



PRODUCT → SOLUTION  
PRICE → VALUE  
PLACE → ACCESS  
PROMOTION → INFORMATION



# Marketing Specialist

A Marketing Specialist ensures that the appropriate communication message and medium is delivered to meet sales targets. They oversee the promotion of a company's or client's products or services, including the marketing of existing or new products or services.



Inspiring Minds to Grow


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# career profile

Name: Victor Sarreal  
Job Title: Marketing  
Specialist

Employer: Elanco


Education: BS in Agricultural Education, with focus in  
Agriculture Communications, Iowa State University: Ames

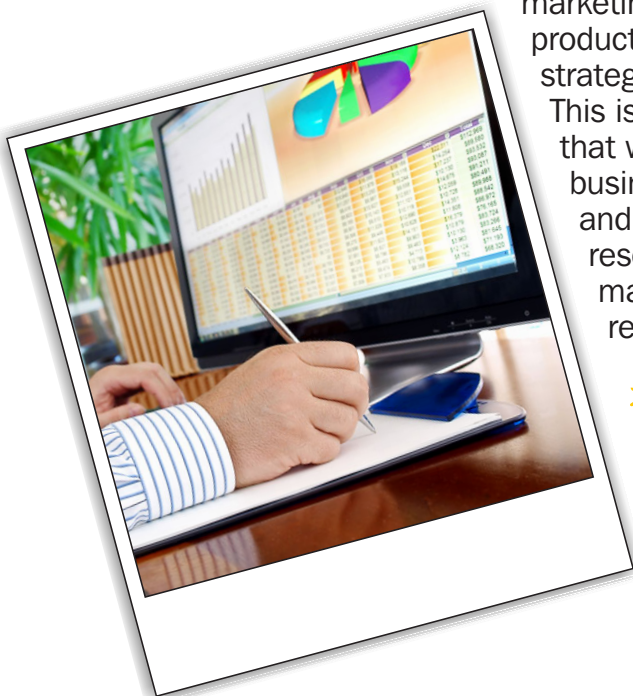
 My current career position is in the field of agricultural marketing. I have a love for agriculture and a drive to help producers and the agricultural industry to be better. My roots are strong in agriculture because of my experience of growing up on a family farm. During college, I knew I wanted to pursue a career in agriculture, but I didn't know what agricultural marketing even looked like.

 I started as a sales representative with Elanco. This was an entry-level position, which gave me the opportunity to learn more about the products and divisions of the company. After a few years, I accepted a marketing associate's role. I was responsible for one brand in one market. My role has now evolved into a marketing director, where I am responsible for multiple brands in all markets. My current responsibilities require me

to set a marketing strategy for product portfolio five-year strategic- and two-year execution-plans.

This is done using a universal basic marketing discipline that would be used in any marketing role in any business. Another responsibility that I have is to outline and value customer needs in order to collaborate with research and development. I also execute strategy in markets around the world. Some of my primary responsibilities require international travel.

 I love the diversity in my role. I get to work with some of the largest protein producers in different parts of the world. I get to work with research and development groups to solve real problems that are issues for producers. I am involved in the creation and evolution of new brands that ensure safer and more wholesome food for the world.



# Marketing Specialist

## overview



A **marketing specialist** creates sound communication messages from the company and presents them to targeted clients for the purpose of promoting products or services.

## suggested high school courses



[Introduction to the Ag Industry](#), Ag Communications and Leadership, Ag Sales and Marketing, Ag Business Management, Plant Science, Animal Science, Mathematics, and Economics

## experience needed



Seek an internship while in school and/or job shadowing to gain practical experience. Participate in agriculture sales career development events. Plan and implement a related Supervised Agricultural Experience (SAE) Program.

## degree(s) required



A bachelor's degree with emphasis in agricultural communications or agricultural marketing and management is required.

## potential employers



Bayer, Cargill, Elanco, Growmark, Monsanto

## salary range



\$45,800 to 55,215

## employment outlook and trends



The future outlook for marketing specialists is predicted to be **good**, due to evolving products and markets.

## professional organizations



The National Agri-Marketing Association [www.nama.org/index.html](http://www.nama.org/index.html)  
American Agricultural Editors' Association [www.ageditors.com/](http://www.ageditors.com/)



## Want to Learn More?

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