



Marketing Associate – Digital Projects

At Promoting Me, we are committed to helping people become brands and make a name for themselves. We are a business strategy firm that works with businesses and individuals to find unique ways to stand out from their competition. We seek team players with entrepreneurial passion, who love learning new things, and who have a strong commitment to helping clients succeed.

Job Description:

We are looking for a Marketing Associate with a specialized focus on digital products to support our marketing efforts. The ideal candidate will be adept at leveraging digital platforms, technologies, and strategies to drive brand awareness, engagement, and sales. This role requires a creative thinker with strong analytical skills and a deep understanding of digital marketing channels.

Responsibilities:

Develop and execute comprehensive digital marketing campaigns to promote our digital products across various platforms, including social media, email, websites, and digital advertising.

Collaborate with cross-functional teams, including product development, sales, and design, to create integrated marketing strategies that align with business objectives and target audience needs.

Create engaging and compelling content tailored to digital channels, including social media posts, blog articles, email newsletters, and video content.

Monitor and analyze key performance metrics to assess the effectiveness of marketing campaigns and optimize strategies for maximum impact.

Stay up-to-date with the latest trends and best practices in digital marketing, emerging technologies, and digital product development to identify new opportunities for growth.

Conduct market research and competitive analysis to identify market trends, customer preferences, and areas for differentiation.



Support the development and maintenance of marketing collateral, including product presentations, sales materials, and website content.

Assist in coordinating promotional events, product launches, and other marketing initiatives to generate buzz and drive customer engagement.

Collaborate with external agencies and vendors as needed to execute marketing campaigns and projects on time and within budget.

Qualifications:

Bachelor's degree in Marketing, Communications, Business, or a related field (preferred but not required)

2+ years of experience in digital marketing, preferably in a role focused on promoting digital products or services.

Demonstrated proficiency in digital marketing channels and tools, including social media platforms, email marketing platforms, content management systems, and analytics tools.

Strong written and verbal communication skills, with the ability to craft compelling messaging tailored to different digital platforms and target audiences.

Analytical mindset with the ability to interpret data, draw insights, and make data-driven decisions to optimize marketing strategies.

Creative thinker with a passion for innovation and a willingness to experiment with new ideas and approaches.

Excellent project management skills with the ability to manage multiple priorities and meet deadlines in a fast-paced environment.

Collaborative team player with strong interpersonal skills and the ability to work effectively across different functional teams.

Knowledge of SEO principles, SEM, and other digital marketing tactics is a plus.



Benefits:

- Competitive salary commensurate with experience.
- Opportunity for professional growth and development.
- Flexible work environment with options for remote work.
- Collaborative and supportive team culture.

If you are a creative and strategic thinker with a passion for social media marketing, we want to hear from you! Please submit your resume, portfolio (including examples of social media content you've created), and a brief cover letter outlining why you are the ideal candidate for this position to ***shellypeterson@promotingme.com***

Promoting Me is an equal opportunity employer and welcomes applications from individuals of all backgrounds. We thank all applicants for their interest; however, only those selected for an interview will be contacted.