

communications collaborative
RESOURCE GUIDE
marketing and creative professional development



online training & courses

Alison

One of the world's largest free learning platforms for education and skills training

Codecademy

Self-paced, hands-on code training

CreativeLive

Subscribe for access to 2,000 classes including graphic design, Adobe

Coursera

University and company-led courses, certificates, and degrees

Digital Marketing Institute

American Marketing Association & Digital Marketing Institute certifications

Domestika

Marketing, business, and creative courses

Google Digital Garage

Digital marketing, career development and data/tech courses

LinkedIn Learning

Formerly Lynda.com, courses in digital, business and more

Skillshare

Training in design, creative, marketing, writing and more

resources by discipline



SEO

- Search Engine Land
- The Keyword
- The Moz Blog



Writing

- Daily Page
- Grammarly
- Hemingway Editor
- Power Thesaurus



Design

- UX Blog
- UX Planet
- Inside Design
- Facebook Design

industry professional associations

Ad Club of Boston

The trade association for the New England marketing & communications industry

American Marketing Association of Boston

The Boston chapter of the AMA, one of the largest marketing associations in the world

Boston Interactive Media Association

Brings together New England's top digital media professionals

Greater Boston Chamber of Commerce

A non-profit organization that is the voice and advocate of the region's business community

In-House Agency Forum

The leading professional association for in-house agencies

Massachusetts Innovation & Technology Exchange

Uniting a dynamic community of professionals who drive how technology shapes the future