



## **WHO WE ARE:**

Five years ago, we began our journey as a B2B marketing agency specializing in producing roadshow events for tech companies. Last year, we produced 150+ live events in over 30 cities for 35 clients and were named #1854 on the Inc. 5000 list of fastest growing small businesses in the US. This year, we pivoted to virtual as a result of the pandemic and have produced 40+ virtual events to date and counting.

Our team culture is what's made this possible and what sets us apart—we believe people do their best work with:

- A healthy work-life balance: flexible 9-5 hours (Eastern Time Zone) with a work from anywhere policy
- Respectful, collaborative, and friendly relationships with the whole team: activities such as happy hours, lunches, bowling, beach day, group meditation, and virtual hang outs
- Professional and personal growth opportunities: we find new leadership WITHIN the company as we grow, with endless options to take on new responsibilities and contribute new ideas

## **ROLE DESCRIPTION:**

BDI is hiring a dynamic Creative Strategist to support the Marketing team in building our brand and promoting our B2B events across North America. We are seeking someone with a rare blend of creative and analytical thinking to drive attendee recruitment campaigns for our networking and thought leadership events. The ideal candidate must be a quick learner, an efficient executor, and capable of transforming big picture thinking to impactful, tactical action.

## **KEY RESPONSIBILITIES:**

- Oversee the strategy and execution of email campaigns
- Align the content of email outreach to each target audience
- Refine attendee recruitment efforts through the collection and analysis of data
- Manage perception of BDI and clients through curation of event websites, registrant communications, and social media promotions

## **REQUIRED QUALIFICATIONS:**

- Bachelor's Degree
- Minimum of 2+ years of related work experience
- Content writing experience
- A demonstrated grasp of the fundamentals of marketing

## **PREFERRED QUALIFICATIONS:**

- Cold email/B2B email marketing experience
- Advanced skills in Adobe Photoshop, InDesign, and Illustrator
- Proficiency in Wordpress
- Creative and/or marketing portfolio (Can be content, data analysis, design, or any combination of elements)

## **JOIN US:**

This is a full-time, salaried position. Along with a lot more, we offer:

- A competitive base salary plus a generous benefits plan
- Unlimited vacation after one year of employment
- Transitck benefit program (for NYC commuters)
- Health insurance plan after 6 months
- 401K retirement savings plan after 6 months
- Work from anywhere policy
- Opportunities for professional development, promotions, and growth

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Please submit both your resume and optional cover letter directly to Christian at [ckamkoff@bdionline.com](mailto:ckamkoff@bdionline.com) with the subject line "{First & Last Name} - Creative Strategist" when applying. Creative samples and portfolios are also encouraged.