



Digital Marketing Strategist

FULL-TIME SALARY POSITION

Location: On-Site in Lexington, KY Office

Target Start Date: Flexible

Reports To: Marketing Director

Faithful Platform is disrupting the jewelry industry by offering high-quality engagement rings at unbeatable prices while providing **exceptional** one-on-one service. We're looking for a **Digital Marketing Specialist** who is both a strategic thinker and a hands-on executor—someone who thrives in an entrepreneurial/small business environment, loves digging into data, and can turn insights into action.

What You'll Do

- Own and optimize **marketing analytics**—track key KPIs, analyze campaign performance, and drive data-backed decisions to improve lead generation and conversions.
- Manage and refine our **SEO strategy** to increase organic traffic and enhance search rankings.
- Develop and execute **email marketing campaigns**, including automation, segmentation, and A/B testing, to nurture leads and drive sales.
- Assist in overseeing our **website**, working with developers to improve user experience, conversion rates, and performance tracking.
- Support content marketing efforts, ensuring that blogs, landing pages, and YouTube descriptions are optimized for engagement and lead generation.
- Analyze and report on **customer acquisition channels**, working to improve ROI across all platforms.
- Work closely with our **affiliates** and ambassador program to track performance and refine strategies.
- Collaborate with the marketing team to develop **data-driven experiments**, uncover insights, and optimize efforts across all platforms.
- Stay ahead of **digital marketing trends**, bringing new ideas and strategies to the table.

What We're Looking For:

- Excellent character, personal values, and alignment with the mission and values of Faithful Platform is of the utmost importance.
- **4-5+ years of experience** in digital marketing, with a proven track record of driving measurable growth.
- Highly **analytical and data-driven**, with experience in Google Analytics, CRM systems, and marketing automation tools.
- A **self-starter** who takes ownership and thrives in an entrepreneurial, fast-paced environment.
- Deep understanding of **SEO, conversion rate optimization, and email marketing best practices**.
- Experience with **e-commerce or lead-generation marketing** (bonus if in luxury goods or high-ticket sales).
- Strong understanding of digital performance metrics and how to optimize campaigns for growth.
- Bonus: Experience in **affiliate marketing** and influencer/ambassador marketing..

What You'll Gain:

- Be part of a **mission-driven company** changing the way people buy engagement rings.
- Work in a collaborative, fast-paced environment where your ideas and impact matter.
- Competitive salary and benefits, plus opportunities for growth within a scaling company.
 - Competitive pay based on skill level and experience
 - 401K Matching Program (begins after 6 months of employment)
 - 15 PTO Days
 - Short-Term and Long-Term Disability
 - Allowed to make all personal jewelry purchases at cost
 - More opportunities to grow in your career as FP grows

To apply for this position, please send your resume to emckee@faithfulplatform.com