



HOT JOBS!

WHETHER YOU'RE JUST STARTING YOUR CAREER OR LOOKING FOR A CHANGE, KEEP THESE BOOMING, RECESSION-PROOF PROFESSIONS IN MIND. BY CELIA SHATZMAN

THE GIG: SOCIAL MEDIA MANAGER

SALARY RANGE:
\$45,126–\$70,247

WHY IT'S HOT: These days it's hard to imagine life without Facebook, Twitter, Instagram, YouTube, Tumblr, LinkedIn, Google+, Pinterest, Foursquare and other social platforms. Brands are looking for savvy social media experts to enhance their online presence and reputation. Though a college degree in marketing, communications or public relations is usually expected, you can fast-track your education by taking online social media certificate courses, offered by websites like the Online Marketing Institute, Mediabistro and Market Motive.

MEET: Karla Hernández, 28, director of social engagement at Green Dream Social in Los Angeles.

A love of music led Mexican American Hernández to Green Dream Social, a social media agency that helps musicians interact directly with consumers. She broke into the industry by managing social media for her college radio station, which helped her land a job after graduation. "I love working with a talented artist who has a genuine interest in connecting with his fans," says Hernández, who starts her day by checking all of Green Dream's and its artists' social media accounts for new comments or questions. Then she reads through the messages that are scheduled to be published for that day, creates content calendars for upcoming weeks, coordinates upcoming social media promotions to increase engagement with fans, updates clients' websites and writes the monthly fan newsletter.

THE GIG: CONSTRUCTION MANAGER

SALARY RANGE:
\$71,831–\$121,967

WHY IT'S HOT: The construction industry is projected to grow 16 percent by 2022, according to the Bureau of Labor Statistics. Since Latinos make up a large portion of the trade, managers who can communicate in Spanish are in even higher demand. There aren't a lot of women in the field, but that's starting to change as more of

us study construction management, architecture and engineering, and attend trade schools to become electricians, plumbers and carpenters. Though a bachelor's degree isn't required—you can qualify to become a manager after working several years in a trade—it boosts your prospects.

MEET: Tina Cordova, 54, president of Queston Construction in Albuquerque, N.M.

As a construction manager, New Mexico native Cordova oversees

administrative tasks, such as bookkeeping, taxes, human resources, customer relations, sales and scheduling. Though she didn't study construction in college, she worked in the field and shadowed two contractors until she earned her license. "Our company has helped to build some amazing facilities in New Mexico," she says. "I can drive in any direction from my office and travel a few miles and see major structures that we've helped to build. I'm proud of our work."

THE GIG:
**ADVERTISING
DIRECTOR**

SALARY RANGE:
\$55,391–\$118,120

WHY IT'S HOT: In the marketing world, all eyes are on Latino consumers, thanks to our rapidly growing buying power. As advertisers increasingly try to reach our market, Latino employees—especially bilingual ones—are sought for a variety of positions at these firms. According to the Bureau of Labor Statistics, employment of advertising, promotions and marketing managers will grow by 12 percent from 2012 to 2022. A relevant bachelor's degree is required for most management positions in these fields.

MEET: Norma Orcí, 69, cofounder and founding creative director of Orcí in Los Angeles.

After working at a Mexican advertising agency for 28 years—where she started as a trainee copywriter and worked her way up to creative director—in 1986 Orcí founded her own agency specializing in the Hispanic market in the U.S. She now spends her days in meetings, reviewing and evaluating documents and presentations and doing strategic planning for her agency and their clients' brands. "Helping clients to understand and value Latinos is very gratifying," Orcí says. "Every day I bring my whole self to work—every part of me. And that is really fulfilling."



THE GIG:
PERSONAL TRAINER

SALARY RANGE:
\$34,000–\$60,000

WHY IT'S HOT: From celeb-studded spinning studios to sold-out boot camp classes, fitness is having a moment. This is one trend that is good for everyone—even businesses and insurance companies are offering incentives for employees and customers to join a gym and get in shape. The soaring popularity means that fitness instructors and personal trainers are more needed than ever.

Employment is expected to grow 13 percent from 2012 to 2022, according to the Bureau of Labor Statistics. Training and education requirements vary according to specialties, though certification is usually necessary. For example, becoming a Zumba instructor typically costs \$250 and takes one day to earn a certificate valid for an entire year.

MEET: Katherine Higueta, 24, personal trainer at Crunch gym in New York.

A lifelong fitness fiend who grew up doing gymnastics, ballet and tap,

colombiana Higueta turned her passion into a career after getting certified in personal training. A typical day starts early, between 3 and 5 a.m. "My schedule is based on appointments, so I usually train my clients from 6 a.m. to noon," she explains. Working as a trainer has taught Higueta how to build strong relationships and motivate others to achieve their goals. "I love that I'm not stuck behind a desk and I get to work with so many different types of people," Higueta says. "No day is ever the same and changing it up always keeps things interesting and exciting."