



Digital Marketing Specialist

Position Overview

Are you ready to make an impact with your marketing expertise? Do you thrive in a creative, fast-paced environment where your efforts lead to tangible, measurable results? Upstream 360 is looking for an innovative **Digital Marketing Specialist** to fuel its brand growth, engage new audiences, and strengthen its position as an industry leader. If you're passionate about combining creativity and strategy to build a powerful brand, this is the perfect opportunity for you!

Upstream 360 is a dynamic Product Communication Agency based in Blue Ash, OH, known for delivering innovative, engaging, and results-driven communication strategies for top brands. With a team that constantly pushes boundaries, they're seeking someone like you to take their marketing initiatives to new heights.

In this brand new role, you'll take ownership of the internal marketing strategy, create impactful campaigns, and connect with audiences across multiple platforms. If you excel at developing comprehensive marketing strategies and executing them with precision, we'd love to hear from you!

Key Responsibilities

- **Marketing Strategy Development:** Design and implement a holistic internal marketing strategy that aligns with company vision and growth targets to build a strong, sustainable brand.
- **Marketing Campaign Execution:** Manage the execution of marketing campaigns across digital and social platforms, driving awareness and generating leads.
- **Audience Engagement & Growth:** Use creativity and data to build and grow the Upstream 360 audience, while deepening relationships with existing clients.
- **Social Media Management:** Oversee and refine social media presence, ensuring consistent messaging and engagement.
- **Market Research & Insights:** Research industry trends, competitor strategies, and client interests to generate fresh insights and ideas for future campaigns.
- **Collaboration with Sales & Creative Teams:** Work closely with sales and creative teams to ensure marketing initiatives align with business objectives.
- **Performance Metrics & Optimization:** Track, analyze, and report on the success of marketing initiatives, using data to optimize and improve future campaigns.

Requirements

- Bachelor's degree in Marketing, Business, Communications, or a related field.
- 3-5 years of hands-on digital marketing experience, with a proven track record of creating and executing successful campaigns. Experience with Hubspot a plus.
- Strong understanding of digital marketing, content creation, and social media management.

Desired Attributes

- Exceptional written and verbal communication skills, with the ability to convey complex ideas clearly and engage audiences.
- Self-driven, energetic, and adaptable—able to handle multiple projects simultaneously in a fast-paced environment.
- Analytical and curious, with a passion for data-driven decision-making.
- Collaborative mindset, eager to work with diverse teams to achieve business goals.

Benefits & How to Apply

Benefits include a Flexible Culture, Pet-Friendly Office, Full Healthcare, 401k Match, Personalized Snacks and drinks, Exposure to World-Class Brands, a Fun and Collaborative Environment, and Generous PTO.

One Digital is working with this client on a retained search basis. If you meet the qualifications and want to join this team of talented individuals, please send your resume to emily.haus@onedigital.com.