



Quality Biological, Inc. (QBI) is looking for a SEO Analyst/Marketing Coordinator to join our team to help us build a strong online presence.

Our ideal candidate can interpret customers' behavior and suggest creative ways to increase brand awareness. To be successful in this role, you should be familiar with current SEO techniques and have excellent analytical skills.

Ultimately, you will ensure our company's marketing efforts, attract and engage our target audience and convert leads into customers to achieve our immediate and long-term business goals.

#### **JOB RESPONSIBILITIES:**

- Conduct research to analyze customers' behavior (e.g. purchasing habits, trends and preferences)
- Conduct keyword research using various tools
- Perform competitive analysis and identify gaps in our content or areas of improvement in our web design
- Update older content and add effective calls to action to improve user engagement
- Design and implement successful marketing campaigns
- Organize promotional activities for new products/services
- Perform other activities and responsibilities as assigned

#### **QUALIFICATIONS:**

- Previous work experience as an SEO Analyst or similar marketing role
- Knowledge of traditional and digital marketing tools
- Expertise in Google Analytics
- Experience with email campaigns and paid advertising
- Familiarity with Customer Relationship Management and Content

Management System software

- BS degree in Marketing or relevant field experience in life sciences

We offer a professional, collaborative, creative and supportive environment with a competitive compensation package including health, dental, vision, life, profit sharing, STD, and 401(k) Plan and more.

Interested candidates should send cover letter and resume to [hr@qualitybiological.com](mailto:hr@qualitybiological.com)