

DIRECT RESPONSE FUNNEL HACKER

We are seeking a skilled funnel hacker to drive the growth of our digital products, support new initiatives, drive product launches and provide advice to our coaching clients. You're right for this job if your world is building direct response marketing funnels including landing pages, conversion rate optimization and PPC. You've got an extensive history of success in building and optimizing funnels from start to finish.

This is an opportunity to work alongside Allan Dib, the bestselling author of The 1-Page Marketing Plan, as well as his amazing team. Touted as a "marketing bible," The 1-Page Marketing Plan simplifies the complexities of marketing and helps business owners map out their entire marketing strategy on a single page. The book has impacted over half a million businesses worldwide. We're a small team with big goals. We value innovation, autonomy, excellence and most of all doing what's right.

Your job will be to drive strategic and tactical implementation and execution of funnels to drive sales of the book, coaching, course, membership and certification. You'll also speak to our clients to advise them on their funnels. The ability to organize, plan and structure your workload in an autonomous fashion will be absolutely key to your success in this role. We neither have the time nor the inclination to micromanage you. You'll have a lot of freedom in this role but also a lot of responsibility.

ABOUT YOU

Your job will involve:

- Building PPC campaigns on Facebook
- Building landing pages
- Website conversion rate optimization
- Managing metrics and attribution
- Reviewing and optimizing current sales funnels
- Working closely with the marketing and operations teams
- Working directly with our clients worldwide

You will live and breathe funnels and constantly be trying to beat the control. You'll work autonomously and report directly to the COO.

**ESSENTIAL SKILLS:**

- Proficiency with Facebook Ads
- Proficiency with landing page tools
- Understanding of basic UX and UI principles
- WordPress
- Marketing automation
- Google Analytics
- Email marketing

Bonus points if you have skills with:

- Google AdWords
- Amazon Ads
- Client management
- Ontraport
- Writing sales copy

WHAT WE'RE OFFERING YOU:

- This is a completely remote position (our entire team is remote).
- Flexible work hours.
- Competitive salary.
- Driven and vibrant team. We're a highly communicative, close-knit team. You'll have autonomy but also the support of our team members daily.
- Training and support: Work not only with our team and Allan but with other amazing experts in their fields.
- Awesome growth prospects and upward mobility in our fast-paced, small company.

HOW TO APPLY:

We want to fill this position ASAP with the right candidate. To be considered for this position please email hr@successwise.com with "Funnel Hacker Applicant" in the subject line. The contents of this email is up to you. Impress us. Send us samples of your past work, work history or whatever you feel is relevant to show us that you're perfect for this role.

Due to the number of applicants, only successful candidates will be contacted and invited via email to the next round.