

Search Engine Optimization (SEO) Account Manager

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Company: Hustler Marketing

Location: Caracas

Category: business-and-financial-operations

Company Introduction:

Digital Strategy Group is a dynamic digital marketing agency delivering exceptional Search Engine Optimization, Paid Search Advertising, Social Media Marketing, and Marketing Automation services.

Our operational excellence and dedication to customer satisfaction have earned us a stellar reputation as a reliable source to deliver results for our clients. As a cutting-edge marketing agency, we take pride in our innovative strategies and top-notch services. With a strong focus on customer satisfaction, we have established ourselves as a trusted industry leader, known for our reliability and excellence.

While we are headquartered in Phoenix, AZ, near the Deer Valley Airport, we operate virtually throughout the entire United States of America. This flexibility enables us to revolutionize the digital marketing landscape. Join us in shaping the future of digital marketing and be part of our extraordinary journey!

About the Role

The SEO Strategist & Client-Facing Account Manager is responsible for driving exceptional experiences and successful outcomes for our clients in the realm of digital marketing.

Reporting to the Head of Business Operations, this role plays a pivotal role in swiftly communicating with clients, addressing and resolving their requests, and implementing appropriate SEO strategies for our clients. This position requires you to be knowledgeable and experienced with SEO best practices, trends, and principles to ultimately manage client and vendor relationships with great skill that delivers outstanding results.

Responsibilities will generally include effectively engaging with our customers and contractors (via email, phone, and video conferencing calls), leading the development, planning, and seamless implementation of technical SEO solutions, and ensuring that top-notch quality control measures are implemented and maintained. You also need to ensure customer satisfaction and have the ability to upsell and cross-sell new products while educating clients on expected outcomes.

General responsibilities:

The responsibilities of our SEO Strategist & Client-Facing Account Manager include, but are not limited to the following general responsibilities:

Leveraging your technical SEO expertise and knowledge to deliver outstanding results and get the job done for our clients while using the technical solutions that our agency offers

Managing client and vendor relationships while ensuring that every client has an excellent customer experience and is satisfied with the service we provide

Taking the lead in the development, planning, and implementation of technical SEO solutions while implementing and maintaining quality control measures

Strategizing content calendars and executing successful content marketing campaigns to drive engagement and results for the client accounts assigned to you

Upselling and cross-selling new products to existing clients while educating them on the expected outcomes of the tailored SEO solutions offered to them

Educating clients on a range of digital marketing products and best practices with the goal of optimizing their understanding of the products and the performance of their chosen products

Identifying and working to resolve any discrepancies in advanced content and tags, ensuring accuracy and effectiveness in the SEO strategies that are implemented for our clients

Emphatically conducting problem-solving techniques with our clients to ensure that they have an exceptional customer experience to foster a long-lasting working relationship

Engaging with customers and contractors via phone, email, & video conferencing to maintain clear communication channels at all times

Managing other team members involved in similar tasks, guiding them towards the desired outcomes, and encouraging them to grow their expertise and skill set

Utilizing strategic thinking and prioritizing tasks to drive successful outcomes and exceptional results in the executed digital marketing campaigns

Staying up-to-date on digital marketing trends and industry best practices to continuously enhance our strategies and improve our services to our clients

Demonstrating humility, a hunger to succeed, and an ability to effectively research the methods used by our competitors and identify areas for process improvement

Working autonomously and taking ownership of a diverse range of projects while implementing streamlined processes to improve productivity

Overall, the SEO Strategist & Client-Facing Account Manager will play a key role in driving exceptional customer experiences, successful outcomes, and outstanding results for our clients.

Position specifications:

The SEO Strategist & Client-Facing Account Manager position includes committing to the following:

Full-time commitment

Consistent Working Schedule of 8 hours/day, 5 days/ week

Fixed-rate monthly salary paid in USD

Receive contractor status after signing our non-disclosure agreement

Paid days off policy

Requirements

About You:

Profile:

As our SEO Strategist & Client-Facing Account Manager, you need to embody a dynamic and results-driven approach to your work. Your exceptional communication skills and strategic thinking should enable you to swiftly address client needs and prioritize tasks in an efficient manner. With a strong focus on customer satisfaction, you need to excel in managing client and vendor relationships, while delivering outstanding SEO results and leading a diverse range of projects successfully.

This position requires you to have an analytical mindset, problem-solving prowess, and the ability to easily adapt and navigate complex digital marketing challenges. Being a team player with a hunger for growth will help you succeed in this role. However, you need to stay at the forefront of industry trends and best practices, continuously driving exceptional outcomes for clients.

Key requirements:

The SEO Strategist & Client-Facing Account Manager position has the following key requirements:

Proven experience in the SEO industry with a minimum of 1-5 years of work experience in a similar position, preferably within a digital marketing agency

Exceptional communication skills with the ability to engage effectively with clients and contractors via phone, email, & video conferencing

Strong project management skills, ensuring on-time and on-budget delivery of projects

Demonstrated strategic thinking and the ability to prioritize tasks effectively

Proficient in technical SEO, keyword analysis, competitive analysis, and web analytics tools

Experience in upselling and cross-selling new products to existing clients

Ability to educate clients on products, expected outcomes, and digital marketing best practices

Analytical thinking and problem-solving skills, with attention to detail in advanced content, including tags and meta information

Proven ability to research competitors, identify opportunities for process improvement, and implement effective solutions to our agency's services

A humble, hungry for success, and smart attitude with a strong focus on customer satisfaction and understanding of our clients and their needs

Capacity to manage diverse projects independently while implementing streamlined processes

An aptitude for creative thinking and the ability to strategize content calendars and drive successful content marketing campaigns

Adept at managing other team members involved in similar tasks guiding them towards desired outcomes and encouraging them to improve their expertise and skill set

A passion for digital marketing trends and industry best practices, while constantly seeking growth and improvement in the field

Ability to work independently as well as in a team environment

Strong attention to detail with exceptional organizational abilities

Familiarity with working autonomously and managing your own time independently and effectively (remote work experience is a plus)

Must have a stable internet connection and a laptop or PC, as well as be able to attend virtual video conferences

Excellent verbal and written communication skills in English. You must be fluent in English, although English doesn't have to be your native language

Being open to receiving feedback and constructive criticism and improving on it, as well as giving feedback of a similar nature productively to your team

Must be available and responsive during office hours (which are from (10:00 AM to 2:00 PM Phoenix USA Time)

Must be able to consistently work full-time

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