

# Balambico

<https://www.balambico.co/job/6912/>

## Digital Marketing Internship

### Description

Marketing a multifaceted network of services and technology solutions requires meeting potential customers where they are, educating them on possibilities, and ensuring Balambico is top-of-mind and providing value as they learn and search for solutions online. We are looking for a Digital Marketing Specialist to help us drive towards marketing Balambico's solution in a repeatable, scalable, trackable, personalized, and automated manner. You will have a high-degree of freedom to test new channels and processes of acquiring leads, optimize current methods, and use analytics and insights to experiment. You will apply creative thinking/solutioning; strategy; and detailed, process-driven execution to help Balambico reach our goals. You will be enabled to cover all key components of the marketing funnel by expanding brand presence, designing effective B2B strategies, operationalizing them, and driving revenue-generating opportunities.

### What You'll Do:

- Strategize, plan, and build scalable experiments in new and existing channels to acquire, nurture, and qualify leads
- On-going performance analysis and reporting of various campaigns, experiments, and channels for areas of improvement (e.g. ROI calculations, CPL, Conversion rate, etc...)
- Manage and continue to optimize on-going digital marketing efforts across channels
- Work with our content team to promote content that educates our audience and supports marketing goals
- Drive consistent, relevant traffic and leads from our socials
- Work with our sales team to provide targeted "air-coverage" to the sales pipeline
- Manage broad lead generation and targeted, personalized ABM efforts in tandem
- Work with our content team to manage and improve organic search engine performance
- Together with the product team, educate the market via various channels about our product features and their benefits
- Energize, educate, and grow accounts of current customers via relevant channels and campaigns

### What You'll Need: (Experience or willingness to learn the following)

- Experience as a Digital Marketer
- Solid understanding and expertise in digital advertising technologies and methodologies
- Experience with data-driven SEO/SEM analysis and optimization
- Strong analytical skills and experience with marketing reporting and data analysis
- Flexibility with ambiguity and working with new technologies, processes, or marketing channels
- Ability to manage multiple projects at the same time in a fast-paced environment
- Technically capable, excellent communicator, and a desire to improve

### Hiring organization

Balambico

### Date posted

September 10, 2020

processes

- A creative and experimental mind-set with a drive for analysis and process and a willingness to quickly test and validate ideas
- Ability to communicate well and succinctly articulate new ideas, explain the why behind results, business value of solutions, and be able to talk through the full marketing/sales cycle
- Be independent & collaborative: can work with a high degree of autonomy, but can also work cross-functionally with teams
- An ability to deeply understand prospects and their personas and how best to meet them where they're at online
- Familiarity with marketing automation tools and sales tools (e.g. CRMs, data tools, etc...)
- Expertise in google analytics and other web-traffic and marketing analytics tools

#### **Bonus Points:**

- Previous startup marketing experience
- Any coding knowledge / experience
- Examples of automating processes with code or automation tools like Zapier
- Marketo / Salesforce knowledge

#### **Compensation & Benefits:**

- Unpaid for 6 months
- Training In various leading edge technologies
- Mentorship & Learning opportunity being part of Balambico's team
- Remote work opportunity
- Flexible schedule
- 20 – 30 hours per week

#### **Apply:**

Email Resume & Cover Letter to : [info@balambico.com](mailto:info@balambico.com)