

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 personal



OPPORTUNITIES



THREATS

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