



Digital Business Card Marketing Associate

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 seeking a dynamic and innovative Marketing Associate to join our team and take charge of managing our digital business card initiatives. In this role, you will be responsible for creating, optimizing, and distributing digital business cards across various platforms to enhance the brand visibility and drive business growth for our customers. The ideal candidate will have a passion for digital marketing, strong organizational skills, and a creative mindset to develop compelling content.

Responsibilities:

Digital Business Card Management:

Develop and maintain a comprehensive strategy for digital business cards to effectively represent clients brand assets and drive business growth for various customer in numerous market sectors.

Create and design digital business card templates that align with brand guidelines and resonate with various target audience.

Ensure accuracy and consistency in information across all digital business cards.

Content Creation and Optimization:

Generate engaging content for digital business cards including text, images, and multimedia elements.

Continuously optimize digital business card content to improve engagement and conversion rates.

Stay updated with industry trends and incorporate innovative approaches to enhance digital business card effectiveness.



Distribution and Promotion:

Implement strategies to distribute digital business cards across relevant online platforms, including social media, email signatures, and professional networking sites.

Collaborate with cross-functional teams to integrate digital business cards into various marketing campaigns and initiatives.

Monitor performance metrics and analytics to evaluate the effectiveness of digital business card distribution channels and make data-driven recommendations for improvement.

Brand Management:

Ensure digital business cards accurately reflect our brand identity, messaging, and value proposition.

Maintain consistency in branding elements such as logos, colors, and fonts across all digital business card designs.

Uphold brand standards and guidelines to maintain a cohesive brand image across all marketing channels.

Relationship Building:

Cultivate relationships with key stakeholders, including internal teams, external partners, and vendors, to support digital business card initiatives.

Collaborate with sales and business development teams to incorporate digital business cards into their client interactions and sales strategies.

Qualifications:

- Bachelor's degree in marketing, communications, or related field. (preferred by not required)
- 2+ years of experience in digital marketing, with a focus on content creation and distribution.
- Proficiency in graphic design tools such as Adobe Creative Suite or Canva.
- Strong understanding of digital marketing principles, including SEO, social media marketing, and email marketing.



- Excellent written and verbal communication skills.
- Analytical mindset with the ability to interpret data and draw actionable insights.
- Detail-oriented with a commitment to delivering high-quality work.
- Ability to multitask and prioritize tasks in a fast-paced environment.
- Creative thinker with a passion for innovation and continuous improvement.

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.

Join our team and play a pivotal role in shaping our digital marketing strategy through innovative digital business card initiatives!

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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.