



**Marketing Manager
(Contract/Freelance)**

We are –

True Synergy, Inc., a boutique professional and organizational development consulting company, based in Los Angeles, CA specializing in corporate culture change and behavioral transformation for high-growth companies. Learn more about us at www.truesynergyinc.com.

You are –

A brilliant marketing superstar! You are a creative, strategic, resourceful, and innovative marketer who has a passion for improving and creating brand awareness and business growth for small businesses. You also have an entrepreneurial mindset and can thrive in a small, but growing, fast-paced external consulting environment. As our Marketing Manager, you will be responsible for developing, implementing, and managing our marketing strategy to increase our social media engagement, brand awareness, and to attract potential clients and retain existing ones.

Work Location + Hours

- Remote
- Monday-Friday
- Full-time or Part-time

Duties include:

- Develop, implement, and manage our marketing strategy
- Brainstorm new campaigns
- Create our content calendar
- Coordinate with business development to attract new clients
- Manage our two websites (True Synergy & Dr. Gena Media)
- Manage our Marketing Automation supplier
- Manage our Social Community Manager, Serenity Sanctuary
- Manage our creative support contractors
- Manage our blog posts; ensuring they are informative and appealing to our audience
- Develop and push out email marketing campaigns
- Grow our social audience and manage email lists
- Design and post on our social media platforms
- Respond to other posts to increase user engagement
- Develop, implement, and measure the success of every campaign
- Monitor SEO and user engagement and suggest content optimization

Minimum Qualifications:

- 5-7 years of experience in marketing, branding or similar role
- Experience in marketing strategy, brand building and communication
- Experience working with small consulting firms is preferred
- Excellent updated knowledge and experience in social media marketing
- Understanding of SEO and web traffic metrics
- Writing and proofreading skills is a must
- A creative and strategic thinker
- Bachelor's degree in marketing, brand, communication, or the equivalent

This is a long-term contract/freelance position. If you are interested, please submit a proposal to: hello@truesynergyinc.com