



**WISE**<sup>™</sup>  
Advise + Assist Team

## **Technical Digital Marketer (SEO, Wordpress)**

### **Summary**

WISE Advise + Assist Team is looking for a skilled Technical Digital Marketer (SEO, Wordpress). As our Technical Digital Marketer, you will collaborate with marketing and engineering team members to strategize and optimize clients' approaches.

### **Responsibilities**

Main duties will include, but not limited to:

- Analyze usability, conversion rate, and SEO reports to identify new opportunities to reach potential customers
- Understand Leadpages/Clickfunnels as well as email marketing
- Maintain and update layouts, pages, links, and more for our sites.
- Create engaging and effective solutions that seamlessly guide customers from research to the shopping cart
- Work closely with developers throughout the implementation process
- Maintain professional and friendly communications
- Conduct research and analyze the competition

### **About the Job**

The WISE Team is made up of an all virtual workforce. With the challenges of working virtually, in a fast pace 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**

- 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



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- 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**

- Bachelor's Degree in Digital Marketing
- Adwords Certified
- Digital Marketing Certification
- Google Analytics proficiency

#### **Computer Requirements**

- For the home wireless system:
  - o Strong Internet Connection
  - o Have a firewall to protect wireless internet.
  - o Not allow others to use their wireless internet.
  - o Use strong passwords for the wireless system and firewall (not the factory installed).
- Computer:
  - o Have 2 factor authentication for computer and critical software.
  - o Encryption for hard drive
  - o Good security software (McAfee, Norton, MalwareBytes, etc)
- If traveling or working outside the house:
  - o Do not use unsecured public Wi-Fi
  - o Tethering or VPN to protect internet usage
  - o 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.
- 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.