

MOST IN-DEMAND DIGITAL SKILLS



1

Cybersecurity

Although computer security is a **complex field**, we should at least have a **basic knowledge**.



2

Customer service

Companies value proficiency with third-party service tools, such as **CRMs** or **social media**



3

Marketing

Knowing how to sell and **manage the contents of a blog** is another of the most valued digital skills..

4

Social media



It is not enough to upload photos and post. We need to learn how to build a **strategy on Twitter, Facebook**, etc.



5

Digital image and video editing

Editing and delivering valuable content through **infographics** or **tutorials** will always be highly valued.

6

Cloud technology and e-commerce

Using **cloud-based tools** with ease or knowing something about **e-commerce** is already essential in many companies.



7

Specific software

Handling **data analysis** or business management programs will be a great help in finding you a job.



8

Web positioning

Understanding **how a search engine works** so that our contents fit in amongst the top results.

