

From Social Media Coordinator to Digital Marketing Strategist



Local agency enhances digital knowledge as clients shift to online marketing

Executive Summary

Roger Christian & Company hired Amantha in July 2016 as their Social Media Coordinator. After experiencing an inherent business shift towards digital, RCCO needed to enhance and strengthen their digital marketing specialty for clients. They turned to DCI to find and train talent with digital skills and the ability to apply it to clients.

About Roger Christian & Company

RCCO is a local marketing agency headquartered in San Antonio, TX with a diverse client base and portfolio. They specialize in social media, print media, and overall marketing strategy.

Challenges

- Lack of clear processes for regular client reporting
- Transitioning from traditional to digital work
- Learning to navigate digital clients and a social media coordinator

"I'm blown away that this apprenticeship program exists in San Antonio, continued learning is huge for reaching your career goals."

- Clara Guerrero, Senior Account Supervisor

The Apprentice Solution

Founded in 1980, Roger Christian & Co. was originally a traditional marketing agency. With the spotlight shifting towards digital, RCCO needed to pivot. By hiring an apprentice, the agency gained an employee, Amantha, who is dedicated to continuous growth as a digital marketer and has a strong desire to incorporate her new skills to the agency. In her first year, Amantha provided value above and beyond her job description. She began as a Social Media Coordinator, but as she dove deeper into the curriculum, she gained valuable digital skills such as PPC, data visualizations, and marketing automation. Amantha grew from only doing work in social media for clients to using Google Analytics, reporting, and creating processes for the entire agency to use. She even applied her user experience design skills by creating a user journey map for a client. They liked it so much that Amantha and Clara went to a conference to present the work.

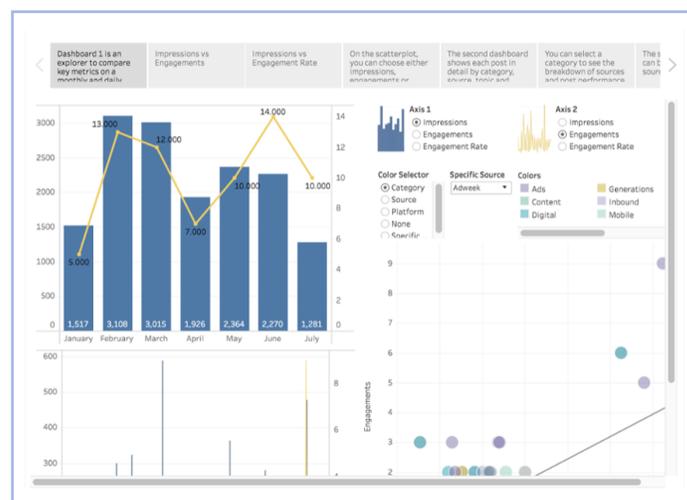
Results and Future Plans

Amantha has expanded her role and focuses on analytics and reporting, in addition to social media. RCCO has improved reporting for their client websites and implemented a structured process for reporting on their own company as well. As the agency expands and they look to hire more marketing talent, they're going to DCI for another apprentice. Amantha continues to learn and grow even at RCCO even after the 12 month apprenticeship concluded.

Amantha's Key Accomplishments

- Increased following on clients' social media pages by 154%
- Implemented Google Analytics reporting strategy
- Developed social media ad strategies
- Created social media and website reporting templates for client reviews
- Earned Tableau Desktop 10 certification

View Amantha's [portfolio](#) and the work she completed in her first year at RCCO.



"There are many technical skills I learned through DCI such as PPC, marketing automation, and email marketing. I've been able to apply these new skills into my work and client pitches."

– Amantha Hons, Social Media Specialist