

WebpageFX, Inc.
Murata Business Center
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Phone
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The Position:

WebpageFX is looking for a recent marketing graduate or junior marketer who is passionate about Internet marketing strategy and execution.

The Company:

Webpagefx, Inc. (<http://www.webpagefx.com>) offers a wide array of design, development, and marketing services aimed at establishing a unique and highly effective online presence for our clients. Founded in 1997, Webpagefx has become a leading force in redesigning the web as we know it. Over the past ten years we have acquired not only valuable experience, but also an exceptional team of designers, programmers, and internet advertising specialists. With every project we take, our goal is to analyze and identify the needs of site users, organize information based on these needs, and develop a finished solution that is both innovative and user-friendly.

Job Description:

- Optimize client websites for search engines
- Provide website and blogging copywriting services
- Manage significant budgets on top tier search engines (Google, Bing & Yahoo!)
- Calculate ROI and prepare monthly Internet marketing campaign reports
- Consult with clients about their business goals and propose solutions and strategies that meet their needs
- Provide social media consulting, monitoring and management services
- Create and implement email marketing, website conversion analysis and online advertising programs
- Direct the design of web pages and develops web content, assures that content is consistent with standards and up to date, and assures that all web functionality is operating properly
- Procure links to client websites

Skills:

What You Need (WebpageFX will provide skill specific training):

- GPA above a 3.3
- HTML and Dreamweaver experience
- Acute understanding of traditional marketing
- Strong written communication skills

- Blogging experience
- Strong understanding of the Internet and Internet technologies
- Superior quantitative, analytical and technical skills including spreadsheet or database analytics
- Customer service experience in any industry
- Facebook account with over 75 friends
- Twitter account with over 50 followers

A Plus if you Have:

- Agency experience
- Internet marketing experience
- Strong knowledge of SEO a huge plus
- PPC, email marketing or online advertising experience
- Proficiency in Photoshop
- Background in statistics, project management or customer service

Qualities:

- Up-to-date on the latest web technologies and zeal for the Internet
- Professional, dependable, solid work ethic, detail-oriented, self motivated
- An eye for detail and a dedication to quality
- Approaches problem solving proactively and in a professional manner
- Self-motivated with a high level of initiative and follow-through
- Positive and energetic by nature

Preferred Education:

Bachelors Degree in Marketing, English, Communications or Statistics

Perks:

- *Salary Range: \$28K to \$36K
- *Health, Dental, Vision & 15 Day Vacation Benefits Package
- *Company match IRA
- *Fun creative work environment at rapidly growing company
- *Opportunity to work with the top search engine optimization company in Pennsylvania

Office Location:

Carlisle PA in Keystone Innovation Zone

Job Submission Requirements:

- *Resume
- *Sample marketing works
- *Sample written works
- * Links to your blogs, Facebook & Twitter

*References

How to Apply (Interviews are already underway, so please apply without delay):

- E-mail with "Internet Marketing Specialist" in the subject line
- Submit resume in text of e-mail or as word ".doc" attachment to superjobs@webpagefx.com
- Please include in email: Samples of written works, links and marketing materials developed.