



Digital Growth Project Associate in New York, NY

We are a boutique digital growth firm with the mission of becoming the first point of contact for digital challenges, and the most trustworthy business in the industry. Our Engagement Teams facilitate digital growth with more than 200 projects worldwide - from Fortune 50 companies such as P&G to high-growth startups as Thumbtack.

We work with passion and a commitment to our shared values. It is our joint task to make it possible for people to find useful and relevant information that inspires, broadens their horizons, and adds value to their daily lives.

Our teams go above and beyond to get things done. With projects in more than 60 countries, it sometimes means traveling halfway around the world and diving into different languages, countries and cultures - from Sydney to Singapore, from Buenos Aires to Barcelona.

A small, highly skilled, diverse and international team of 40+ professionals makes this possible. Our team members are native speakers of English, German, Spanish, Russian, Italian, Portuguese, French, Hungarian, Polish and Swedish. Our backgrounds are as diverse as Google Engineers, PWC Consultants, CEOs of billion-Dollar-companies, Rocket Internet growth hackers and Investment Bankers. Our team is based in New York, Austin, Vienna and Madrid.

Founded in 2009, we are highly successful in Europe. Due to high demand we are now expanding to the United States.

This is a rare opportunity to join a successful company and build a rocketship in the US together with the firm's global resources.

Responsibilities

- Work with industry leading SEO and Digital Growth experts at Improve; play an active role in the Engagement team and help drive results that matter
- Utilize your analytical, online marketing and presentational skills; provide data insights that enable our clients to grow rankings, traffic and conversions and ultimately expand and scale their business
- Provide monthly, weekly and ad hoc reporting of SEO impact and results; translate SEO results into business and client language (ROI, sales, revenue, etc); proactively provide analytics and key findings for team and client
- Comprehensive keyword research, analysis and selection; utilize the power of search engines and Improve data in order to identify content opportunities for our client; work with editorial teams and help them create engaging content
- Create presentations that best communicate data insights and strategies to clients on all levels from CEO to Content Specialist; keep clients engaged and informed by communicating progress, performance and next steps
- Organize, structure and prepare Improve SEO Workshop together with the team; ensure all participants walk away with tangible results and actionable follow ups
- Ensure high-quality standards as well as timely delivery of all deliverables; we aim to be as professional as McKinsey with a Google-like culture
- Work with an international, multicultural team around the world and ensure smooth collaboration and leadership on a variety of projects and industries from Fortune 50 companies to startups



- Learn from smart people in international, challenging companies with major brands such as Red Bull, Volkswagen, NBC Universal or American Express

Requirements

- BA degree from top tier school, ideally in business or a related field
- Digital marketing experience
- Improve works with industry leaders who know the growth space in and out - first class analytical skills are required in order to master growth; identify and seize digital opportunity
- Project- and time management skills; ability to juggle multiple responsibilities in a fast-paced, results-oriented environment.
- Native English required, additional language preferred
- A “can-do” attitude and commitment to meeting and exceeding client expectations
- Dynamic and engaging personality with hands-on mentality and a passion for leading clients to success
- International work and travel experience preferred

Benefits

- This is a rare opportunity to join a successful company and build a rocketship in the US together with the firm’s global resources
- Opportunity to develop new business models for Improve
- Work on the most exciting digital projects - from Penalty Removals to 10x growth strategies to transforming traditional businesses.
- Access to unique Google and SEO insights
- SEO drives up to 70% of the revenue for many of our clients - learn how to use SEO as a business growth tactic
- 20 days paid time off per year in addition to public holidays
- 401k Plan
- Comprehensive Health insurance paid by the company
- Flexible working hours
- Relocation assistance (if necessary)
- 5 sick days

Please send your application to jobs@improve.net