



DIGITAL MARKETING MANAGER

MONQ, LLC, headquartered in Goodlettsville, Tenn., blends the ancient and modern—nature with technology—to improve human lives one breath at a time, helping you feel better, do better, be better. Founded in 2014 by Eric Fishman, M.D., MONQ strives to guide others on their self-enrichment journey to live happier, healthier lives. This was born out of Dr. Fishman’s desire to move from helping just one patient at a time as an orthopedic surgeon to sharing natural health and wellness with many—anytime, anywhere.

We are looking for a self-starter to join our dynamic, collaborative Marketing team. Our team is passionate about making a difference and elevating our brand through sharing our innovative approach to modern aromatherapy and self-care.

PRIMARY RESPONSIBILITIES

- **Marketing Planning & Execution:** Lead in developing and implementing digital campaigns across top of funnel acquisition, nurture, and conversion, optimizing existing efforts and testing new channels, creatives, and messaging strategies. Accountable for all projects being delivered on time and within budget.
- **Multi-Channel Marketing Management:** Owner of all paid PPC channels - SEM/SEO (Google, Microsoft-Bing), and video (YouTube). Manage and continuously optimize CPA and ROAS based on company goals. Perform keyword research and identify new trends in digital marketing for profitable growth.
- **Testing Agenda Development:** Plan optimization and testing tactics to increase conversion and improve KPIs. Generate data-driven hypotheses for improving performance, execute A/B tests, and iterate on marketing campaigns. Brainstorm creative concepts, new areas of growth, and messaging strategy.
- **Reporting:** Oversee tracking, analytics and insights. Monitor performance across KPIs, interpret data, and create optimization plans to ensure programs scale efficiently. Deliver regular, clear, and actionable reports on marketing performance.
- **Collaboration:** Contribute to recurring team meetings, and work closely with the overall Marketing team to contribute to larger scale projects and initiatives, digital or otherwise, as needed.

REQUIREMENTS

- 4-6 years experience in digital marketing/advertising within a D2C business; eCommerce experience is a huge plus!
- Exceptional knowledge of paid search, display and remarketing.
- Results-oriented with the tenacity to continually hit goals on time and on budget.
- Data-driven with a strong understanding of KPIs, conversion tracking, and Google Analytics.
- Google Ads certification preferred.
- Excellent analytical skills with strong Excel/Google Sheets proficiency.
- Motivated self-starter who can work independently but also builds strong relationships and trust working across teams and integrating cross-functionally.
- Organized, detail-oriented, and ability to translate concepts into actionable plans with a sense of urgency and accuracy.
- Scrappy startup mentality. Can take-action and propose new ideas and solutions, proactively not only reactively with attention to detail.
- Adapts easily to changing environments, works well under pressure, and demonstrates flexibility in shifting goals and priorities.
- Note: Applicant must be Nashville-based, but MONQ has a strict WFH policy in accordance with the Nashville COVID-19 Response Plan.