

Multimedia Futurist:

The Unstoppable Entrepreneur, one of the nation's leading business growth firms, is seeking to add a new addition to its marketing team who is obsessed with audio and video content, audience growth, SEO and delving into the analytics to support brand growth and visibility.

Have a desire to be a leader in the online marketing space in a company that moves fast and aims to remain a trailblazer in the market? You have found your dream job.

Every week is different; you belong here if you are someone who can look at analytics and performance of dynamic content across platforms to make key decisions about growth strategy. This is a global brand that we always want to elevate, and being the mastermind behind this strategy is a creative yet technical and focused position.

This person will work closely with the Marketing Director, Copywriter, and entire marketing team to achieve company brand goals and direct the strategy around our audio and visual content.

Weekly job functions include, but are not limited to:

- Youtube video strategy
- Youtube advertising strategy
- Smart Speaker marketing strategy
- IGTV optimization and direction
- Analyzing SEO strategy of our channels and making key decisions to drive future content
- Setting up content to be user friendly with transcripts, etc.
- Regular audits of content performance and audience growth each week, reporting back to Marketing Director

Success in this role is measured by:

- Weekly increases of organic listenership and viewership across platforms
- Weekly increases of opt ins, registrations, consultation requests for Sales Team directly from content
- Increased visibility, presence and recognition across audio and visual platforms

If you are looking for a dynamic role with a rapid growth company and want a career in the creative online space send your portfolio and examples of your work and resume to karla@kellyroachcoaching.com. In addition to that, please also include an introductory video:



*Please record and send us an Introductory VIDEO of yourself. Video files, YouTube links or Vimeo links will be accepted. The video should be brief/under five minutes and should include the following:

- (1) What interests you about the role and responsibilities.
- (2) Traits or skills you have that are in accordance with the role.
- (3) Challenges you think may accompany the role.
- (4) Please share anything else you would like us to know about you.



About Kelly Roach International

Kelly Roach is a highly sought after business growth strategist who helps small business owners and entrepreneurs add six and seven figures to their bottom line. She is the host of the top rated podcast Unstoppable Success Radio and an International best-selling author.

Before launching her own international consulting firm, Kelly was a Fortune 500 Executive where she was promoted 7 times in 8 years. Kelly's expertise in working with organizations lies in helping drive innovation, leadership development, sales strategy and profitable growth.

She has been featured in *Inc*, *Forbes*, *Bloomberg Businessweek*, *Entrepreneur On Fire*, *ABC, Good Day*, *NBC*, *The CW*, *The Jill Kargman Show*, and hundreds of podcasts. Learn more at www.kellyroachcoaching.com

Kelly is also the co-founder of Give Her Courage, a movement to instill courage and confidence in young girls all around the world. You can find out more about the Give Her Courage movement on Instagram @givehercourage or on their website at www.givehercourage