



Digital Marketer (US)

Goals: Making software users and customers more active. Creating new online leads. Bringing up to excellence our online presence and filling in gaps of best practices. Focus will be on conversion towards software purchase, validated learnings and active usage.

Work location: Los Angeles/California/USA

The time will be spent on average on: planning (20%), content creation (40%), and publishing/analytics (40%).

The selected candidate will create and manage campaigns to create buzz, engagement, purchase, conversion, and software usage through social media and other online marketing platforms. Consistency in scheduling and publishing on social media will be key to reach and engage communities active in VR and 3D. Plan and execute multi-platforms campaign on social media, emailing and newsletters and discount campaigns. Monitor and communicate with users socially while cultivating leads.

Create and manage content in collaboration with the rest of team, incl. graphics, web design and videos. Finds new ways to communicate 3D content in vivid ways through standard 2D platforms and platforms such as SketchFab. Content to be shared: tutorials, cool videos, new software features, blog posts on several topics, news about Imverse, buzz videos showing something special visually speaking etc. Finding new interesting ways to showcase our software tools and what they can make. Creation of new examples for potential use cases and emphasis on the whole workflow and creation process for each case. Interaction with graphic designers, copywriters, video editors and other freelancers. Help in offline branding, such as branded booths and photography documentation. Help in the creation of tutorials and press kits.

Create calls to action and test engagement methods. Organic optimization and generation of inbound traffic. Execute all activity online with empirical testing methods, such as a/b testing to learn best ways to optimize and reach objectives, as well as to learn new general insights. Feed the product development team with user feedback. Own key metrics and improve them when needed (ROI). Research of new ways to reach audiences such as developing an influencer online strategy, budget and execution.

Required skills

- Strong reliance on empirical learning methods and lean prototyping
- Experience with a/b (and other) testing campaigns and data driven and empirical analysis
- Good experience with SEO, AdWords, Social Media, WordPress and Google Analytics
- Native English speaker
- Valid US working permit

Good to have

- Experience with Facebook Ads, Twitter Ads, LinkedIn Ads, and Mailchimp
- Copywriting, text styling, and synthesis (Medium blog posts, website, brochure)
- Able to quickly improve and edit visual content (photoshop etc.)
- Simple video editing
- Some photography skills
- Some experience with UI, UX and even 3D (SketchUp level skills)
- Experience in the VR/Creative industry in California

Personality

- Must be on top of the latest digital marketing trends
- User/consumer centric but realistic
- Independent and proactive
- Solution oriented, focus on priorities, and embracing imperfection

Salary and contract to be discussed