

## Digital Media Designer | DMD

COMMON  
THREAD  
COLLECTIVE

### **About Us:**

The heartbeat of the Common Thread Collective (CTC) is far from your traditional marketing agency because we aren't a marketing agency. The traditional model is broken and we think differently. We are a digital sales agency passionate about helping entrepreneurs achieve their dreams.

In service of our clients, our focus on digital strategy, creative arsenal, and relationships uniquely aligns client dreams to our skill set driving revenue, growing brand awareness, and executing mission statements. We don't just sell stuff online, we invest in and help make our clients' dreams into reality. Pretty cool, huh?

In caring for our people, dream chasing and dream catching pulse through our office walls. A core value of CTC is that we are all entrepreneurs of our own life and as such we encourage play, promote curiosity, and help build each other up. To be better at our craft of digital sales, we strongly believe that investing in YOU will make CTC better overall.

A job, is a job, is a job. At CTC we don't hire for jobs, we build careers as a catalyst for your future self. We believe in who we hire so much that we offer all of our full-time employees:

- Full health, dental, and vision benefits that fit your lifestyle and goals.
- 401k program with a 3% company match (post 90 days employment) to bring out the investor inside you.
- 4 weeks of paid time off on top of Holidays, your Birthday and the week of Christmas paid. Go get your R&R on so when you're at CTC you're firing on all cylinders.
- A wellness reimbursement program that inspires 360 degrees of health: mentally, physically, and spiritually.
- Two monthly sessions to tell a licensed MFT therapist your dreams as an entrepreneur in our Tell Me Your Dreams (TMYD) program. To top it off, we provide you with resources to realize your dreams through our Dream Fund.

### **About the Position:**

At Common Thread Collective, we work in "growth teams" that manage advertising strategy and creative for several clients. Each team is composed of an account strategist, account manager, digital media designer, and two digital marketing specialists. That's where you come in.

CTC's Digital Media Designers tell a story with little to no words finding a way to communicate our clients dreams to the public at large. Brand loyalty goes beyond product, it's what the brand means to any consumer that keeps them coming back. As a Digital Media Designer you get to help create love

at first sight. Pair that art with the talent of our copywriters, we find ways to keep the romance alive beyond what first catches someone's eye.

**Ideate** | Every great ad asset starts with a thought. When you combine an idea with purpose and intent, design begins to flourish and that is at the heart of what we create at CTC. We position ourselves as an online SALES agency, although marketing is a part of that, the end goal is to communicate value, and drive action. With that in mind Digital Media Designers strive to create digital media that is not only aesthetically pleasing, but will also strategically convert shoppers into buyers for our clients.

**Create** | A picture is worth a thousand words, but .GIFs, .MP4s, .PNG .JPGs, .CRs and .MOV are worth a million impressions. Digital Media Designers at CTC use a variety of skills and mediums to take ideas from concept to delivery. The creative process at CTC allows you to tackle challenges, discover efficiencies and learn new practices to ease the flow of ideation to conceptualization.

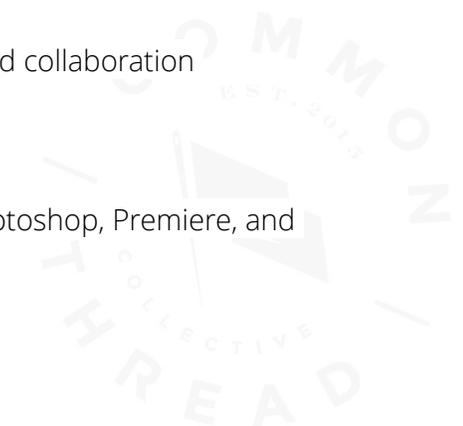
**Measure** | A million impressions is great but Return on Ad Spend (ROAS) is better. In a digital data driven world, digital media designers at CTC strive to measure design effectiveness across various platforms. Successful design is not something that's subjective and measuring ad success becomes a part of the CTC creative process. It's not designing for aesthetics but designing for the customer journey.

**Adapt** | Digital Media Designers at CTC test their assumptions of what would work or look good for any given product. Literally. Strategic data driven design centers around testing and adapting to the results. Designers hold their creative loosely and take feedback from strategists based on performance metrics and make adjustments that drive revenue.

### **About You:**

We hire for effort and interest at CTC and have found our successful Digital Media Designers encompass:

- Bachelors Degree in Motion Design, Graphic Design or related field, preferred
- 2-5 years of design-related experienced
- 1 + years of direct-response marketing, preferred
- **Experience with Adobe After Effects and video editing is a must!**
- Have a deep understanding of the importance of data-driven design
- Experience working with a team and creating a culture of teamwork and collaboration
- Ability to learn and adapt to performance quickly
- Strong interpersonal skills essential
- Ability to collaborate and execute creative strategy with copywriters
- Strong knowledge of the Adobe Creative Suite, mainly After Effects, Photoshop, Premiere, and Illustrator.
- Experience with Shopify and WordPress
- Basic photography knowledge, preferred
- Strong knowledge of Keynote



- Basic understanding of web best practices
- Familiarity with Dropbox, Google Drive and Calendar
- Skilled in ASANA or relevant project management software, preferred
- Ability to organize, prioritize and manage multiple tasks with great attention to detail

