

Digital Marketing Specialist

Location: Remote | **Type:** Part-Time / Full-Time

About Elefante RevOps

Elefante RevOps is a HubSpot Solutions Partner dedicated to helping high-growth companies scale their revenue operations efficiently. We provide strategic and technical expertise in CRM migrations, marketing automation, sales enablement, and inbound marketing. Our mission is to optimize sales and marketing processes using data-driven strategies to help businesses thrive.

Role Overview

We are looking for a **Digital Marketing Specialist** to lead content creation efforts, optimize performance-driven campaigns, and generate high-quality leads for our sales team. This role requires someone who is both creative and analytical—able to craft compelling content while continuously measuring its effectiveness.

You will be responsible for growing our brand awareness, increasing newsletter subscribers, creating blog content that ranks #1 on search engines, producing engaging video content, **owning webinar campaigns**, and optimizing digital marketing strategies to attract and convert leads. The ideal candidate is comfortable in front of a camera, has a deep understanding of SEO, **can manage end-to-end webinar initiatives**, and thrives in a fast-paced, results-driven environment.

Key Responsibilities

Content Creation & Strategy

- Develop and execute a content marketing strategy to increase brand awareness and generate leads.
- Write and optimize blog posts, case studies, and thought leadership articles that rank at the top of search engines.
- Plan and manage a content calendar aligned with Elefante RevOps' growth goals.
- Optimize existing blog pages to improve organic traffic and conversions.

Webinar Strategy & Execution

- Own the **pre, during, and post-webinar strategy** to generate leads.

- Plan, promote, and execute **webinar campaigns** in collaboration with sales and RevOps teams.
- Develop compelling topics, create webinar landing pages, and manage email and ad campaigns for promotion.
- Work with guest speakers and internal experts to ensure high-value content.
- Eventually **host webinars** as the face of Elefante RevOps' thought leadership.
- Analyze webinar performance and implement improvements to increase engagement and conversions.

Video Marketing & Brand Awareness

- Create and edit engaging video content for LinkedIn, YouTube, and other digital platforms.
- Be comfortable in front of the camera for video explainers, thought leadership, and educational content.
- Develop social media content that highlights Elefante RevOps' expertise and success stories.

SEO & Performance Optimization

- Conduct keyword research and optimize content to rank for high-intent search queries.
- Implement on-page and off-page SEO best practices to improve search rankings.
- Optimize website pages and blog posts for conversions and lead generation.

Lead Generation & Campaign Performance

- Launch and manage multi-channel marketing campaigns (email, social media, PPC, organic).
- Track, analyze, and report on the performance of content marketing efforts using HubSpot and other analytics tools.
- Continuously refine content strategy based on data insights to improve engagement and conversion rates.
- Grow newsletter subscribers through compelling lead magnets, email sequences, and targeted outreach.

Collaboration & Growth Initiatives

- Work closely with sales and RevOps teams to align marketing efforts with business goals.
- Develop case studies and success stories that showcase Elefante RevOps' impact.
- Stay up to date with trends in digital marketing, HubSpot, and RevOps to continuously improve strategy.

Who You Are

- **Creative & Analytical** – You know how to craft engaging content while tracking performance metrics to improve outcomes.
- **A Natural Storyteller** – You can translate complex RevOps concepts into engaging, easy-to-understand content.
- **SEO & Growth-Focused** – You understand how to build content that ranks and drives high-quality leads.
- **Comfortable on Camera** – You're willing to be the face of video content and create thought leadership content.
- **Webinar-Savvy** – You have experience running or organizing webinars and are excited to eventually host them.
- **HubSpot-Savvy (Preferred)** – Familiarity with HubSpot's marketing tools is a plus.

Requirements

- 2-5 years of experience in digital marketing, content marketing, or related roles.
- Strong writing, editing, and storytelling skills.
- Experience with SEO, keyword research, and content optimization.
- Experience in webinar planning, execution, and promotion.
- Proficiency in video creation/editing tools (e.g., Adobe Premiere, Canva, or similar).
- Familiarity with HubSpot, Google Analytics, and social media analytics tools.
- Ability to work independently in a fast-paced environment.

What We Offer

- Competitive salary / contract and performance-based incentives.
- Fully remote work environment with flexible hours.
- Opportunity to work in a high-growth industry with a leading RevOps team.
- Professional development and learning opportunities.
- A collaborative and supportive team culture.

If you're passionate about **content marketing, lead generation, and webinars** and want to help grow a brand in the RevOps space, we'd love to hear from you!