

# Internet Marketing Specialist

**Rec # 1023**

**Category:** Marketing

**Job Type:** Full Time, Exempt

**Location:** Onsite, US – Michigan – Plymouth

## **Summary:**

The internet marketing specialist is a key member of the marketing organization focused on effectively communicating through online social mediums, providing analytics, content management, building websites, and editing site content; creation and implementation of email marketing campaigns.

## **Key Responsibilities:**

- Creative and analytically focused with excellent communication skills with the ability to relay technical information to broad audiences.
- You will bridge multiple groups within the organization to help with brand awareness through online and social marketing.
- You are self-motivated and able to take concepts and bring them to completion with autonomy.
- Create wireframes for webpage design
- Create, design and maintain web pages and banners
- Provide tactical strategy on web traffic improvement and A/B testing.
- Structure marketing campaigns
- Analyze and review website content implementations for search engine optimization
- Create and implement email marketing campaigns.
- Coordinate Google AdWords
- Maintain communication through social accounts.

## **Required Education and Experience:**

- Bachelor's degree, preferably in Communications, Science, Marketing or Business. Scientifically knowledgeable in biology, chemistry with special focus on genomics a plus. Comparable work experience will be considered.
- 1-2+ years of experience with internet marketing preferred
- Excellent verbal and written communication
- Intimate understanding of web analytics and reporting (Google Analytics or similar).
- Familiar with WordPress and themes
- Knowledge of InDesign, Photoshop, and Illustrator use
- Knowledge of HTML/CSS
- Knowledge of Google AdWords
- Understanding and use of salesforce.com and Pardot a plus

## **How to Apply:**

For consideration, please submit CV to [careers@celsee.com](mailto:careers@celsee.com) and mention the job description in the subject. No phone calls please. Only qualified candidates will be contacted.

***Celsee is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status or any other characteristic protected by law.***