

Digital Strategist

BAM Marketing is a fast growing St. Louis marketing agency that is looking to fill a digital / social media marketing specialist position.

Apply if:

- You love fast paced environments
- You love to learn
- Digital marketing is something you have a passion for
- Have a “whatever it takes” attitude to help our clients succeed
- You have setup and launched an Adwords campaign yourself
- You have setup and launched a Facebook ad campaign yourself

Responsibilities:

- Planning and executing digital campaigns: SEM, social, display, video, etc
- Manage social media accounts implementing organic and paid strategies
- Work with account managers to develop digital content strategies for clients
- Monitor and update paid search campaign to ensure lead generation
- Assist with managing client social media accounts
- Provide creative landing page recommendations to generate leads
- Assist with creating long term budgeting for digital campaigns
- Provide digital marketing thought leadership to account managers
- Oversee client budgets across multiple digital channels
- Be comfortable with multiple projects and tight deadlines

Requirements & Skills:

- 1-3 years experience in digital marketing related field
- Previous experience in setting up SEM, social, display, video, etc, digital campaigns and the ability to provide campaign feedback and optimizations.
- Previously planned and executed social media campaigns working with Facebook Ads Manager
- Demonstrate experience in planning and executing email marketing campaigns
- Experience with Google Analytics and providing website update recommendations based on analytical data

Preferred Experience:

- Previous agency experience a plus
- HTML and CSS knowledge is a plus but not required.
- Fluent with Wordpress and managing website updates
- Working knowledge of Adobe Creative Suite, specifically Photoshop and Illustrator to make minor edits.

Salary will be based on experience and qualifications

Benefits include PTO, holidays, retirement plan, health insurance, cell phone and computer