Knowledge in social media and the usage of social media



## STRENGTHS



## WEAKNESSES

Lack of Adwords knowledge  
Zero knowledge of conversion optimization  
Lack of knowledge in project specific languages  
Unfamiliar with project specific tools  
Lack of qualifications in online marketing / marketing  
Lack of interest in learning new software technologies

Business getting more aware of SEO, Adwords, social media  
Future opportunities with emergence of online marketing  
Emergence of online marketing specific job roles  
Increase in number of start-ups looking for online marketing personnel



## OPPORTUNITIES



## THREATS

High number of software engineering jobs making the industry competitive  
Lack of future growth opportunities as a software engineer