

Digital Marketing Analyst/Manager

Job Description

We are looking for a talented Digital Marketing Analyst to join our team. You will manage our client portfolio to help clients improve their web presence with proven experience in planning and managing successful online marketing campaigns and projects.

This is a senior position with a small and growing Waterloo marketing agency. Five years experience in an agency or client-side account role is mandatory. Experience with digital marketing analysis, reporting and presenting to clients is essential. This position offers competitive salary and profit sharing with opportunities to grow.

Responsibilities

- Analyze digital marketing data, create reports and make recommendations to client
- Act as the point of contact for clients for digital and key projects management
- Develop and implement digital strategies with specific objectives and expectations for results that increase client sales/ROI
- Optimize web content to increase traffic and improve SEO/SEM
- Build, manage and grow client relationships and develop new ones
- Ability to monitor, analyze and report on data from Facebook, Twitter, LinkedIn, Instagram with Google Analytics and other internal reporting tools to measure campaign performance
- Create and present social media strategies to clients
- Report on web performance metrics, recommend new/revised tactics
- Analyze success of digital campaigns
- Stay up-to-date with digital technology trends
- Contribute to business growth with innovative ideas/projects to build client business, improve existing account revenues and develop new business

Experience

- Proven work experience as a digital marketer
- Hands-on experience with SEO/SEM planning and CRM software
- Organized, analytical and efficient
- Demonstrated skills in keyword analyses and making recommendations
- Experience writing marketing plans and implementing projects
- Clear understanding of how digital tools add value to brand strategy/growth
- Proven proficiency with lead generation/CRM tools such as HubSpot, Salesforce, Marketo, Eloqua
- Experience implementing and optimizing Google Adwords campaigns
- Proven expertise with online marketing tools and social media platforms
- Experienced in customer service, account management and business development
- Excellent verbal and written communication skills
- Strong analytical skills
- Preference for candidates with project management and business development experience

Education

- BSc degree in Business, Marketing or relevant field

Working at COPP

We're a small creative marketing agency with a main office in UpTown Waterloo, a block from cafes and shops in the historic Seagram Lofts. We have an easy-going culture that is passionate about exceptional marketing and design, creating great work for a short list of amazing clients.