**Job Summary**

**Company**

Big VooDoo Interactive, Inc.

**Location**

Holyoke, MA 01040

**Industries**

Internet Services

Advertising and PR Services

**Education Level**

Bachelor's Degree

Online Marketing

**About the Job**

Online Marketing Manager  
The Online Marketing Manager is responsible for writing & developing a paid media plan that involves social media outlets (Facebook- Fan Page Management, Twitter, YouTube and Instagram), major search engines and online video services.

**Specific Qualifications**:  
*Include but are not limited to:*  
 BS in Computer Science (or equivalent work experience)  
 Local Google Places Management- Maintaining 100+ Google places listings and additional citations around the internet using a variety of tools including: Yext, MOZ and Local SEO software.

Knowledge of website analytics tools: (Google Analytics, NetIsnight, Omniture, WebTrends)  
 Should be familiar with basic graphic design skills & working knowledge of Photoshop for creative content

 SEO & SEM knowledge a plus

 Basic understanding of HTML

**Specific Attributes:**

Hard-working, driven, takes the initiative, self-motivated, organized

Maintains and improves personal knowledge base

Accountable and extremely detail-oriented   
Adapts well to change and demonstrates flexibility and a sense of humor

Has a sense of urgency and conveys a positive, “no problem” attitude.

**Send Resume To:**

**hr@bigvoodoo.com**

**Company:** National producer of award winning tv commercials. Comfortable creative environment with stable client base.

**Location:** Holyoke, MA