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HCB Highly Concentr8ed

Digital Marketing Manager

[Submitted resume](#)

Sarasota, FL · 1 month ago

\$60K/yr - \$75K/yr ✓ Remote ✓ Full-time

⊖ No longer accepting applications

Job activity

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About the job

Highly Concentr8ed is a leading manufacturer and distributor of hemp-derived cannabinoid products. Join our mission to deliver the highest quality products at the most affordable pricing with expert guidance every step of the way.

We are seeking a Digital Marketing Manager to join our team. This full-time role offers an exciting opportunity to shape our online and local marketing strategy, grow your career, and become a key member of our team.

Our ideal candidate is highly motivated, eager to learn, and ready to take ownership of digital marketing efforts. We are looking for a forward-thinking individual who can help us achieve our goals and drive growth. As we expand, there will be significant opportunities for advancement within the company.

Key Responsibilities:

- Develop and execute local marketing strategies to increase brand awareness and drive traffic to our retail store.
- Optimize SEO strategy, including keyword research , front end optimization, back link strategy and PR guest post strategy to improve search rankings and website traffic.
- Manage Google Search Console and implement best practices for improved visibility and performance.
- Oversee and update My Google Business profile, including creating weekly posts and responding to customer reviews.
- Plan and execute a content strategy, including writing engaging blog posts and ensuring alignment with SEO goals and brand voice.
- Provide creative direction for social media content, collaborating with team members for execution.
- Research and execute a plan of action for Meta Ads in a restricted market
- Conduct quarterly website audits in collaboration with the web developer to optimize listings, improve user experience, and address website performance as a whole.
- Analyze marketing performance metrics and provide actionable insights for improvement.

Qualifications:

- 5+ years of experience in digital marketing, SEO or a related field.
- 5+ years experience with UX / UI optimization
- Strong understanding of SEO strategies and tools.
- Strong understanding of Google Search Console, My Google Business, and social media platforms.
- Experience with SEMrush or similar marketing tools is a plus.
- Excellent communication and writing skills.
- Ability to manage multiple tasks and deadlines in a fast-paced environment.
- Creative thinker with a proactive approach to problem-solving.

Job Type: Full-time

Pay: \$60,000.00 - \$75,000.00 per year

Benefits:

Dental insurance

Health insurance

Paid time off

Work Location: Remote

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Benefits found in job post

Dental insurance, Medical insurance

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Digital Marketing Manager, Sarasota, FL

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Applicants for this job

318 Applicants

0 Applicants in the past day

Applicant seniority level

37% Senior level applicants

36% Entry level applicants

13% Manager level applicants

8% Director level applicants

Applicant education level

17% have a Master of Business Administration (Similar to you)

29% have a Bachelor's Degree

17% have a Bachelor of Arts

37% have other degrees

 PREMIUM



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About the company



Highly Concentr8ed
362 followers

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Consumer Goods • 11-50 employees • 2 on LinkedIn

Highly Concentr8ed is a nationally recognized cutting-edge manufacturer and distributor of premium cannabinoid products based out of Sarasota, Florida. Our vision is to provide the highest quality alternative cannabinoid produ ... show more

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Product Manager – Marketing Technology

STAFFWORXS

Charlotte, NC (Remote)

\$55/hr - \$60/hr



Response time is typically 4 days

3 days ago Easy Apply



Growth Marketing Manager

Claimable

California, United States

(Remote)

1 week ago

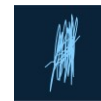


DTC Growth Marketing Manager

ColdBru Digital

United States (Remote)

1 month ago Easy Apply



Demand Gen & Digital Marketing

Manager_Agency

Scratch Marketing + Media

United States (Remote)

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Marketing Manager - Demand Generation

Fama Technologies Inc.

Los Angeles Metropolitan Area
(Remote)

\$85K/yr - \$90K/yr · 401(k) benefit

1 month ago



Marketing Manager

New Majority Ventures

United States (Remote)

Vision benefit

3 days ago Easy Apply

**Growth Marketing Manager**

InvestNext

United States (Remote)

\$80K/yr - \$120K/yr · Vision, 401(k),
+4 benefits1 month ago  Easy Apply**Digital Marketing Manager**

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United States (Remote)

2 weeks ago

**Marketing Manager**

The Bridger Group

United States (Remote)

\$120K/yr - \$130K/yr

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Manager**

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