

Digital Marketing Strategist

Listen. Plan. Launch. Measure. Tweak.

The digital marketing strategist at DeSantis Breindel has the opportunity to think, create, test—and effect real change. With a wide-reaching purview, you'll shape the evolution of our digital marketing practice by leading internal marketing engagements, as well as counsel B2B clients on how to digitally activate their brands. We're looking for a polymath who cares as much about data as they do storytelling. A thinker who can dive into research but also implement strategy on the right platforms in the right ways to reach the right audiences. Expect to collaborate across disciplines, working closely with creative, strategy, tech and other specialists to produce results-driven campaigns and content. **Join us.**

What you'll do

- Evolve the DeSantis Breindel digital marketing service offering
- Help define insight-driven agency and client marketing goals and use them to establish measurable digital marketing plans
- Create, implement, analyze, and optimize digital campaigns, online strategy, and web content that boosts user traffic and engagement
- Develop integrated marketing strategies, creative briefs, and detailed road maps for execution, specifically digital lead generation campaigns and conversion paths
- Work across B2B industries including financial services, professional services, technology, and healthcare
- Conceive and command email campaign strategies and activations, tracking metrics and performance
- Own content strategy, recommending topics, channels, and timing
- Be a key member of our digital team that creates content-driven client websites from scratch
- Form and express strong opinions about CRM integrations and their place in overall digital marketing strategy and website design & development
- Run internal and client workshops to gain input and insights
- Stay up to date on best practices, trends and future-think

DeSantis
Breindel

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What we're looking for

- Deep digital knowledge spanning owned, earned, and paid
- High level of skill with SEO and SEM as well as PPC
- Proven results in lead generation campaigns
- Track record of creating social media strategies that provide results
- Knowledge of marketing data and analytics, including Salesforce, Pardot, Google Analytics, and marketing automation techniques
- Familiarity with web design and HTML
- A healthy amount of ambition and thorough attention to detail
- Similar experience in a client side or agency role preferred
- A marketer by trade, a writer at heart, and an entrepreneur by nature

About DeSantis Breindel

We're a leading independent B2B branding and marketing agency, a dynamic team of strategists and designers, filmmakers and programmers, doers and game-changers. We believe that B2B brands should drive transformation, and we work together with our clients to build brands and experiences that engage clients, influence prospects, rally employees, and inspire investors. From our base in New York City, we collaborate with clients around the world to turn critical inflection points into platforms for opportunity.

To apply, please send your portfolio link and resume to marketing@desantisbreindel.com