



Curzio Research is seeking a passionate, take-the-bull-by-the-horns Direct Response Marketing Director to support the success of our growing financial publishing business.

The ideal candidate will be an energetic, out-of-the-box thinker that can execute their ideas and team ideas. You must be an effective and fair manager and mentor. And you must possess a demonstrated marketing acumen with significant experience in media and digital marketing in a direct response environment.

In this role, you'll collaborate with a tight-knit, mostly remote team in constant communication, dedicated to taking their multimillion-dollar business to the next level. You'll work with a high degree of autonomy, and must be self-directed when it comes to motivation, productivity, and continuing education.

### **Responsibilities**

- Collaborate closely with our team to conceive, develop, and implement innovative marketing strategies to grow and monetize our subscriber list.
- Analyze marketing data and direct optimization of marketing efforts.
- Build and maintain working relationships with publishers, marketers, strategic partners, providers, and media.
- Create and manage an advertising program for our podcasts and other media channels.
- Make recommendations to optimize our website and improve traffic.
- Grow and manage our marketing team.

### **Required Qualifications**

- 5+ years direct response marketing experience (financial newsletters preferred)
- Technical acuity is a must. Experience with CRM platforms, digital advertising interfaces, and email marketing systems required.
- 4 year degree (or equivalent experience)
- You have a thorough understanding of email, affiliate, display (especially native networks), social, SEO, CPM/CPC/CPA/CPV and other marketing strategies.

### **Required Skills**

- You're a leader and team-builder with a passion for molding and working with dedicated, creative people.
- You're always striving to improve and do better!
- You're curious! Always digging a little deeper and going a little further...
- You're a well-rounded, results-driven marketer with demonstrated expertise in multi-media marketing campaigns, online advertising, lead-generation, and social acquisition.
- New ideas, new partnerships, and new strategies get you excited.
- You have the ability to discern great marketing copy from mediocre. (Copywriting experience is a plus.)
- You have the personal skills and professional maturity to forge effective partnerships, negotiate contracts, and work positively with internal and external clients and partners.
- You have the ability to understand and discuss new technical concepts with technical employees.



- You work effectively—and with a positive attitude—in a fast-moving, multi-project environment.
- You're willing to travel to our Amelia Island, FL office as needed for collaborative meetings and team training.

If this sounds like an ideal fit, please include a cover letter with your resume.

Salary is commensurate with experience with potential for an equity stake in our Company.

### **About Curzio Research**

Curzio Research is a growing financial newsletter publisher and media company. We currently publish seven investment advisories... three popular financial podcasts... and free stock market education.

The key to our business is independent, unbiased research that helps our readers become more successful investors - presented in a credible yet entertaining way. We provide investment strategies and recommendations, explain how the markets really work, and share great stories.

In 2019, we launched our own digital security, the Curzio Equity Owners (CEO) token, and are now traded on MERJ Exchange. CEO is the first U.S.-based business with a digital security listed on a global exchange available to retail investors worldwide.

COVID-19 considerations:

This is a remote position. Interviews will be conducted via video conference.

[Click here to submit your cover letter and resume.](#)