

## NEW DIGITAL PROFESSIONS AND PERSPECTIVES



Innovation and transformation: two key terms to understand the era in which we live. There have always been revolutions in history, human being is naturally inclined to overcome himself: is constantly changing and also the way he relates to the environment changes. We live in a time in which this change is strong and can be strongly perceived: technology, the digital world and artificial intelligence are changing many of the mechanisms that were familiar to us.

The world of work and companies has not remained untouched by change: especially after the pandemic, the concept of work has changed deeply. However, this has left the opportunity of developing new professions that did not even exist until a few years ago. This is the reason why I find digitization and the world of new digital professions a great opportunity for today's young people that are now approaching to the world of work.

Personally: I've been writing since I was a child and have always been passionate about the world of creative content. For me the panorama of new digital professions (in my case applied to digital marketing) represented a great opportunity to growth, keep on training and for my professional development and aspirations.

In these past years I learned a lot, quickly and still I have to learn more, study and grow. The fascinating part of this world and of these new professions is that there is always a way, for a curious person like me, to understand something new. If you have passion, you never get bored. I have interfaced with very competent people with more experience in the field than me, as well as with young, very creative and talented people, full of ideas, who always offer me a different point of view on things.

For this reason, despite the fact that there is always talk of crisis, I would like to offer those who are now entering the world of work also a positive perspective on these new opportunities.

It is true, it takes a lot of passion and courage, there are difficult moments, but despite everything we live in an extremely interesting time and in the throes of innovation.

Good luck!