



We're a cutting-edge part-agency, part-digital shop in Brooklyn. We create web and mobile apps, social media strategies, and innovative campaigns for companies we love (Ford, Budweiser, NFL, Disney, and MTV are just a few). We're leading the initiative to make our neighborhood, DUMBO, the Digital District of New York City.

Our founders built an amazing team from the ground up and we're rapidly-growing. We're looking for ridiculously awesome candidates to become the Next Big Carrot and help us take over the world.

We need a Strategist.

The Strategist will

- Collaborate with business and account teams to assess new business opportunities, understand client objectives and iterate a process by which objectives can be achieved.
- Partner with creative directors and producers to ensure that creative ideas evolve to meet client goals and can be executed with a predictable return on investment.
- Develop and implement research-based, goal-oriented strategies for digital and social campaigns.
- Identify KPIs and create dashboard reports to monitor and optimize campaigns.
- Supervise analysts to interpret data and deliver actionable insights

Requirements

- Proven experience converting quantitative and qualitative data into business insight
- Nuanced understanding of community development, management, content development, proliferation, and engagement tracking
- Operator's knowledge of social media monitoring tools, web traffic tools, and CRM databases
- Experience creating and managing marketing/sales funnels
- Media planning and buying experience
- The willingness to change your opinion and strategy based on new data

The ideal candidate

- Is passionate about all things mobile, web, social, and business
- Has impeccable people, communication, and presentation skills.
- You communicate complex ideas simply so that others can understand and get on board with them.
- Will mesh seamlessly with the Carrot team. Culture is a top priority for us. This means you should be amazing... and a little bit insane. A great sense of humor is a plus.
- Highly engaged in social media.

Is this you? Prove it.

Fill out the application at carrotcreative.com/careers. That's it.

But... we do get a lot of applications. Want to stand out from the noise? The Carrot Crew is all over the web. Figure out how to get our attention and tell us why we can't resist you.

(Hint: Boring cover letters not necessary.)