



## **MARKETING / ADVERTISING**

**MARKETING & ADVERTISING DESIGN**—Design and maintain all marketing & advertising materials for company: Business Cards, Job Signs & Banners, Sponsorship Banners, Vehicle Signage, Print Advertising, Marketing Materials, etc. Ensure that images are of high quality and representation is consistent.

**ADVERTISING ANALYSIS**—Maintain & track ROI for all advertising. Reviewing the Sales Lead Sheet recap for all advertising source types.

**SPONSORSHIPS**—Issue funding for and create advertisements for all Sponsorships (Little Leagues, Golf Tournaments, Charity Events, etc.).

**WEBSITE**—Maintain company website; ensuring that the overall image remains consistent with all print materials and is up to current standards both technically & visually. Review Google Analytics monthly for online activity. Keep all information up to date on site: eNewsletters, current Job Photos, Trade Awards & Recognition, etc.

**SOCIAL MEDIA**--Actively post on various social media platforms: Facebook, Instagram, Pinterest, LinkedIn, Twitter and Houzz. Again, ensuring image presented remains consistent in all areas.