



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 strategic digital marketing, with a proven track record of driving measurable growth.
- Highly analytical and data-driven, with experience in results-based marketing and familiarity with attribution tools like Google Analytics, CRM systems, and other marketing automation tools.
- A self-starter who takes ownership and thrives in an entrepreneurial, fast-paced environment.
- Solid understanding of SEO/AEO, conversion rate optimization, and email marketing best practices.
- Experience with e-commerce or lead-generation marketing (bonus if in luxury goods or other high-trust sales).
- Strong understanding of digital performance metrics and how to optimize campaigns for growth.

What You'll Gain:

- Be part of a faith-based company changing the way people buy engagement rings.
- Work in a collaborative, fast-paced environment where your ideas and impact matter.
- Full-time 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 apply through our [website](#) and send your resume to careers@faithfulplatform.com.