



DIGITAL MARKETING ASSISTANT

The Digital Marketing Assistant is part of the digital team and will work with the data, creative, and account management teams to produce placements as well as execution, performance, and reporting of the media used in campaigns across multiple buying platforms. Acting as a digital expert on campaign performance and optimization, the Digital Marketing Assistant will help shape the creative team's ideas and approaches while providing suggestions on adequate media formatting per digital advertising platforms. The Digital Marketing Assistant will also be passionate about the quickly evolving digital/social media environment and will have a strong point of view to share with colleagues and clients.

Responsibilities

- Work to produce placements as well as execution, performance, and reporting of the media used in campaigns across multiple buying platforms
- Provide insights into the best strategies and tactics to achieve business objectives
- Proactively manage campaign execution
- Oversee client pacing and performance across a diverse digital media portfolio
- Recommend forward-thinking strategies and innovations
- Work effectively, proactively and seamlessly amongst an integrated agency team to ensure projects are completed in a timely manner

Requirements

- 3-5 years of experience preferred
- Understanding of online identity resolution basics
- Demonstrated proficiency in multiple digital media channels
- Strong organizational skills/detailed oriented
- Strong strategic thinking capabilities and understanding of the client's business and how digital can address the client's goals
- Proven ability to independently manage multiple priorities in a fast-paced environment
- Eye for innovation and the next emerging platform or partner to consider as part of a social strategy
- Experience optimizing an entire media plan
- Strong problem solving and consulting skills as well as written and oral presentation skills

Next Steps

Please submit your resume to hr@reflexblu.com. Partial or incomplete applications will not be considered.