

Marketing Coordinator

Pinnacle Branding is a large promotional product and branding agency with a global distribution and fulfillment center. Our white-glove approach and unparalleled customer service have earned us lasting relationships with our clients (we have no "customers" here), with the majority of our new business developing via referrals and organic growth within organizations. We strive to offer product and solutions that are exciting, innovative, trend-savvy, useful, beautiful, high quality, and memorable. We truly love what we do. Our commitment to excellence, our positivity, and our passion for this industry is infused in all interaction with clients, suppliers, and coworkers. Our goal is to build a team of talented, passionate people who desire to be part of a growing organization that holds each member to high standards while also recognizing individual skillsets, offering multiple paths for advancement over time.

We are seeking a Marketing Coordinator to help support our sales growth and new business development with existing and new clients alike.

Primary responsibilities:

- Create video/photo/written content for social media accounts and website blog posts that amplifies the company's brand, values, mission, services and achievements
- Measure and report on SEO and social analytics, staying up-to-date with changes to all platforms to ensure maximum effectiveness
- Take a data-driven, results-oriented approach on key marketing KPIs for the company including traffic, conversions, activity, ROI, etc.
- Conduct research of market (industry and retail) trends, customer behavior, and competitor landscape, and prepare reports by analyzing and summarizing data
- Stay in close communication with suppliers to be the first to know of upcoming product line updates and new releases
- Design and deliver materials (product flyers, look books, trend guides, videos, etc.) to the Sales staff to support all proactive efforts and provide compelling marketing strategies to increase sales and revenue and improve efficiency
- Advise on and organize promotional activities and materials for new products/services
- Assist sales team with complex virtual mock ups and 3D renderings as needed
- Assist in the creation of go-to-market materials for new business initiatives
- Ensure that all marketing efforts serve immediate and long-term business goals through close collaboration with sales management

What you need to succeed in this position:

- 2+ years digital and print marketing experience
- 2+ years experience with professional writing and storytelling

- Adobe Creative Suite proficiency
- Solid understanding of social media optimization and SEO/SEM/PPC principles
- Experience managing corporate social media sites
- Web design/maintenance and HTML knowledge are a plus
- Excellent project and time management aptitude
- Strong communication and presentation skills
- Digital photography skills are a plus
- Experience in the promotional products industry preferred