

Digital Marketing & Advertising Technology Consultant

We believe that digital transformation can be a force for good, improving the lives of everyone involved. To achieve this mission, we rely on a team of techno marketers that know Salesforce. We have been a Salesforce partner since before there was an ecosystem and have been privileged to help some of the world's most celebrated brands on their path to digital transformation.

At ListEngage, we believe that talent trumps location, and that communication, respect, and team work are the values that enable us to deliver for each other, our stakeholders, and our customers.

We are currently seeking an experienced Digital Marketing & Advertising Technology Consultant to join our Strategic Consulting Team. In this role, you will consult with enterprise clients on navigating the shifts in the ad tech and privacy landscape, migrating from third party to first party data-driven programmatic ad strategies, while maximizing the use of Salesforce Cloud technologies.

What we are looking for

- Three years of experience in marketing and advertising technology
- Prefer prior agency experience
- Excellent presentation skills and written communication skills
- Positive, customer-centric attitude
- Track record of successful projects involving paid media, ad targeting, and data management
- Experience in digital advertising targeting, segmentation, tracking, and analytics capabilities
- Knowledge of Google platform solutions (Google Marketing Platform, Google Analytics, Google Ad Data Hub, Google Tag Manager), Data Management Platforms (Salesforce/Krux, LiveRamp, Neustar, etc.), and media partners like Google, Facebook, Twitter, and LinkedIn
- Undergraduate degree required (ideally in Business or Marketing)
- Ability to work in the United States

Preferred experience

- Strong preference for Salesforce Marketing Cloud/ExactTarget experience and certifications
- Unifying customer data profiles in a Customer Data Platform (CDP) or similar platform

What You Will Be Doing

Digital Marketing & Advertising Technology Consultant

In this role, you will be a consultative thought leader and visionary, helping clients to bridge the gap between third party cookie driven ad tech strategies and emerging technology alternatives. This role requires the ability to provide consultative guidance on:

- Maximizing the use of ad technology to segment, reach, and engage prospects and customers
- Working closely with our CDP experts, building cohesive end-to-end roadmaps and solutions that provide holistic customer journeys from unknown prospects to known customers
- Strategies for capturing first party data and leveraging emerging ad technologies to maximize its reach
- Techniques for achieving seamless digital customer experiences across channels
- Understanding ad tech analytics capabilities
- Gathering and understanding all client business requirements and marketing goals, and aligning those initiatives with the features and capabilities in Salesforce and integrated platforms

You will also be responsible for:

- Supporting Quarterly Business Reviews and Customer Journey Mapping workshops
- Providing support as needed to the Sales and Marketing teams
- Staying up-to-date on the latest in digital marketing technology, data management, and Salesforce features and capabilities

Work Location

- Remote

Benefits

- A retirement 401k plan with match
- Competitive Medical, and Dental
- Voluntary Vision & Supplemental Life
- Employer-paid Life, Accidental Death & Dismemberment and Long-Term/Short-Term Disability Insurance
- Generous PTO, Holiday, and Sick Time Benefits
- Flexible Spending Reimbursement Accounts (Health and Dependent Care)
- Employee Referral Program
- Work-Life balance
- Annual performance Bonus

If you're interested, so are we! At ListEngage, we aim to change the world by challenging the traditional consulting model by building a flexible, delivery focused organization that can deliver on the promise that we have made to each other. We are an equal opportunity employer and love diversity at our company! We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, or disability status. If interested, please apply via the "Apply Online" button under the job posting or send us your resume to careers@listengage.com