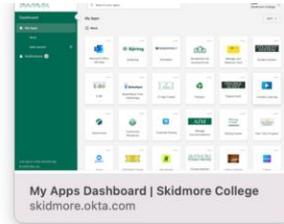


LinkedIn Learning at Skidmore College

A Student Guide to AI-Powered Learning Plans and Career Path Exploration

Step-by-Step Walkthrough

Step 1: Log in through Skidmore Okta



Welcome back

Let's better understand your goals so we can create a plan to help you get there.

[Get started](#)

[Skip for now](#)

Step 2: Click Get Started

 Learning

Connect your LinkedIn profile to personalize your plan

We'll reference your experience to personalize your plan.

 [Connect LinkedIn profile](#)

[Add experience manually](#)

Step 3: Connect LinkedIn profile or add experience manually

 LEARNING

LinkedIn

LinkedIn Learning is connected to your LinkedIn profile, enter your LinkedIn password

Email or Phone

Use your LinkedIn password [Show](#)

[Continue](#)

[Forgot password?](#)

New to LinkedIn? [Join now](#)

Step 4: Set your goal (I want to...)

Learning

We'll help you advance your **Digital Marketing and Advertising Including Social Media** career. Which goal would you like to focus on first?

I want to...

+ Focus on top Digital Marketing and Advertising Including Social Media skills

+ Improve written and verbal communication

+ Leverage Generative AI in my role

+ Develop skills to manage teams

+ Select skills

Interested in a different goal?

+ Explore a different career

If Digital Marketing and Advertising Including Social Media isn't your current role, [edit your LinkedIn profile](#).

Step 5: Preview your AI-generated plan

Learning Career Hub

- Home
- My Career
- Career Paths
- My Career Plan
- Library
- My Content
- Browse
- AI Coaching
- Practice
- AI Role Play
- Hands-On Tech
- Certifications

My Career Plan

Role
Digital Marketing and Advertising Including Social Media at Sedgmore College

Goal
Grow and advance as a **Summer Manager**

Leveraging Technology for Hospitality Outreach

My Learning Plan · Show details

Start learning

Digital Outreach Strategies

Explore effective social media and email marketing strategies to enhance customer engagement and outreach.

▶ Course
Building and Engaging with Your Online Following for Creators
25m

○ Course
Email Marketing: Strategy and Optimization
15m

○ Course
SOCIAL MEDIA
Social Media Marketing Trends
43m

+ Add courses

CRM and Communication Excellence

Data-Driven Customer Service

+ Add a module

Enhance your expertise by adding another module related to your Learning Plan.

Is this plan helpful?

Step 6: Start learning from your Career Plan dashboard

Learning Career Hub

Career Paths

Role recommendations are based on LinkedIn's economic graph data for members with the title of your career goal. Click on a role to see how your skills match or update your career goal to view different career paths.

Explore your next role at Skidmore College
Based on transitions within Skidmore College and your industry. [Learn more](#)

Marketing Manager
Marketing

Digital Marketing Executive
Marketing

Marketing Specialist
Marketing

Account Manager
Sales

Project Manager
Program and Project Management

Browse our collection of Role Guides

| | | | |
|----------------------------|--------------------------|---------------------------------|------------------------------|
| Marketing Manager | Operations Manager | Program Manager | Product Manager |
| Project Manager | Financial Analyst | Sales Manager | Business Development Manager |
| Accountant | Salesperson | Recruiter | Marketing Specialist |
| Human Resources Specialist | Supply Chain Specialist | Social Media Manager | People Manager |
| Human Resources Manager | Customer Service Manager | Customer Service Representative | Business Analyst |

Marketing Manager

4% of Skidmore College employees in Digital Marketing Specialist roles made this transition

7 skills you might have
Sales, Marketing Strategy, Digital Marketing, Social Media Marketing, Search Engine Optimization (SEO), Email Marketing, and Google Analytics

3 skills to develop
Customer Experience, Team Management, Customer Relationship Management (CRM)

Create my learning plan

Step 7: Explore Career Paths and skill gaps

in Search

Home My Network Jobs Messaging Notif

Luke Kretschman (He/Him)
Ecology, Environmental Science, and Studio Art Student at Skidmore College. Independent Researcher in the CCREDL lab workin...

Experience

Summer Manager
Laingdon hotel · Seasonal
Jun 2019 - Present · 6 yrs 9 mos

Responsible for Front Desk, Reservations, Staffing, Ordering Supplies, Digital Marketing and Advertising Including Social Media

Skills: Social Media Advertising · Supply Management · Staffing · Receptionist Duties · Aerial Photography

Digital Marketing and Advertising Including Social Media
Plexi-Craft
Feb 2021 - Present · 5 yrs 1 mo

Responsible for Digital Marketing and Advertising Including Social Media

Skills: Social Media Advertising · Adobe Lightroom · Adobe Photoshop

Dining Services
Skidmore College · Part-time
Sep 2023 - May 2024 · 9 mos

Step 8: Optional: Practice with AI Role Play

Practice everyday work conversations with AI-powered role play

We'll use AI to get you started. You can edit the details in the next step.

I want to practice pitching an idea to my boss...

Create role play

Suggestions

Pitch a project to an executive

Give feedback on a presentation

Negotiate my salary

Practice saying no to unrealistic expectations

Handle a challenging customer

Cold call a busy decision maker