## Marketing Assistant

## Roles and Responsibilities:

* Provide competitive research and analysis support
* Help with collection and synthesis of quantitative and qualitative data from client marketing campaigns
* Assist with advertising and marketing promotional activities including social media, mobile, mail, e-mail, web, telemarketing, and print
* Assist with search engine optimization strategies
* Work with various databases
* Draft client communications, content for blogs, website, and social media
* Increase lead generation through online marketing
* Act as ambassador and liaison for company with online community
* Contribute to content creation for local ads, manage ad creation process and be the “go-to” resource for ad related matters