Digital Strategist

In this role, you will work directly with agency partners, account managers and clients to lead the internet presence strategy and digital tactic recommendations for agency clients. This person will help create the strategy, planning and execution of our clients' online/offline initiatives through the recommendation of digital and social media marketing techniques to help our clients reach their business goals.

A successful Digital Strategist will:

- Make high-level and tactical recommendations to clients regarding their digital strategy
- Analyze and provide recommendations based on Google Analytics and other data
- Analyze, organize and prioritize work while meeting multiple deadlines
- Collaborate with team members and clients to maintain effective relationships
- Work with people from different disciplines and backgrounds who have varying degrees of technical knowledge
- Strategize and deliver change management approaches needed to create an internal culture that supports creative problem solving and cross-functional collaboration
- Encourage teams to deliver ideas that go beyond the status quo
- Work directly with developers, creative teams, seo/paid media teams, and content marketing teams to design and implement strategies to client web properties to improve marketing campaign performance

Ideal candidate will have these characteristics:

- You are comfortable working with a variety of industries, brands and agency team members
- You are able to multi-task and self-prioritize
- Ability to develop and maintain strong cross-functional relationships
- You are comfortable in a leadership role and being the 'go to' for senior business and technical leaders to rely on for digital strategy recommendations for agency clients

Requirements:

- Bachelor's degree (BA) from four-year college or university; three or more years related experience; or equivalent combination of education and experience.
- Advanced understanding of web design, layout and marketing requirements
- Lead by example in creating/leading cutting edge web and digital experiences that drive increased traffic and revenue to our clients' websites and applications

Bonus Points:

- Mentor web designers and producers, leveraging years of web industry expertise to effectively raise the technological bar of the department
- Lead Web Team design and coding critiques providing recommendations and constructive feedback based on industry expertise in user experience and web marketing needs
- Writing, publishing and conference-level presentation skills

- Perform or oversee SEO site audits and provide recommendations for improvement
- Website coding/development experience

Benefits at a Glance:

- Competitive salaries, commensurate with experience
- Medical/Dental/Vision Insurance
- Short and Long Term Disability
- Life Insurance
- Flexible Spending Accounts
- 401(k) with employer match
- Paid holidays and paid time off
- Employee Bonus/Profit Sharing program
- Open, collaborative office
- Company outings

About AcrobatAnt:

AcrobatAnt is a full service advertising agency in Tulsa, Oklahoma. AcrobatAnt serves clients in a variety of industries including healthcare, automotive, quick service restaurants and financial services. Our cross-functional team provides solutions to help our clients reach their business goals. Our mantra is 'Pure. Simple. Honest.' We live those words daily as we serve our clients with integrity, thought leadership and creative that exceeds expectations.

To Apply:

- Email: Info@AcrobatAnt.com

AcrobatAnt is an equal opportunity employer; we consider all qualified candidates without regards to race, color, religion or belief, gender, sexual orientation, national origin, age, genetic information, disability, or veteran status.