



Digital Marketing Manager

Organization: Zara Terez

Web Site: <http://www.zaraterez.com/>

Location: New York, NY

Description: Digital Marketing Manager

Zara Terez is seeking a Digital Marketing Manager to help the Company continue to enhance its online marketing presence with combination of strategy development, implementation and marketing data analysis. You will help lead our growth charge by identifying scalable strategies, tactics and channels for growth of our customer base. You will also work closely with our creative and design teams to develop and implement content for marketing campaigns, social media platforms, editorials, etc. You are self-motivated and are focused on execution and implementation.

RESPONSIBILITIES:

- Plan, manage and optimize all paid acquisition campaigns (SEO/SEM, Facebook, Google Display Network, etc)
- Plan, manage and optimize e-mail marketing strategies and campaigns
- Measure and report performance of all digital marketing campaigns and assess ROI and KPIs
- Affiliate marketing
- Collaborate with creative team to develop all creative material related to digital marketing
- Manage and collaborate with all 3rd party vendors related to our e-commerce platform
- Develop and maintain content distribution relationships (affiliates, blogs, etc)
- Assist in the oversea and maintenance of our e-commerce platform

DESIRED SKILLS AND EXPERIENCE:

- BS/BA
- 1-2 years of experience in paid search campaigns
- Ability to work independently as well as in a team environment
- Fast learner with outstanding problem solving skills
- Creative, out-of-the box thinker
- Very strong analytical skills
- Strong PC proficiency and working knowledge of MS Office suite, specifically Excel
- Proficiency in Google analytics
- Knowledge of HTML/CSS
- Demonstrated experience building and optimizing high-impact Performance Marketing campaigns on social channels – advantage
- Experience with Shopify - advantage

ADDITIONAL FACTS:

- Based in New York City
- Competitive compensation
- Very team oriented culture with weekly team outings (group fitness classes, etc)
- Daily lunch
- Unlimited vacation days

TO APPLY:

- Send a formal resume and cover letter to: careers@zaraterez.com
- Please reference "Digital Marketing Manager" in the subject line of the email.