



Job Title: Digital Marketing Strategist

Department: Client Strategy

### About Vonazon -

Vonazon is a fast-growing digital sales and marketing agency headquartered in Ventura, CA. We were officially founded in 2005 when our CEO Kevin England left the IT industry and used his decades worth of experience to pursue digital marketing. Now, we're a full-service agency with a HubSpot Elite partnership ranking and clients from all over the world!

At Vonazon, we understand that marketing is not a one-size-fits all approach. We value long-term client relationships and take the time to understand unique business objectives. Curating custom marketing strategies that embody originality, collaboration, technology, and today's latest marketing platforms is our specialty.

We are TEAM focused! We prioritize an inclusive workplace environment and pride ourselves on being effective cross-team communicators. We believe in building teams of diverse professionals that are passionate marketers, creative designers, forward thinkers, project managers, and technological pioneers. We value the unique stories our employees bring to the table and showcase our gratitude through several employee initiatives such as unlimited paid PTO gifted on your one-year anniversary, a hybrid work schedule, teambuilding activities, and frequent charitable ventures.

### Our Values - Diversity – Innovation – Teamwork – Quality – Passion

At Vonazon, our core values fuel all that we do. Having a diverse team encourages multiple perspectives, innovation places us at the forefront of marketing technology which allows us to offer the latest and greatest in marketing to our clients, teamwork ensures that projects are completed with collaborative efficiency, and quality ensures that our clients receive noteworthy content that elevates their entire public persona. Last but certainly not least, marketing without passion is lackluster. Passion is the very root of our organization, and it's the secret ingredient to our company's success. We love what we do, and we love to show it!

If you have an appetite for continuous learning, can adapt to fast-paced work environments, have a passion for digital sales and marketing, embody creativity, and prioritize inclusivity, then we want to hear from you! Please continue reading about this role for a more descriptive breakdown.

### Role Description –

As a Strategist at Vonazon you will be the creator of forward-thinking B2B strategies. Using your thorough research skills, you will immerse yourself into various client industries, products, and services. Armed with valuable information, you will strategize, develop, plan, and execute strategies across different digital marketing channels including but not limited to: email marketing, content development, AdTech, and web. You will also collaborate with our exceptionally talented cross-functional departments to execute strategies and practice organization, communication, and kindness on a daily basis. By guiding clients

through the entire project journey, from the planning phase all the way to launch, you will be able to develop and foster lasting relationships and present noteworthy campaign metrics.

#### What you'll do -

- Be the trusted collaborator and strategist for a portfolio of clients
- Research, develop and execute marketing strategies across all channels – Top Vonazon services: custom strategy, email marketing, web and content development
- Identify target demographics and data needed to build audiences
- Manage strategy execution in partnership with our Marketing Coordinators/Project Managers
- Develop and foster relationships with clients by providing positive marketing results, education, project communication and excellent customer service
- Resolve client and marketing issues as they arise
- Provide detailed reporting to clients using data and analytics
- Accurately manage time and budgets in accordance with the scope of work using our project management utilities
- Continue to maintain and grow knowledge pertaining to the latest digital marketing trends
- Manage the quality check process to ensure that all content presented to clients is error free

#### What we are looking for -

- Minimum three plus years of experience developing and executing marketing strategies with an agency or in-house marketing team
- Proven work experience managing client relationships and accounts
- Experience with B2B & B2C marketing
- Strong client facing presentation skills
- Professional market research skills
- Relevant understanding of marketing trends, terminology, and strategy expertise
- Experience accessing market data and analytics
- Advanced written and verbal communication skills
- Strong collaborator

#### Want to really get our attention -

- Bachelor's Degree in relevant field [Marketing, Communications, Business etc.]
- Copywriting & editing skills
- Experience developing buyer personas, buyer journeys and lead scoring initiatives
- Experience working in HubSpot [HubSpot Certifications are a plus]
- Previous agency experience

#### Top 6 Soft skills -

1. Leadership
2. Problem solving
3. Communication
4. Teamwork/collaboration
5. Time management
6. Critical thinking



## Vonazon PERKS -

- Unlimited PTO gifted on your one-year anniversary!
- Pet friendly office
- Hybrid remote/office schedule
- Team building activities
- Culture focused
- Annual participants of the Ventura Corporate Games and winner of the 2019 Unity Award
- Expanded learning opportunities and training
- Coffee and full-stocked snacks
- Beautiful office location, close to beach, multiple restaurants, and shops

On top of that, we offer health, dental and vision benefits, a retirement savings plan, and paid holidays!

\*\*Vonazon is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable\*\*'

