

ALINE

Digital Marketing & Advertising Specialist

ALINE is seeking to hire a new team member to support our digital marketing and advertising team. This Digital Marketing & Advertising Specialist will work closely with our team to plan, implement, and report on strategic marketing and digital advertising campaigns. This person will be a self-starter who enjoys working both independently and as part of a team and who is capable of being productive while working remotely.

This position is approximately 60% remote work but will require some in-person meetings. The ALINE office is located in Spartanburg, SC.

Responsibilities

- + Build, manage and optimize digital ads across multiple platforms (Facebook Ad Manager, Google Ads, LinkedIn Campaign Manager, etc.)
- + Develop compelling content for digital ad campaigns across multiple platforms
- + Make strategic recommendations on campaigns to help accomplish client goals
- + Analyze and leverage data to make informed decisions
- + Generate SEO and digital data reports to track success metrics and identify opportunities for improvements on client campaigns
- + Develop and help implement effective sales funnel strategies

Experience/Skills Requirements

- + 2+ years of digital marketing/advertising experience
- + Google Analytics and Google Ads certified
- + Knowledge of digital campaign success metrics and ability to identify opportunities
- + Understanding of different types of ad formats and platforms and ability to recommend the best options to meet a customer's goals
- + Ability to problem solve and think creatively
- + Data-driven and detail-oriented
- + Ability to multitask, manage multiple client projects, and thrive in a fast-paced environment
- + Excellent written and oral communication skills
- + Fundamental understanding of HubSpot (preferred)