



Job Description: Digital Marketing Strategist

Company Overview: Riithink is a dynamic and innovative marketing agency specializing in creating impactful digital strategies for our diverse range of clients. We are on the lookout for a talented and passionate Digital Marketing Strategist that has the competencies to work with high profile clients. This position requires extreme attention to detail and an analytical mindset to establish strategies, ensure execution, work with cross-collaboration teams and monitor clients' accounts to achieve successful outcomes.

Location: Remote.

Position Overview

We are seeking a talented and experienced Digital Marketing Strategist to join our dynamic team. In this role, you will be responsible for crafting and executing innovative digital marketing strategies for high-profile clients. As a client-facing expert and project manager, you will work closely with clients to understand their business goals, develop comprehensive marketing plans, and oversee the implementation of campaigns across various digital channels. Your ability to blend strategic thinking, project management skills, and in-depth digital marketing expertise will be crucial in driving tangible results and positively impacting our clients' bottom line.

Responsibilities:

- Collaborate directly with high-profile clients to comprehend their business objectives, target audience, and marketing goals.
- Develop and execute strategic digital marketing plans that align with clients' overarching business strategies.
- Lead end-to-end campaign development, from conceptualization to execution and performance analysis.
- Craft compelling and data-driven digital marketing campaigns, ensuring they resonate with the target audience and deliver measurable results.
- Leverage your expertise in social media strategy to create engaging content and campaigns across various platforms.
- Plan, execute, and optimize Pay-Per-Click (PPC) campaigns to maximize reach, engagement, and conversions.
- Continuously monitor and analyze key performance metrics, such as ROI, ROAS, and CPCs, to refine strategies and enhance campaign effectiveness.
- Provide regular reports and insights to clients, highlighting campaign performance, areas of improvement, and actionable recommendations.

- Utilize your understanding of campaign effectiveness to make data-driven decisions and adapt strategies as needed to achieve client goals.
- Work closely with cross-functional teams, including designers, content creators, and developers, to ensure seamless campaign execution.
- Stay up-to-date with the latest industry trends, digital marketing tools, and emerging platforms to maintain a competitive edge.
- Proactively identify opportunities for innovation and improvement in digital marketing strategies to drive better results for clients.
- Collaborate with internal teams to share best practices, provide mentorship, and contribute to the overall growth of the department.

Qualifications:

- Bachelor's degree in Marketing, Business, Communications or experience of 5 years minimum in executive level digital marketing role.
- A minimum of 5-10 years of proven experience in digital marketing strategy, with a track record of managing high-profile clients.
- Expertise in developing comprehensive digital marketing plans that align with business objectives and drive measurable results.
- Proficiency in crafting and executing successful social media campaigns across various platforms.
- Strong understanding of PPC campaigns, including keyword research, ad creation, bidding strategies, and optimization techniques.
- Analytical mindset with the ability to interpret data and insights to refine strategies and improve ROI.
- Exceptional project management skills, with the ability to manage multiple client projects simultaneously and meet deadlines.
- Excellent communication and presentation skills, with the ability to effectively communicate complex strategies to clients and internal teams.
- Proven experience in positively impacting clients' bottom line through digital marketing efforts.
- Up-to-date knowledge of the latest digital marketing trends, tools, and technologies.
- Deep understanding of platforms such as Google Ads, Social, Amazon, Shopify, WordPress are highly desirable.
- Strong interpersonal skills and the ability to foster positive client relationships.

Benefits:

- Competitive salary and performance-based bonuses
- Comprehensive benefits package including health, dental, and retirement plans.
- Opportunities for professional development and training.
- Collaborative and innovative work environment.
- Chance to work with high-profile clients and make a meaningful impact on their businesses.
- Access to cutting-edge digital marketing tools and technologies.

If you are a strategic thinker, experienced project manager, and digital marketing enthusiast who thrives in a client-focused environment, we encourage you to apply for this exciting opportunity. Join us in driving exceptional results and shaping the digital marketing landscape for our clients.