



## Senior Paid Marketing Strategist

Thruline Marketing is an independently owned digital agency with a long history, headquartered in Overland Park, KS. We're a small growth company that prides itself in driving best-in-class results and working with selective clients and employees.

Our team loves tackling big challenges and speak our minds in an environment of respect. We know that anyone can market a product, but not everyone gets to market a way for people to improve their lives. The industries we operate in offer well-paying jobs for trained individuals.

The individual in this role will lead strategy and execution of paid media campaigns on behalf of our clients. You will report to the Director of Performance Marketing.

We're looking for candidates who:

- Are excellent at problem-solving, building successful and repeatable processes, and can execute individual tasks at a high level
- Thrive when working independently and remotely (our whole company works from home most days, even those based in the KC area)
- Can professionally own relationships with and drive confidence with clients
- Can identify, craft arguments for, and serve as a business owner for process improvements and business initiatives

### **TYPICAL FUNCTIONS/RESPONSIBILITIES**

- Determine strategies for and manage paid advertising campaigns across major digital channels, including Google and Meta, to generate qualified leads within client media budgets
- Continually monitor and analyze client performance to identify and execute campaign changes to maximize performance service client needs
- Partner with account director to assess opportunities for growing or adjusting engagements for the benefit of clients
- Showcase paid campaign performance metrics and results to clients, including preparing and sending regular reports and presenting media campaign performance to clients in meetings
- Proactively identify opportunities for campaign optimization and perform ad hoc deep dives and data analysis where warranted
- Identify opportunities for improved conversion, including participating in conversion rate optimization activity for paid media landing pages
- Collaborate with internal teams including account services, web development, and UX design on client or internal company projects, such as reporting automation



## MINIMUM QUALIFICATIONS

- 5 years of experience in managing paid media campaigns for lead generation, with experience in paid search (especially Google Ads), paid social, or other paid media channels
- High level of proficiency with marketing data analysis, including the regular use of Microsoft Excel for pivot tables, vlookups, and more
- Successful record of developing and growing client relationships

## COMPENSATION & BENEFITS

This role is budgeted for an annual salary of \$85,000 - \$100,000, commensurate with experience.

We value our employees and think they are pretty special. We tend to be picky in selecting people to join our team, but once they are here, we want them to know how much we value them and recognize that what they do at work is just part of who they are. Thruline Marketing offers competitive benefits, including:

- Competitive medical, dental, and vision insurance with substantial company coverage of employee premiums; life, disability, and AD&D insurance available (employer- and/or employee-paid plans)
- 3 weeks (15 days) of annual paid time off (PTO), increasing with greater company tenure
- 10 paid annual company holidays
- 401(k) plan with a great company match in contributions and full vesting from day one
- Paid parental leave
- Annual tuition reimbursement for job-related training
- Fully remote position with opportunities for those in the Kansas City area to meet as needed

View a longer list of our benefits at <https://www.thru-line.com/join-the-team>.

## APPLY

Please submit a resume to myron [dot] liu [at] thru-line [dot] com. You may optionally submit a brief letter with your resume explaining your interest in and qualifications for this role.

**Diversity Statement:** Thruline Marketing is an equal opportunity employer. We believe a diverse and inclusive team makes us better at creating products and delivering services that meet our stakeholders' needs. We strongly encourage applications from candidates whose background, identity, or ability is underrepresented.

**Job Location:** The duties of the position will be performed remotely from the U.S. However, we strongly prefer that the individual hired for this role is based in the Kansas City metro area.