

Dear Starsky Robinson,

We are thrilled to offer you the position of **Digital Marketing Manager** at Highly Concentr8ed. Your experience, vision, and drive align perfectly with our mission to deliver high-quality, innovative products to our customers. Below is an outline of the role and the details of your offer.

Position: Digital Marketing Manager

Key Responsibilities:

- Oversee and implement digital marketing strategies to support e-commerce and retail growth.
- Develop and execute SEO strategies, including optimizing metadata, resolving technical issues, improving keyword rankings, and enhancing product listings.
- Manage and optimize Google Search Console, including resolving errors and improving visibility.
- Optimize page speed and ensure compliance with Google Core Web Vitals for improved site performance.
- Lead Meta and local advertising campaigns to increase online visibility and drive traffic.
- Manage website performance, including UX/UI audits and ongoing optimization in collaboration with the web development team.
- Create and oversee content marketing plans, including blog posts, Google My Business updates, and social media content direction.
- Track and analyze performance metrics to provide monthly reporting and recommendations for improvement.
- Spearhead influencer outreach and expand social media presence once SEO strategies and optimizations have been successfully implemented.
- Support brand awareness initiatives across local platforms, partnerships, and digital channels.

Projected Start Date:

The projected start date is within two weeks of accepting this offer, to be finalized upon confirmation of acceptance.

Compensation & Benefits:

- **Base Salary:** \$75,000 annually
- **Health Insurance:** Health insurance & Dental Insurance is currently available after 90 days of employment
- **Paid Time Off (PTO):** You will receive 5 days of PTO upon hire and 10 days of PTO after completing one year of employment.
- **Paid Holidays:** You will receive paid time off for the following holidays:
 - Easter Day
 - Memorial Day
 - Independence Day

- Labor Day
- Thanksgiving Day
- Christmas Eve
- Christmas Day
- New Year's Day

We believe you will be a driving force behind the growth and success of our marketing department and our company as a whole. Please do not hesitate to reach out if you have any questions or need further clarification about the role, compensation, or benefits.

We look forward to welcoming you to the Highly Concentr8ed Team!

Warm regards,

Maria Abney

President

Cell: 941-274-7267