



DIGITAL +
STRATEGY

Email Graphic Designer

Location: Fully Remote

Type: Full-time

Salary: \$50k - \$60k

About ECD

Our clients are primarily e-commerce businesses who have a core focus of B2C. ECD Digital Strategy is an ROI-driven e-commerce digital marketing and ad agency. We've created a proven system to optimize websites' performance and drive more profitable traffic.

We guarantee that all of the work we do more than pays for itself with increased trackable revenue for our clients. Our clients see us as an integral and irreplaceable partner to their ongoing growth. We are their company's competitive advantage over others in their industry.

We are in existence to drive positive and trackable ROI for our clients. Our #1 goal as an agency is to make our clients more profitable. Period. Everything we do, all the services we offer and all the decisions we make are in service to that one goal.

About You

The ideal candidate will have strong creative skills, great attention to detail, and be self-motivated. This candidate will have experience developing designs for various digital platforms with a focus on email design. If you are someone who scours your email inbox criticizing and praising the emails you see, this role may be for you. But, if you do that AND you have a demonstrated passion for digital design, this role IS for you.

Responsibilities

- Collaborate with the team to ensure consistency of designs across various media outlets
- Understanding of email design principles and best practices
- Maintain awareness of current industry and technology standards, social media, competitive landscape, and market trends
- Work on many different brands at once with varying brand standards
- A resourceful and efficient problem-solver, able to adhere to strict deadlines with minimal direction and interpret and respond to input from multiple sources
- Conceptualize and execute a wide variety of digital projects including digital marketing materials, email design, pop-up design, video, and motion graphics
- Work efficiently and creatively within brand guidelines while maintaining versatility and originality in approach
- Translate creative concepts into required multimedia design assets

Qualifications & Skills

- Bachelor's degree in Graphic Design or related field
- 2-4 years of experience in graphic design
- Must live in the U.S. - EST or CST strongly preferred
- Proficient in Adobe Creative Suite
- Experience creating images/gifs/videos for various channels
- Strong communication, conceptual thinking, typography skills, and design skills
- A portfolio of work
- A cover letter speaking to your email design experience

Experience With the Following is a Bonus

- Klaviyo
- Shopify
- Creative for Facebook, Instagram, TikTok ads platforms
- Video editing
- HTML knowledge/experience