

# Digital Marketing Specialist

**Location:** Denver CO - Downtown

The Digital Marketing Specialist is responsible for increasing the organic and paid web traffic, content marketing, and marketing-automation for clients and managing the day-to-day operations of multiple SEO campaigns by using techniques including but not exclusive to: keyword analysis, site structure, external link building, and content optimization. An understanding of / experience in HTML editing and/or CSS would be a plus.

A high degree of energy, commitment, initiative, and enthusiasm is required along with a thirst for knowledge in the internet marketing arena. The ability to organize, prioritize, and meet deadlines is essential as is the ability to communicate with clients, in a professional manner. A successful candidate will also be an entrepreneurial, self-motivated, and able to provide meaningful and actionable insights regarding clients' website and online marketing efforts.

## Skills/Requirement:

- 4-year College degree or equivalent work experience.
- Self-starter and highly motivated even under limited supervision. Proactive and highly organized, with strong time management and planning skills.
- SEO professional with at least one year experience in digital marketing.
- Must have both on-site and off-site SEO skills and experience.
- A passion for emerging platforms and good knowledge of effective SEO strategies and techniques.
- Analytical, with the ability to quickly interpret information, news, data, and research – and distill the most important/relevant information for intelligent strategic development.
- Basic knowledge of Google Analytics. Other third-party analytics platforms experience a plus.
- Able to meet tight deadlines and remain calm under pressure.
- Good at absorbing large amounts of information, with a general hunger for learning.
- Credible, confident, and articulate, with good communication, presentation, and, especially, writing skills.
- Innovative and creative, with a concise, precise, and effective approach to problem solving.

## Submit resume and cover-letter to:

Real FiG Advertising and  
Marketing  
Zachary Rischitelli  
(303) 260-7840 ext. 141  
[zachary@figadvertising.com](mailto:zachary@figadvertising.com)  
1600 Stout St Suite 250  
Denver, CO 80202

**Compensation \$38,000 to \$50,000 based on experience**

## Company Overview

Real FiG Advertising and Marketing is a fast-growing award-winning full-service marketing agency, specializing in thoughtful, creative, and result-driven marketing solutions to business of all kinds. We have a mixture of clients within a broad spectrum of industries. We think that every business communications piece should look its best, but looks mean nothing without strategy and personality. Helping clients better connect with their customers is what we do.

Our services include but are not limited to:

- Corporate Identity
- Web-development
- Web-marketing
- Sales and Marketing Materials
- Print/TV/Radio Advertising and Media Buying
- Copy Writing