



The Leader in the Financial Analysis of Privately-Held Companies

Director of Digital Marketing

Company Overview

Sageworks has launched a new venture out of its New York City office that aims to revolutionize the way privately held companies gain access to capital. The new company has the culture of a start-up but the resources of a larger company.

Sageworks is the leader in the financial analysis of privately held companies (www.sageworksinc.com). Headquartered in Raleigh, NC, Sageworks' mission is to turn complex financial data into actionable intelligence that empowers people to make better financial decisions. Our patented, web-based technology rapidly analyzes financial information and uses artificial intelligence to aggregate and interpret financial data on privately held companies.

We have been recognized by Inc. Magazine and Deloitte as one of the fastest-growing technology companies in the U.S.

Position Overview

We are seeking a highly motivated digital marketing professional to design and execute a web marketing campaign for our new platform. The successful applicant will be able to display previous success in driving traffic to websites utilizing numerous techniques including SEO, social media, banner advertising, pay per click, and other methods. The position will require an aggressive and innovative entrepreneur that is both goal-orientated and passionate. We are looking for a core employee with an ownership mentality that is interested in helping create a disruptive financing solution. This is a chance to get in the company at the ground floor and shape the future of the business.

Responsibilities

- Design and execute a world-class digital marketing strategy
- Drive traffic to our website
- Develop social media campaign
- Analyze traffic and quickly adapt strategy to most effective methods

Qualifications

- 3.7 undergraduate GPA or higher
- Example of previous digital marketing success
- Examples of previous social media success
- Well versed in the most current digital marketing techniques
- Passionate about digital marketing and examples of continuing professional development to support that passion
- Excellent communication skills
- Strong attention to detail

Compensation

The role offers a very competitive base salary and potential equity, along with full health benefits and a 401(k) plan.

Applicants should email their resumes to Brandt Leahy at brandt.leahy@sageworksinc.com.