

Digital Marketing Specialist / Content Creator – PERFORM-X TRAINING SYSTEMS

Location: DENVER, CO

PERFORM-X Training Systems is a quickly growing company dedicated to innovative ideas and ever-evolving products that will advance how individuals and teams fulfill their physical potential and achieve goals in life, thereby driving the future of human performance. PERFORM-X is leading the evolution of fitness and human performance with the vision of transforming weight rooms and fitness facilities into performance centers at an affordable price. Our products, tough enough to push professional athletes to their limits, are built for everybody and every ability so that even those who are just beginning to discover their performance potential can benefit.

You Are:

- A competitive person with a passion for sports, athletics, and fitness
- A gifted and creative writer and communicator
- Someone who craves new challenges, solving problems and wants to have a direct impact on a company's success.
- A team player with an open mind and positive attitude

At Perform-X you will get to create content and digital marketing strategies to reach new leads and existing customers with the goal of nurturing relationships, building trust, and growing sales while keeping with the company's brand and mission.

Skills & Responsibilities:

- 5+ years of digital marketing, marketing strategy and content creation experience
- Bachelor's Degree in English, Marketing, Journalism, or related field with emphasis in digital marketing and/or writing
- Demonstrated excellence in writing, proofreading, editing and communication skills.
- Experience with HubSpot Marketing, WordPress and Adobe Suite
- Understanding and experience with social media channels
- An understanding of SEO best practices and how to drive site traffic
- Create content and design promotional materials from our current assets and help gather additional assets.
- Lead our digital marketing strategy and campaigns.
- Write, review, edit, and update content for company websites, blogs, social media, marketing materials and similar platforms.
- Collaborate with internal departments to establish campaign objectives, complete tasks, and identify and solve problems to help convert leads to sales.
- Use social media to engage consumers, respond to questions or complaints, and to promote company initiatives while monitoring social media and company website metrics.

Benefit Plan:

- The compensation will be in line with the person's skills and experience.
- Biannual company bonuses based on productivity.
- Medical benefits
- Flexible culture

Working with professional teams in all sports along with high level universities and all other clients, PERFORM-X takes pride in the facilities we have transformed from static and ordinary facilities into high-performance power houses. Our "team" is fun, vibrant, and constantly looking for ways to do things differently to stand out in the performance and training industry.

If interested, please send cover letter and resume to info@perform-x.com