



Creative Strategist Job Description

(Remote, Contract/Project-Based)

At Digital Marketing Maven & Associates, we are passionate about driving growth for our clients through creative and strategic marketing solutions. As a full-service agency, we provide tailored strategies that connect brands with their target audiences and deliver measurable results. We're looking for an innovative Creative Strategist to join our team and develop impactful marketing, website, and content strategies. If you're a strategic thinker with a flair for creativity and a talent for optimizing campaigns, we'd love to have you on board!

Position Title: Creative Strategist

Location: Remote

Position Type: Contract/Project-Based

Salary: Competitive; based on experience

Why Join Us?

- **Flexible Work Environment:** Work remotely with a flexible schedule.
- **Collaborative Team:** Be part of a dynamic team that values innovation, creativity, and professional development.
- **Impactful Work:** Create and oversee strategies that drive growth for businesses across various industries.

Key Responsibilities:

- Develop comprehensive marketing, website, and content strategies that align with client goals and drive business growth.
- Collaborate with clients and internal teams to understand business objectives, target audiences, and project requirements.
- Create tailored strategies for each project, encompassing various channels such as social media, email, content, SEO, PPC, and more.
- Oversee the execution of strategies and provide guidance to internal teams to ensure consistency and alignment with project goals.
- Monitor campaign performance and analyze data to optimize strategies for maximum impact.
- Provide ongoing recommendations for improvements based on results, industry trends, and best practices.
- Facilitate strategy sessions and workshops with clients to align on goals, direction, and tactics.
- Present strategies, insights, and recommendations to clients and stakeholders.
- Stay up to date with industry trends, tools, and emerging strategies to maintain a competitive edge.

Required Skills:

- Proven experience as a Creative Strategist, Marketing Strategist, or similar role, with a track record of developing successful marketing strategies.
- Strong understanding of various marketing channels, including social media, SEO, content marketing, email marketing, and PPC.
- Excellent communication and presentation skills, with the ability to convey complex ideas clearly and effectively.
- Proficiency in using marketing analytics tools to track performance and inform strategy adjustments.
- Strong analytical and critical thinking skills, with a data-driven approach to decision-making.
- Ability to collaborate effectively with clients and internal teams.

Desired Characteristics:

- Creative thinker with a passion for developing innovative strategies.
- Highly organized, detail-oriented, and able to manage multiple projects simultaneously.
- Adaptable to a fast-paced environment with changing priorities.
- Proactive, results-driven, and committed to continuous improvement.
- Strong relationship-building skills and the ability to gain trust from clients and team members alike.

How to Apply:

Are you ready to craft strategies that make an impact? [Apply online here](#) by submitting your resume and a brief cover letter detailing your experience in creating and optimizing marketing strategies. We look forward to seeing how you can help us drive success at Digital Marketing Maven & Associates!