

Work, Artificial Intelligence, and Marketing: What Skills Will We Need in 2025

Data: 2025-09-30 21:08:01

Autor: Inteligência Against Invaders

[Redazione RHC](#):30 September 2025 23:07

In recent years, the **marketing** industry has undergone a **radical transformation**: today, one in two positions requires artificial intelligence skills. According to representatives from the agency *Digital Duke*, **the ability to use AI tools is no longer a plus, but an essential requirement** for those working in content creation, short videos, and promotional copy.

Veronika Klimova, owner of the digital talent management agency Marketlead.me, explains: “*Over the past twelve months, we’ve screened hundreds of marketing candidates and have seen a direct impact of artificial intelligence on entry-level positions. Approximately 20% of ads for junior copywriters and content managers have disappeared from job boards, as many copywriting roles are now handled by GPT.*“

And he continues, “*Today, half of job postings require advanced AI skills. Competition for each position has doubled: from eight candidates for each position before, there are now 17. By 2025, we expect both digital agencies and in-house teams to reduce the number of hires, relying instead on automated services for creating websites, advertising campaigns, and copy.*”

Denis Neglyad, founder of Digital Duke, **emphasizes the rapidity with which technology is evolving**: “*Many innovations that we consider established today—such as content factories, websites generated in minutes, and virtual avatars—appeared only in the past year.*”

The gap between **professionals who master AI and those who don't** continues to grow. Across all *30 top marketing roles*, *AI can improve performance and increase competitive opportunities*. Currently, **only about 10% of specialists possess advanced AI skills; the rest are limited to using chatbots like ChatGPT**, competing without making significant progress.

At the same time, **the value of the data needed to train intelligent agents is growing**: those who can integrate it across multiple companies *will be able to develop increasingly sophisticated proprietary tools*. By 2026, the ideal marketer will be similar to a product manager, capable of managing multiple AI agents and crafting a brand narrative.

Experts identify some key figures for the future of marketing:

- **Marketing Manager** : management and orchestration of AI agents, operating with no-code tools;
- **SMM and Content Creator** : automated content creation and trend monitoring;
- **Traffic Manager** : Massive generation and testing of creatives, with data analysis through

dedicated dashboards.

At the same time, the demand for **engineers specialized in artificial intelligence** will increase, capable of assembling agents that replicate the functions of specific employees, making the role increasingly strategic in modern marketing.

Redazione

The editorial team of Red Hot Cyber consists of a group of individuals and anonymous sources who actively collaborate to provide early information and news on cybersecurity and computing in general.

[**Lista degli articoli**](#)