DIGITAL MARKETING ANALYST

COMPANY:
MarkeTeam, LLC. (http://www.mkteam.com/)
A Direct Response Advertising Agency Specializing in Fundraising for Nonprofit Organizations

LOCATION:
Atlanta, GA (Near Perimeter Mall, next to Sandy Springs MARTA station)

WORK EXPERIENCE:
Minimum of 2-5 years of relevant work experience is required, direct marketing experience a plus.

EDUCATION LEVEL:
A Bachelor's degree in Advertising, Marketing, Business or other related major is required.
Master's degree would be a plus, but not required

ABOUT MARKETEAM:
At MarkeTeam, we believe in doing good work and work that does good. MarkeTeam is a full-service direct marketing agency specializing in providing services to many of the leading nonprofit charities in the United States, including the U.S. Fund for UNICEF, Paralyzed Veterans of America, Smile Train, Memorial Sloan Kettering Cancer Center, Sierra Club, The Humane Society of the United States, and Mayo Clinic.

Along with the opportunity for personal and professional growth, MarkeTeam offers a comprehensive benefits package including fully-paid medical and dental coverage, flexible spending accounts, life insurance, a matching Simple IRA retirement plan, minimum of three weeks of vacation/paid time off, 10-15 paid holidays, an innovative and diverse work environment, as well as other amenities.

This is an excellent opportunity to work in a profitable, high-growth advertising/marketing agency that allows you to advance your career, earn a very competitive salary with generous benefits, while also making a positive impact on the lives of children and adults in the United States and around the world!

JOB DESCRIPTION:
The Digital Marketing Analyst will work with Client Services and Analyst staff as a digital lead for multiple client accounts. Digital leads will manage email, social media, display advertising and SEO/SEM campaigns based on each client's digital need by identifying target audiences and devising digital campaigns that engage, inform and motivate.

Applicants must be detail-oriented, self-motivated and very organized with the ability to multi-task to deliver timely output and handle shifting priorities professionally. Applicants will also have strong analytical skills and data-driven thinking. Experience with integrated campaigns, optimizing landing pages and user funnels, A/B and multivariate experiments, and website analytics tools is required. Working knowledge of ad serving tools, optimizing Google Adwords/Google Grants campaigns, HTML, CSS, and JavaScript development and constraints is preferred.

Please submit resumes to HRDept@mkteam.com