



WISE[™]
Advise + Assist Team

Digital Marketing Strategist

Summary

WISE Advise + Assist Team is looking for a skilled Digital Marketing Strategist. As a Digital Marketing Strategist, you will collaborate with marketing and tech team members to strategize and optimize clients' approaches.

Responsibilities

Main duties will include, but not limited to:

- Plan digital marketing campaigns, including web, SEO/SEM, email, social media, and display advertising
- Create engaging and effective solutions that seamlessly guide customers from research to the shopping cart
- Design, build and maintain multiple client's social media presence
- Analyze usability, conversion rate, and SEO reports to identify new opportunities to reach potential customers
- Identify trends and insights, and optimize spend and performance based on the insights
- Work closely with developers throughout the implementation process
- Understand Leadpages/Clickfunnels as well as email marketing
- Maintain professional and friendly communications
- Conduct research and analyze the competition
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Utilize a strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points

About the Job

The WISE Team is made up of an all virtual workforce. With the challenges of working virtually, in a fast paced environment, we are made up of strong and unique individuals who create our team first company culture.

A successful WISE Team Member enjoys continually learning new things and is constantly improving themselves. They are a strong communicator who is able to communicate complex ideas, listen well, and maintain excellent customer service. They are organized and detail oriented. They have the ability to accept feedback and make adjustments based off of that feedback. They take pride in their work and maintain a high level of quality control. They have exceptional time management and are great at multitasking. They also enjoy new challenges and changes to their work environment.

Most importantly a successful WISE Team Member is authentic, versatile, a self-starter, and a team player.

We look forward to meeting you!

Minimum Qualifications



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- Bachelor's Degree in Marketing or related field
- Have a strong understanding of the latest CMS tools, concepts, and technologies
- Ability to design, present, and implement effective SEO/SEM management solutions that optimize conversion rates
- Have a passion for metrics, analytics, A/B testing, and segmentation
- Ability to put yourself in the customer's shoes and come up with ideas that are relevant and enticing
- General knowledge and experience across the entire marketing spectrum
- Have a highly creative mind with impeccable taste
- Analytical with experience building advanced formulas in Excel
- Skilled with cloud applications, office technology, and CMS platforms
- Proficient in multitasking
- Have a knack for data
- Understand how to translate data and how to strategize new approaches to improve KPIs
- Be an effective communicator
- Be a team player

Preferred Qualifications

- Proven experience in Digital Marketing
- Adwords Certified
- Digital Marketing Certification
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Solid Knowledge of social schedulers(Hootsuite, Buffer, Planoly, Meet Edgar, Loomly, Later etc.)
- Up-to-date with the latest trends and best practices in online marketing and measurement

Computer Requirements

- For the home wireless system:
 - Strong Internet Connection
 - Have a firewall to protect wireless internet.
 - Not allow others to use their wireless internet.
 - Use strong passwords for the wireless system and firewall (not the factory installed).
- Computer:
 - Have 2-factor authentication for computer and critical software.
 - Encryption for hard drive
 - Good security software (McAfee, Norton, MalwareBytes, etc)
- If traveling or working outside the house:
 - Do not use unsecured public Wi-Fi
 - Tethering or VPN to protect internet usage
 - Never leave computer unprotected - especially if it is on and unlocked

Additional Information

- Supervisory Responsibility: This position has no supervisory responsibilities.
- Position Type and Expected Hours of Work: This is an hourly, contract position.



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- **Other Duties:** Please note this job listing is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.