



# WHO WE ARE

BDI is a B2B events marketing agency working with technology companies across the country. Despite the major disruption in the events industry, we successfully pivoted to virtual roundtables in March 2020 and have produced 200+ virtual events since. In 2022, we're expecting a return to in-person events along with the continuation of virtual and the emergence of the hybrid format. Our team culture has made this possible and is what sets us apart—we believe people do their best work with:

1. **Flexibility and a healthy work-life balance:** We offer our employees to work from wherever they do their best work, with the option for adjustable hours.
2. **Respectful, collaborative, and friendly relationships with the whole team:** We don't believe in pigeonholing people—you're joining a collective organization.
3. **Growth opportunities personally and professionally:** We find new leadership WITHIN the company as we grow, and there are endless options to take on new responsibilities and contribute new ideas.

# WHO WE NEED

To support our team's growing needs, we're hiring a **Creative Strategist** to assist in building our brand, writing high-level B2B content, and promoting our thought leadership events across North America. We're looking for someone with a rare blend of creative and analytical thinking to create relevant content that drives our clients' prospects to our networking events.

The ideal candidate must be a quick learner unafraid to take on new challenges, an efficient executor, and someone capable of transforming big-picture thinking into impactful, tactical action.

### A sample of tasks you might be asked to work on:

- Create B2B content for cross-industry thought leadership events
- Contribute to the strategy and execution of email campaigns
- Align the content of email outreach to each client's target audience
- Refine attendee recruitment efforts through data collection and analysis

### Required qualifications:

- Bachelor's degree and a minimum of 1+ years related full-time work experience
- Content writing experience
- A demonstrated grasp of the fundamentals of marketing

### Preferred qualifications:

- Cold email/B2B email marketing experience
- Familiarity with Adobe Photoshop, InDesign, and/or Illustrator
- Creative and/or marketing portfolio (Can be content, design, data analysis, or other)

# JOIN US

This is a remote, full-time position. We offer all of our employees:

- A competitive base salary plus generous benefits plan
- Unlimited vacation after one year of employment
- A positive culture focused on creating a healthy work-life balance with flexible 9-5 hours and a work from anywhere policy
- Health insurance and 401k retirement savings plan after six months of employment
- Professional development and growth opportunities within the organization
- Team bonding opportunities such as happy hours, beach day, group wellness activities, and virtual game nights

If you're interested in working with us, please send a resume and cover letter directly to Christian at [ckamkoff@bdionline.com](mailto:ckamkoff@bdionline.com) with the subject line "{First & Last Name} - Creative Strategist" and use your application to tell us a bit about you, your interests, and your qualifications. Creative samples and portfolios are also encouraged.

Thank you!