



Remote Digital Marketer

Blaze Digital Services is a woman-owned boutique digital marketing agency based in Florida. We help small business owners, nonprofits and entrepreneurs generate more leads and increase their sales using digital marketing techniques. Our specialties include marketing strategy, social media advertising, email funnels, and search engine optimization. We are a small, close-knit team of results-driven professionals. We are constantly looking for new ways to up our game and provide more value to our clients, while measuring the success of everything we do.

A little about our culture: We value each other's ideas and opinions. We build each other up. We pitch in when someone needs help. We genuinely love what we do. We strongly believe in work life balance.

We are looking for a Remote Digital Marketer with specialties in email marketing, GoogleAds & Analytics to join our team. If you like to solve the technical issues that come up in marketing (think: making sure leads are being accurately tracked in Google Analytics, setting up complex, if/then email funnels, etc.) this is the position for you.

This is a fully remote, 3-month, independent contractor role, which may be extended based on work quality/performance. The agency is 2 years old and growing. We are looking for people who want to grow with us! **Excellent** communication skills are a must!

Position Description:

- Set up tracking and reporting for digital campaigns (GoogleAds, Facebook, Instagram, YouTube, LinkedIn), including setup of Google Analytics, Data Studio, Tag Manager, Search Console, Facebook Pixel, Shopify, etc.
- Use tools such as Google Analytics, Facebook Insights, etc. to analyze existing campaigns and make recommendations for improvement
- Test to ensure tracking between client websites and 3rd party sites are in order before campaigns go live
- Work closely with the team to develop & execute email marketing & digital marketing campaign strategies for clients, which will increase website traffic, generate leads, and convert to sales; be an active contributor and idea generator when it comes to planning and executing campaigns



-
- Create monthly reports with data from multiple sources to highlight the impact of marketing's influence on business objectives (i.e. email engagement, paid search, social, web engagement, and behavioral data).
 - Provide analysis of campaign performance along with recommendations for improvements.

You will most likely have experience in the following areas:

- Working with a team to create digital marketing funnels & determining the best strategies for optimal conversion
- Setting up Facebook ads, Custom Audiences, Custom Conversion tracking, and report on campaign results
- Using Google Tag Manager to fire custom scripts or send events to Google Analytics in order to track conversions or other important events
- Utilizing UTM parameters within Paid Social and Email Marketing campaigns to track success within Google Analytics, so that reporting is clear and concise
- Setting up goals and filters within Google Analytics in order to properly analyze and report on data in Google Analytics
- Setting up email automations and campaigns in ActiveCampaign, Pardot and/or Hubspot
- Ensuring proper setup of complex email programs, including drip, and auto-triggered campaigns
- Know your way around the backend of WordPress (you may have even built a site or 2)

Your soft skills include:

- You've got an inquisitive mind, and love the challenge of figuring out how things work.
- You find yourself constantly asking "why?" and then Googling until you find a solution to the problem.
- You are incredibly organized, take detailed notes, and develop SOPs, tracking docs and checklists to ensure accuracy and efficiency in routine tasks.
- You may not be an extrovert, but you are comfortable sharing a different point of view or bringing up alternative perspectives.
- You are: an excellent communicator, you follow up and follow through, are honest and trustworthy (meets deadlines and communicates in advance if there are issues).

To apply, send a 1-page resume, portfolio/work samples, rate card, and a cover letter that includes why you want to grow with Blaze Digital to info@blazedigitalservices.com.