



## Digital Marketing Specialist

Vitazza is a fast-growing ecommerce retailer based in Golden, CO. We are the category leader in the Glass Office Chair Mat industry. We are starting a second phase of growth and adding vital support roles.

We are looking for a detail-oriented self-starter with a 4-year degree in marketing or equivalent experience. Reporting to the Director of e-Commerce and Digital Strategy, this role will learn about and execute on vital email and inbound marketing strategies to drive revenue. You'll be targeting both B2C and B2B type audiences and building on the success we've already developed.

We are a team that takes pride in our collaboration and cohesion within the company. If this is the kind of position you are looking for, then we want you to be a part of our dynamic team! Please email your resume to the Human Resources Manager at [ann.zenisek@vitazza.com](mailto:ann.zenisek@vitazza.com).

### Compensation:

- Competitive Salary- Range \$45K - \$55K
- Monday through Friday Schedule
- Weekly Pay
- Paid Holidays
- Paid Time Off
- Paid Sick Time
- Group Health Insurance- Company Pays 75%
- Retirement savings plan w/company match
- Employee Discount
- Great Work- Life Balance
- Great Small Business Work Environment
- Opportunity to Grow
- Year-End Bonus Opportunity

### Responsibilities:

- Marketing Automation
- Assists with the management and optimization of email/MMS/push notification flows to drive online direct-to-consumer (DTC) sales
- Ensures digital and creative assets produced by other teams meet both technical requirements and campaign objectives

- Assists with the split testing and optimization of DTC flows and campaigns
- Supports the Director of eCommerce and Digital strategy in the copywriting, design, and programming of inbound marketing campaigns to drive marketing qualified leads (MQLs) for multi-unit commercial sales

**Social Media:**

- Research new and current paid social tactics to become a subject matter expert
- Under guidance, manage current campaigns and analyze performance
- Assist with the design, copywriting, and optimization of existing campaigns
- A/B test new audience targeting and ad creative
- Collaborate with team members to conceptualize and execute new campaigns

**Qualifications:**

- 4-year degree in marketing or equivalent experience in digital marketing
- Experience managing paid or organic social media
- Familiarity with any marketing automation platform, and FB Campaign Manager
- Technical troubleshooting skills and impeccable attention to detail

**Not A Remote Position - This position will report to the office.**