

## Senior Digital Marketing Strategist

### Description

**Position Summary:** The Senior Digital Marketing Strategist will be responsible for building strong, integrated marketing programs using a mix of content marketing, email marketing, and paid/organic digital marketing to drive awareness, demand generation and capture qualified leads. The ideal candidate will have a solid foundation in various digital marketing disciplines, including pay-per-click (PPC) advertising, account-based marketing (ABM), search engine marketing (SEM), social media marketing (SMM), email marketing, search engine optimization (SEO), and website optimization. With a blend of analytical prowess and creative flair, this role will play a crucial role in enhancing our digital presence and achieving optimal return on investment (ROI) for our digital marketing efforts. The ideal candidate for this position is a strategic doer with a track record of executing successful B2B digital marketing campaigns and a strong knowledge of various digital marketing channels and tools. You are creative, results-driven, and able to thrive in a fast-paced and dynamic environment. Essential functions of the job include but are not limited to: Execute, monitor, and optimize strategies to build brand awareness, promote current and new products and services, identify new markets, and create excitement, while developing a qualified lead generation funnel and building ongoing customer loyalty. Develop and execute a diverse, robust multi-tactic plan that drives digital engagement into the top of our demand funnel and moves prospects quickly through the demand funnel toward qualified lead. Work closely with the marketing team to hone the creative and messaging of landing pages, ads, emails, and other digital assets to motivate prospects and customers to engage more deeply while adapting to remaining aligned with evolutions in approved messaging. Proficient in digital marketing, including SEO/SEM, PPC, ABM, lead scoring, nurturing programs, list management, segmentation, and persona targeting. Work alongside Director of Marketing/Content to own and execute long-term and short-term content/editorial calendars with digital drivers that attract a qualified audience to our owned properties (blog posts, white papers, webinars, social media, website, etc.). Oversee the library of templates for email marketing, landing pages, forms, and other assets, ensuring email best practices, mobile responsiveness and rendering across all clients and devices. Partner closely Marketing & Sales to define account targets, develop integrated campaigns, and deliver programs that resonate with prospects throughout buyer's journey. Collaborate with design and content team members for the development of different elements required by the campaigns including production of imagery or content to aid in the design and build of emails, landing pages, banners, and other creative materials. Play an integral role in the ownership of MQL to SQL pipelines with a focus on ROI propositions and retrospection of campaigns Conduct data-driven experiments, report on campaign performance, and forecast where to adjust continue to drive results and improve our growth strategy. Effectively manage third party agencies to drive SEM and paid media results. History managing multi-layered projects across various cross-functional teams, hitting milestones and achieving KPIs

**Qualifications:** Minimum Required: Bachelor's degree related field and a minimum of 8 years of digital marketing experience or experience within a similar field. 3 – 6 years experience working in a customer-facing role (e.g., internal and/or external). 4 – 6 years experience leading project and providing expertise and guidance to team members. Prior experience with Account Based Marketing (ABM) Previous experience in lead nurturing, marketing automation, and web analytics Strong knowledge of and experience with advertising platforms, such as LinkedIn, Google Ads, or AdRoll. Advanced knowledge of marketing tools (e.g., HubSpot, Google Analytics, WordPress, SEMrush, 6Sense, Demandbase, LinkedIn Sales Navigator, Salesforce, On24) Preferred: Prior experience in B2B, SaaS,

### Hiring organization

Quartz Bio

### Job Location

Bethesda, Maryland, United States

### Base Salary

\$ 60000 - \$ 105000

### Date posted

June 6, 2024

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Pharmaceutical, Bioscience or Life Sciences industry preferred but not required. Skills: Proven leadership skills and ability to manage large complex projects or functional areas. Excellent project management skills with the ability to prioritize tasks, meet deadlines, and manage multiple projects simultaneously. Collaborate with cross-functional teams to define requirements and project timelines. Meets budgets and schedules for entire project lifecycle. Proficient CRM user (Salesforce and Hubspot) Solid understanding of sales funnels, lead scoring, and account-based marketing strategies Planning and executional skills – planning, segmentation, campaign setup, QA, A/B testing, reporting Ability to write complex report in a clear and concise manner. Be exceptional at productivity and communications software (i.e., Microsoft Office365 (i.e., cloud-based Word/Excel/Powerpoint files), Google Docs, Google Slides, CRM, SmartSheet, SharePoint, Asana, etc.) Strong verbal, written, knowledge management / file organization, and project management skills. Self-motivated with a drive for continuous learning and improvement Ability to collaborate cross-functionally and work in a fast-paced environment. Strong ability to develop a clear point of view supported by data and analysis and is able to sell ideas to others. Communicates effectively with executive management and stakeholders. Competencies: Thrives in a results-oriented, fast-paced environment and can conceive of and implement multiple, concurrent demand generation activities to add prospects to the funnel and move them through to qualified lead. Continuously improve technical skills and stay up-to-date with emerging technologies and strategies. Actively contributes to the development of departmental strategies and road maps. Influences others regarding policies, practices and procedures. Ability to work in a team environment with Sales, Business Development, and Product Marketing. Basic knowledge of project management processes and tools (e.g. project scheduling, budgeting, status reporting). Excellent presentation delivery and interpersonal communication Detail-oriented, with the ability to manage multiple tasks and meet deadlines. Thrives in funnel analytics; while speaking in acronyms like MQL, SQL and conversion rates, also clearly communicates the internal definitions of these funnel stages and ensures their alignment with commercial goals. Leadership Follows Company's Principals and code of ethics on a day-to-day basis. Shows appreciation for individual talents, differences, and abilities of fellow team members. Listens and responds with appropriate actions. Supports change initiatives and continuous process improvements. Communicates effectively and appropriately with colleagues, supervisors and clients. Please mention the word **\*\*DEXTEROUS\*\*** and tag `RMzQuMjEzLjEzNS40OA==` when applying to show you read the job post completely (`#RMzQuMjEzLjEzNS40OA==`). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

## Contacts

Job listing via RemoteOK.com