CAREER ADVICE #328 | Martyna Sleczka

Belfort, France | Digital Marketing

31 March 2021

LinkedIn Premium Group

\*\*\*\*\*\* MESSAGE TO PREMIUM GROUP \*\*\*\*\*\*

**Hi everyone! I am looking at this point at a career change. I've been working in sales, project management, etc. for years now, but then I was exposed to digital marketing. I had to supervise as one of the company's managers our digital marketer. That's when I realized that I loved his job. I am especially fascinated by B2C social media marketing, but the real one, with creating buyer personas, branding, creating a brand voice, google analytics, etc. At this point, I am studying at Kellogg School of Management - which is the best marketing school in the world - to get a business certificate in digital marketing.**

**I've started looking at jobs, applying but no luck so far. I think that with all my experience trainee is too low and for the manager's position, I am not experienced enough yet.**

**Do you have any idea how to start? Do you have any useful tips?**

**I'd greatly appreciate your insight.**

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Hi Martyna,

A few ideas to consider:

Digital marketing innovation

Venture capital in France

AngelList

Gary Vaynerchuk

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**Digital marketing innovation. You may want to consider subscribing to various tech news feeds such StrictlyVC newsletter (Connie Loizos), Crunchbase News, Techcrunch, VentureBeat, UKTN and FinSME’s Inc. Digital marketing is just one of many tech verticals that make in into these publications. You may want to find similar publications targeted to the French market.**

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**Venture Capital in France**

During my 2018 investor relations work with Digipharm (Switzerland), UnCloak (UK) and Curaizon (UK), I came across many Venture capital companies in France. The following is a sample. It is not meant to be a complete list. Google or other search may reveal additional entities:

Aglaé Ventures | http://aglaeventures.com/

Akka Venture | http://www.akkaventure.com/

Andera Partners | https://www.anderapartners.com/en/

Angelsquare | https://home.angelsquare.co/

Aster Capital | https://www.aster.com/

Axeleo | http://www.axeleo.com/

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Please see response 2 of 4 | Venture Capital (continued)

POST 2

Hi Martyna

This is response 2 of 4

Venture Capital in France (continued)

BEX Capital | https://www.bexcapital.com/#home

Blackfin Capital Partners | https://www.blackfincp.com/

blisce | http://blisce.com/

CapHorn Invest | https://www.caphorn.vc/

Elaia Partners | https://www.elaia.com/

Founders Future | https://foundersfuture.com/

Idinvest Partners | https://www.idinvest.com/en

Invus | https://www.invus.com

Jolt Capital | https://jolt-capital.com/

Karot Capital | http://karot.capital

Merieux Equity Partners | https://www.merieux-partners.com

Palico | https://www.palico.com/

Partech | https://partechpartners.com/

Roux Capital | http://www.rouxcapital.com/

Sectoral Asset Management | https://www.sectoral.com/

Supernova Invest | https://supernovainvest.com/en/

Ventech | https://www.ventechvc.com/

XAnge VC | https://www.xange.fr/

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**Most venture capital companies list portfolio companies on their websites. In my view this provides at least two possible work opportunities for digital marketing professionals seeking employment:**

**One with a VC portfolio company to provide them with digital marketing support**

**One as digital marketing support over the VC platform.**

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**Please see response 3 of 4**

POST 3

Hi Martyna

This is response 3 of 4

Venture Capital in France (continued)

**As VC’s expand, the need increases for them to hire various support functions to “work across the portfolio”. This is a growing trend that Stephanie Manning Cohen from Lerer Hippeau describes in this Forbes article:** [**http://bit.ly/2vNF9X6**](%22)

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**1) VC’s. Consider learning the names of managing partners, investment associates & research analysts. Follow VC on LinkedIn & Twitter. Subscribe to VC newsletter. Read & save links to news articles, especially on funding.**

**2) VC portfolio companies. VC firms typically have “Portfolio” links on their websites. Consider making lists of companies you want to know more about. Consider reaching out to such portfolio companies. You could end up wearing multiple hats (sales, marketing, digital marketing, social media) if you find a company in the early stages.**

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**Angel List in France**

**Link to website | https://angel.co**

**This site is primarily used by tech startups to list tech & non-tech roles. A quick search on the site revealed:**

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**21,100+ startups globally list open roles on the site**

**750 startups in France list open roles on the site (NON-Remote)**

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**Please see response 4 of 4**

POST 4

Hi Martyna

This is response 4 of 4

Angel List (continued)

**NOTE 1: This global total includes remote and non-remote roles and is down from the pre-Covid19 period in which 30,000+ startups had listed open roles.**

**NOTE 2: Consider spending time on the site. Startups may not always use traditional recruiting sites to find staff. When they scale, they tend to need experienced staff. You could end up wearing multiple hats (sales, marketing, digital marketing, social media) if you find a company in the early stages.**

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**GARY VAYNERCHUK. I have been listening to Gary Vee podcasts since March 2018. Gary repeatedly speaks about branding and awareness, social media, entrepreneurship, hustle, patience, persistence and a whole host of advice during his key note presentations, podcasts and Inside 4D’s workshops with startups and other founders.**

**You may want to consider starting with his book, Crushing It. Here is the link to the audiobook version on Audible: https://adbl.co/2YfafaS**

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Have fun researching!