

Web Marketing Manager

Latinoamerica Renewable, LLC - Remote

Latinoamerica Renewable, LLC is a startup located in Perrysburg, OH dedicated to deployment of renewable energies to the region of Latin America. For more information please visit: info@latinoamericarenovable.com

Duties :

- Take ownership of the strategy and implementation of marketing campaigns for LR, with specific focus on increasing sales of our intelligence e-products.
- Work to improve traffic for all channels.
- Manage pay-per-click activity and track results to maximize future campaigns.
- Collaborate on strategic marketing initiatives that deliver results in customer acquisition and sales.

Qualifications :

- Student in marketing, business or related fields.
- Courses on marketing communications, business, creativity or related area.
- e-Commerce experience preferred.
- Experience in project planning, strategic marketing, creative marketing, market research, and ROI analysis.
- Spanish (native or proficient)
- Working knowledge of graphic design and electronic marketing.
- Competent in the area of coding: CSS, JS and HTML.
- Experience directing creative development: short videos, etc.
- The ability to see a project through to completion and the ability to work with teams.

Experience:

- Undergraduate or graduate student
- Web marketing experience – a plus
- Ability to define tasks, set targets and meet deadlines
- Ability to multi-task
- Strong organizational aptitude, analytical and decision making capabilities