



Q32021

## Digital Marketing Manager

Vendi is adding to its growing digital media team. We are looking for experienced digital marketing experts to plan, build and manage marketing campaigns across a wide range of channels (paid search, social, programmatic display, streaming audio and video, etc.). This position requires the ability to think creatively, interpret data and provide recommendations for improving campaign performance.

### Job requirements

- Develop strategic media plans to meet client goals and objectives
- Use knowledge and hands-on experience developing and executing digital marketing campaigns within various ad platforms, such as:
  - Google Ads
  - Social (Facebook, Twitter, LinkedIn, Snapchat, etc.)
  - Self-service DSPs (Centro, StackAdapt, etc.)
  - Streaming audio and video services
- Strategically allocate and monitor plan budgets of up to a million dollars annually
- Ensure proper tracking is in place
- Manage reporting dashboards
- Work closely with creative, web and marketing colleagues in campaign development and execution
- Provide ongoing campaign management and performance monitoring; make optimization recommendations (strategy, tactics, budgets, bidding, testing, targeting, creative, etc.)
- Work closely with the client team to ensure plan execution is consistent with overall marketing and communication objectives
- Establish marketing goals and metrics; analyze and report regularly to agency team and clients
- Effectively present strategies, plans, analysis and results to agency and client teams
- Assist in the development and presentation of agency proposals and self-promotion efforts

### Talents and competencies

Dedication to excellent client service and relationships

Detailed organizational skills

Strategic vision

Impeccable communication skills

Professionalism and high performance standards

Presentation skills and confidence

Data analysis and interpretive abilities

Innovative problem-solving approach to marketing challenges

Engagement in culture and media

Respect (and *enthusiasm*) for the ideas, expertise, talents and feelings of others

Appreciation of both collaborative and independent work situations

Attitude and work habits that foster insight and productivity

**Compensation and work environment**

Competitive salary based on experience

Possibility for remote work

Located in beautiful downtown La Crosse, Vendi is a growing agency with a stellar client roster. Our team of 22 professionals creates impeccable, award-winning, results-driven work in a supportive, creative and fun environment.

We offer health plan, disability, 401k, unlimited PTO and competitive salary.

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