

Job Summary: The Digital Marketing Specialist is responsible for developing and driving digital marketing campaigns that drive media traffic to the company websites and online advertising.

Responsibility

- Evaluate the end-to-end customer experience to identify and execute campaigns that drive customer acquisition, maximize revenue, and improve retention
- Work with business and communication teams to plan and implement omnichannel digital marketing plans across web, SEO, SEM, display/retargeting, and paid social media advertising
- Leverage marketing automation platform to execute lead nurturing programs
- Plan, manage, and support email/CRM marketing campaigns that grow retention and drive up-sell/cross-sell opportunities
- Lead digital marketing initiatives that drive eCommerce revenue including promotional calendar, email campaigns, and digital advertising
- Conduct ongoing content, keyword, and URL audits to improve user and search engine relevancy of key pages
- Work with technology team to deep-dive into web, campaign and traffic data - report on weekly performance updates, project hindsight, and discover areas of opportunities to develop into future plans
- Develop an in-depth understanding of emerging B2B advertising and direct marketing opportunities and provide POV to the business teams
- Manage project initiatives from conception to completion, including budget management, deadline management and implementation

Qualifications

- Bachelors degree in related field, or equivalent work experience, preferred.
- Preferred experience with marketing automation tools such as pipedrive, google adwords, Mail chimp etc
- B2B and/or eCommerce marketing experience a plus.
- Working knowledge of organic search best practices
- Analytically driven, including working knowledge of analytic tools such as Google analytics
- Strong project management and interpersonal coordination skills
- Highly motivated with ability to thrive in a fluid and demanding environment
- Strong critical thinking and creative problem solving ability
- Ability to adapt to change
- Valid auto insurance and driver's license