

Digital Marketing Specialist

(Global logistics and trade)

States for remote work: We are based in MD but you can live in FL, NJ, PA, NY, SC, NC, GA, or VA (9 states only). Headquarters is Locust Point, Maryland (in Baltimore County).

\$60,000-70,000 Salary Range depending on skills & experience.

Please, no contractors, no sponsorship available, & do not approach via LinkedIn. If qualified, please apply through this website.

Shapiro's Digital Marketing Specialist is a full-time, integral member of Shapiro's marketing team. Responsibilities include bringing Shapiro's digital strategy to life, optimizing backend website & search health, SEO strategy, and supporting paid search initiatives such as Google Ads to maximize visibility and conversions.

In a world facing new challenges, a nimble but steady ship is more important than ever. Is there a seat on our boat for you?

Key tech skills:

- Keyword research : SEMrush, moz pro.
- Site Health : SEMrush, Screaming Frog, Google Search Console.
- On-page SEO: Yoast, Clearscope, Market muse.
- Backlink monitoring: SEMrush, Ahrefs, Buzzstream.
- Analytics: Google Analytics.
- Internal linking SEO/NLP : Linkboss, linkwhisper, content optimized to drive more traffic to pages.

Shapiro stands strong at 110-years old, but we're not your grandpa's shipping company. We have a track record of transparency, developing employees, and investing in our work technology.

For all telecommuters, there will be required (initial) training in the office with occasional visits or travel for on-going projects, training, and campaigns.

Typical duties include:

- Ensure web content is optimized for SEO to drive traffic and improve rankings.
- Track and analyze all website visitors and create regular analytics reports that highlight traffic, conversions, and user behavior trends.
- Create content to support the overall SEO strategy.
- Develop, monitor, and report on KPIs to ensure healthy SEO performance and site visibility. Optimize loading speeds, technical SEO performance, and website capacity.

- Monitor, audit, and disavow dangerous backlinks while increasing quality backlinks and referring domains.
- Resolve errors, warnings, or broken links identified through crawls and audits.
- Assist in planning, executing, and optimizing Google Ads campaigns, including keyword research, ad copy testing, bid strategy, and budget pacing.
- Track paid search performance and integrate learnings with SEO strategy for holistic search visibility.
- Research/recommend new keyword opportunities across organic search and paid search channels.
- Assist supervisor with overall SEO and paid search strategy and reporting.

SKILLS

- Maintaining and optimizing digital properties for SEO.
- SEMRush or Similar SEO platform.
- Web Analytics tools (e.g., Google Analytics).
- A/B testing for content targeting/personalization.
- Expertise in HTML, CSS, or WordPress.
- Expertise with SEM (e.g., Google Ads).
- SEO tools like yoast, toast, debugbear, Hubspot.
- Strong computer skills: MS Office, Excel. Strong team service and training skills. Strong understanding of business goals and standards for customer service.
- Ability to think creatively and to reshuffle priorities as warranted; adaptable.
- Ability to remain focused with strong attention to detail. Strong analytical, critical thinking and problem-solving abilities.

EDUCATION AND EXPERIENCE

- 1+ years of hands-on experience as an SEO Specialist, PPC Specialist, Digital Marketer, or other related roles that include much of the requirements.
- Google Analytics Certifications.
- Bachelor's degree preferred or ongoing coursework in related subject.

ABOUT SHAPIRO

Samuel Shapiro & Company, Inc., a third-generation family-owned business founded in 1915, provides creative and flexible logistics services. With worldwide strategic alliances, Shapiro is the supply chain partner that delivers customized, compliant, and reliable solutions to address its customer's specific import and export needs. Only Shapiro has an experienced and personable staff that truly cares and commits themselves to proactively achieving its customers' business goals.

Keywords: SEO, search engine optimization, digital marketing, business development, webmaster, HTML, WordPress.

CONTACT US! Please send all resumes via email to: Rich Lucas, Corp Recruiter rich@shapiro.com