



Job Title: Marketing Coordinator

Company: Levifi LLC

Location: Remote

Reports To: CEO

About Levifi LLC: Levifi LLC, headquartered in Charleston, SC, is a leading provider of workplace technology solutions. We specialize in serving small to medium-sized businesses (SMBs), non-profits, educational institutions, and local government entities across the Carolinas and Georgia. Our mission is to increase our customers' business success with awesome workplace technology, ensuring they are not hindered by outdated or unsecure IT infrastructure.

At Levifi, we believe in a white-glove service approach, which means we go above and beyond to ensure superior efficiency, productivity, and peace of mind for our clients. Our core values of teamwork, integrity, optimism, innovation, and fun are at the heart of everything we do. We embrace **collaboration** and **integrity**, always strive to do the right thing for the greater good. We move forward with a **can-do attitude**, thinking outside the box to drive Innovation. At Levifi, we also value **fun**, initiating smiles and laughter to keep interactions positive and engaging.

Our customers are primarily located in the Carolinas and Georgia, with offices in Charleston, Myrtle Beach, Columbia, Beaufort, Sumter, Florence, Charlotte, Hickory, Fayetteville, Wilmington, and Savannah. We are deeply rooted in our community and believe that when our community thrives, so do our customers, team members, and vendor partners.

Mission: Increase our customers' business success with awesome workplace technology.

Vision: When you partner with Levifi, you are treated with white gloves.

Job Summary: Levifi LLC is seeking a goal-oriented and experienced Marketing Coordinator to join our team. This remote position will work closely with the CEO to develop and execute marketing strategies that drive brand awareness, engagement, and growth. The ideal candidate will have a proven track record in digital marketing and a deep knowledge of SEO.

Key Responsibilities:

- Collaborate with the CEO to develop and implement comprehensive marketing plans.
- Manage and optimize digital marketing campaigns across various platforms (e.g., social media, email, PPC).
- Conduct keyword research and implement SEO best practices to improve organic search rankings.
- Analyze and report on the performance of marketing campaigns, using data to inform future strategies.
- Generate and implement marketing actions that have a measurable impact and grow business
- Create engaging content for digital channels, including blog posts, social media updates, and email newsletters.

- Coordinate with external vendors and partners to execute marketing initiatives.
- Stay up to date with the latest trends and best practices in digital marketing and SEO.

Requirements:

- Bachelor's degree in marketing, Communications, or a related field.
- Proven experience in digital marketing, with a focus on SEO.
- Strong understanding of SEO tools and techniques (e.g., Google Analytics, SEMrush, Moz).
- Proficiency in WordPress, including content management and basic troubleshooting.
- Experience with graphic arts software (e.g., Adobe Creative Suite, Canva) for creating marketing materials.
- Knowledge and experience in e-commerce, including online sales strategies and platforms.
- Excellent written and verbal communication skills.
- Ability to work independently and manage multiple projects simultaneously.
- Strong analytical skills and attention to detail.
- Creative thinker with a passion for innovation and continuous improvement.

Preferred Qualifications:

- Experience working in a remote environment.
- Familiarity with marketing automation tools (e.g., HubSpot, Marketo).
- Knowledge of HTML/CSS and basic web design principles.

Benefits:

- Competitive salary and benefits package.
- Flexible work schedule.
- Health, dental, and vision insurance.
- 401(k) plan with company match.
- Paid time off and holidays.
- Professional development opportunities.
- Employee wellness programs.
- Opportunity to work closely with the CEO and make a significant impact on the company's growth.
- Supportive and collaborative team environment.

How to Apply: Interested candidates should submit their resume and a cover letter detailing their relevant experience and why they are a good fit for this role to careers@levifi.com.