



Account Manager | Growth Marketing

If you love working in the Bike, Outdoor and Wintersports Industries, want to settle into Mountain Town living and consider yourself an ECommerce and Digital Marketing Expert, we're looking for you. CrankTank is seeking a qualified individual for the full-time position of **Account Manager - Growth Marketing**.

Company Profile:

CrankTank is a Digital Marketing, Ecommerce Strategy and Brand Communications agency established in 2016. Our mission is to help brands in the market manage the Direct-to-Consumer shift by providing industry leading strategy and managed services. We are located in Sun Valley, ID, an absolute Mecca for Winter and Summer Mountain Activities. We value living the lifestyle that we sell for our clients, so crushing it on your lunch break is encouraged, along with **doing good work** for our clients. Work Hard, Play Harder with CrankTank.

Job Description:

CrankTank is seeking an experienced Growth Marketer with practical experience in general digital marketing channels, campaign direction, data and analytics, creation, maintenance and optimization of funnels, testing and experimental process and paid media expertise with a proven track record for success. Leadership is key, however practitioner experience and proficiency is preferred. This position reports directly to the Chief Technology Officer at CrankTank. This position requires the ability to develop and implement strategy plus be a highly proficient practitioner in Shopify, Klaviyo, Facebook Business Manager, Later and Google Marketing Platform.

Primary Job Duties:

- Develop and Plan and Manage Digitally Native Marketing Campaigns
- Analyze Performance
- Design and Publish Outbound Email and Automations
- Tracking and Reporting on Campaign Performance
- Onsite Content and Promotional Programming in Shopify
- Plan and Control Paid Media Expense Budgets
- Audience Building, Segmentation and Targeting
- Campaign Asset Management
- Social / Digital Content Publishing / Scheduling

Qualifications (Experience):

- Shopify Expert or Shopify Plus Partner Experience
- Advanced Email Marketing Experience *Klaviyo preferred
- Bike, Outdoor and or Ski Industry experience is a plus
- Facebook Business Manager
- G-Suite
- Google Marketing Platform

Application Prerequisites:

- Resume
- Work Examples
- References

Compensation:

\$45,000 - \$60,000 Based on Experience - Opportunity for more salary with the right credentials