



# SEO Wizard

## About Us:

AkitaBox is a rapidly growing company of about 45 people, headquartered in downtown Madison, WI. We were founded in August of 2015 by a nuclear engineer, a building technology guru and a lifelong salesman who had a vision to advance the built environment to improve the lives of others. Our software-as-a-service product helps building managers and operators automate their manual maintenance processes, saving them time, money, and likely a few choice words. With our ridiculously easy to use software interface, phenomenal customer success and efficient implementation; our product is selling faster than a newly launched Tesla. If you're looking for a startup company that values transparency, empathy, personal AND professional growth, but still knows how to have some fun - we're the company for you. We're disrupting the world's largest market - the world you and we live in. Our team is expanding rapidly, and we want you to help us continue our growth.

## What we'll do for you:

We practice the golden rule - we treat you as you want to be treated. We only hire people we trust (seriously it's written in our core values), so from day one, you'll be treated as an expert with valid opinions. You'll work with us, not for us. We want to help you achieve your goals, while you help us achieve ours. We have a relaxed and flexible small business work environment with tons of opportunity for growth and upward mobility. We've also got you covered with full health benefits, vacation, and paid holidays. In short, we let you be... well... You!

## Who you are:

You live for all things internet and the lines between your online life and IRL are starting to blur. You love connecting and interacting with people on social media, and are an SEO/SEM nerd. You've likely already found our website, strategized an SEO plan to help us increase organic traffic and a thought of a few other improvements you'd like to make. You are smart, savvy and more motivated than a Lion who's spotted an Antelope. You're looking for a work culture that makes you feel at home, and values you for what you're good at - which is why you should work at AkitaBox.

## What you'll do:

As the SEO Wizard you'll lead and develop SEO/SEM strategy, optimizing content for SEO and identifying strategic opportunities for top of the funnel lead acquisition. You'll also manage our social channels and



content, and contribute to those online communities to foster content partnerships. You'll join our rapidly growing marketing team and have an opportunity to make a name for yourself within AkitaBox. Our marketing team is made up of a witty and humorous content guru, an operations master with exceptional pizzazz and flair, and a multi-talented marketing admin with more stories than anyone you know. You'll get along with them if you're quick with a gif and like to win.

**Your qualifications:**

You must have at least two years of experience in Search Engine Marketing and Search Engine Optimization with a strong understanding of those processes. You're capable of analyzing our current efforts, making recommendations based on your expertise and executing those plans. You have a deep knowledge of converting content to leads, and you're no stranger to a sales funnel. We use hubspot, but experience with most other marketing automation softwares will do the trick. If you have experience writing HTML/CSS and administering a website; we'll be all over that like Kevin McCallister with a cheese pizza. Knowledge of Google Analytics and reporting tools, as well as PPC programs are great too.

**How to apply:**

If you like what you see here, please apply using the form on our Careers page. A real human (me, Clara Buenzow) will review your information and get back to you if we think you're a great fit.