

Digital Marketing Specialist

Core Responsibilities:

Develop, execute, and monitor marketing programs across a variety of channels including:

- Website development
- UX/UI Improvements
- Assist with SEO and Paid Advertising projects
- Assist with Email marketing
- Social Media Marketing
- Content Creation & Implementation
- Sales/Distributor Support
- CRM/Marketing Automation

Experience:

- Digital Marketing Specialist: 2 to 4 years
- Social Media Marketing, Email Marketing, Google analytics, Google AdWords
- Web Development
- Drupal Experience a plus
- Knowledge of Adobe Photoshop, InDesign, Premiere Rush/Pro a plus
- Power Tool/Tool Experience a plus

Education:

- Bachelor's degree in Marketing preferred. Graphic Design, Business, Analytical or Literary background also considered.

What we are looking for:

- Self-motivated - willing to be led but does not need hand-holding
- A follow-through personality
- Ability to manage and prioritize multiple deadlines simultaneously
- Flexibility to meet constantly changing needs
- Team player
- Good communication skills
- Positive outlook
- Hard-working
- Goal-driven
- Detail-Oriented
- Disciplined critical thinker

Job Type: Full-time

Benefits:

- 401(k)
- 401(k) matching
- Paid time off
- Medical, Dental & Life Insurance

Schedule:

- Monday to Friday – Potential for Hybrid Schedule

Location:

Norwalk, CT