



# **CMORGANELLI DESIGNS**

**RESPONSIVE CREATIVE**

## Search Engine Optimization Specialist

We turn insights and strategies into experiences consumers ultimately engage and interact with. The experiences we create are multi-platform, both online and off.

CMorganelli Designs, a full-service web and marketing agency in Allentown PA, offers an outstanding opportunity for a versatile and data-driven SEO specialist. This position is located in our Allentown office. The SEO specialist will be part of a dynamic team of digital marketing, web design, development, and user experience professionals.

The role requires strong communication skills and a background in search engine optimization and web analytics.

### **You will:**

- Improve clients' search engine visibility through on-page, off-page, and technical SEO
- Provide SEO guidance during website redesigns
- Use competitive research to identify SEO, content, and digital marketing opportunities
- Analyze Web analytics data to identify trends and opportunities
- Configure Google Analytics

### **We require the following qualifications and skills:**

- A HUGE PASSION FOR CLIENT'S SUCCESS. You must love our clients and want to make them as successful as possible.
- Bachelor's degree in marketing or a similar field.
- A background in digital marketing, preferably SEO.
- A good understanding of SEO, Google Analytics, SEM (PPC), Digital Advertising (Remarketing, Banner Advertising, etc.), Social Media Marketing (Facebook, Instagram, Twitter), and Website technologies.
- Ability to thrive in a small organization without constant direction or coaching.
- A great attitude and desire to learn.
- Knowledgeable with more advanced programs such as the Adobe Suite (Illustrator, InDesign, and Photoshop) and website technologies such as WordPress, Drupal, Magento, Shopify, and more.
- Detail oriented, and very organized – even with constant distractions and multiple priorities.
- Strong interest in the SEO field and digital marketing as a whole.
- Be able to commute to our Downtown Office and on site client visits.

To apply, send a cover letter, resume with salary requirements, and link to your online portfolio by email to [Contact@CMorganelliDesigns.com](mailto:Contact@CMorganelliDesigns.com). No phone calls, please.