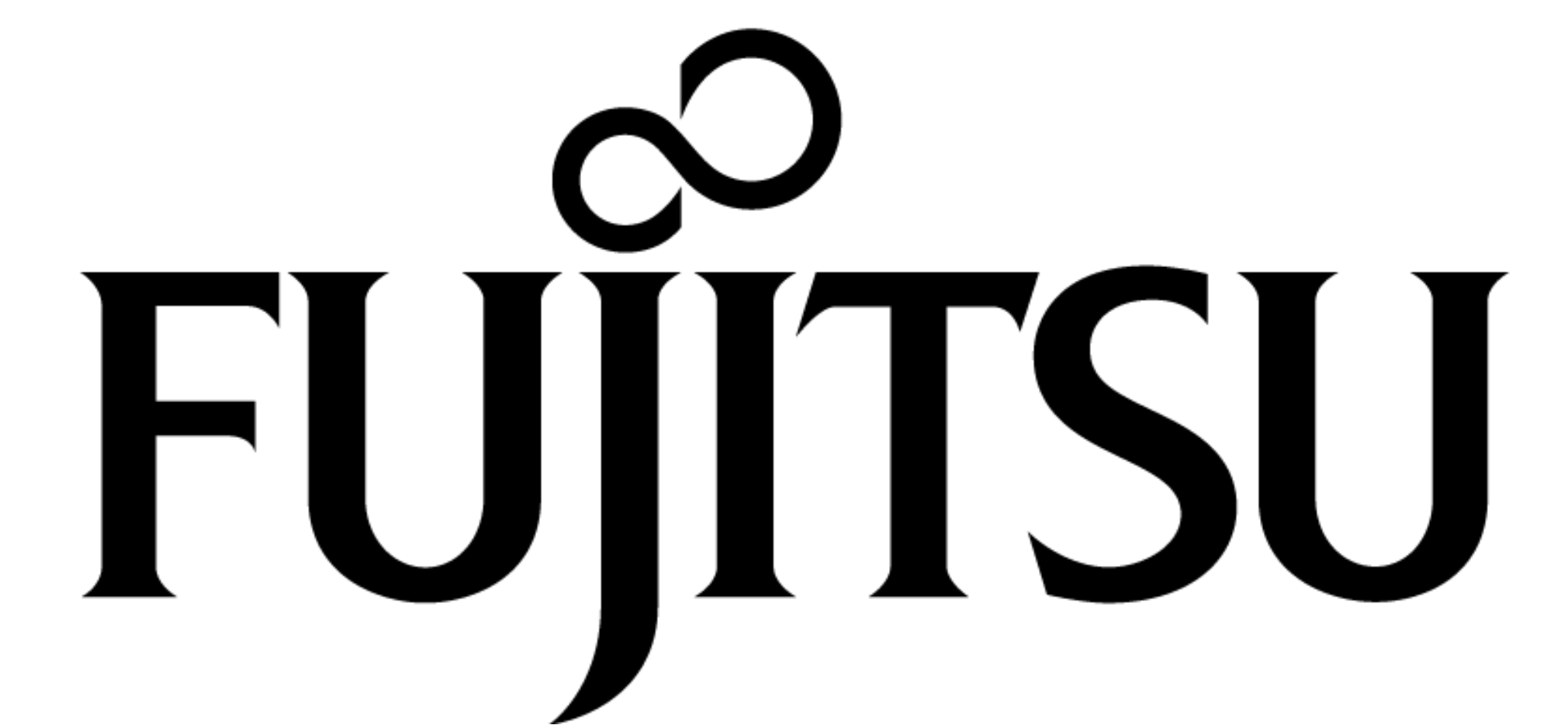


Applied Anthropology in Digital Marketing Analytics



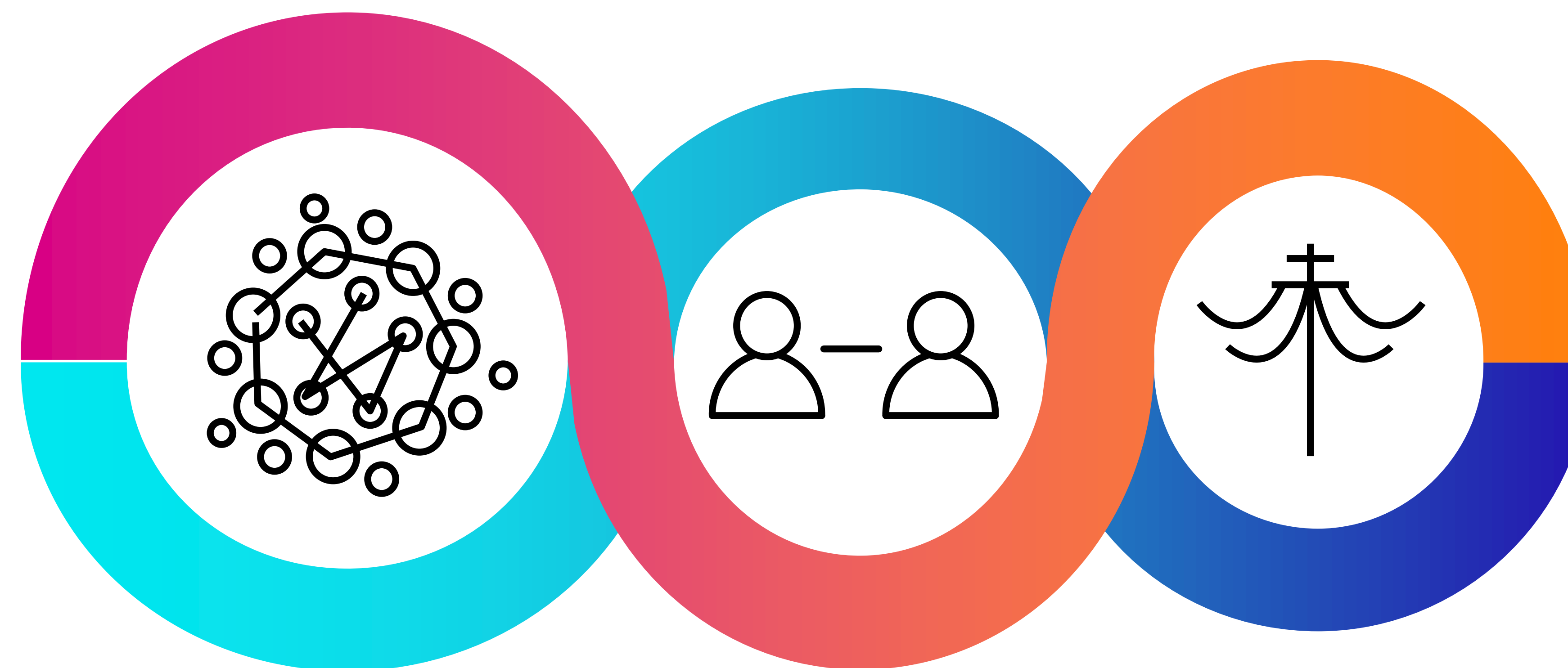
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Why this Industry?

Both the telecom industry and field of digital marketing face all new challenges and demands in an increasing globalized, digital landscape and want problem-solving people on their team to drive innovation & strong customer relationships

Why do Tech Companies Need Anthropologists?

- ❖ We help keep human relationships and ethics at the forefront of the business mindset!
- ❖ Companies like Fujitsu want to provide complete “solutions” to their customers → Applied anthropologists are trained to analyze complex systems to better match the needs of the people involved in them
- ❖ Globalization of business requires more cross-cultural competency



Marketable Skills from Anthropology:

- ✓ Active listening and communication skills
- ✓ Qualitative research
- ✓ Survey and interviewing skills
- ✓ Statistical analysis—*informing w/o misleading*
- ✓ Understanding of cultural context and nuance
- ✓ An open mind to new ideas and perspectives!

What Do I Do at Work?

➤ Gather and analyze data from all marketing tools & activities into effective dashboards and internal presentations

➤ Use data analysis to make recommendations to Marketing team decisions and approach for future activities and collateral
➤ Influence up the executive chain

➤ Collaborate with Sales, Marketing, and IT orgs to build effective internal operations
➤ Lead projects for refining our capabilities for data-driven decision making