

## **Job Title: Marketing Web Developer**

Reporting to Senior Growth Manager

Coinme is revolutionizing the financial industry by providing accessible and ubiquitous consumer financial services built on blockchain technology. We believe that decentralization in finance through digital assets can transform the world by giving the power (and earnings) back to individuals. To accomplish this, Coinme is building out the world's largest physical cash onramp to cryptocurrencies and easy access to web3 services via our digital wallet. We envision a world where people will store, trade, and pay with their money on Coinme.

At Coinme, we're large enough to make a difference but small enough for your voice to have an impact. We are an organization where every person matters. You are part of the success of our business and that of our customers regardless of where you sit in our organization- a human touch in a digital world. At Coinme, we hire to support your growth and ours because "Together, We RISE."

### **Position Overview:**

As a Web Developer at Coinme, you will own, develop, and manage Coinme's consumer-facing web assets with a focus on marketing activities. This role is your chance to be part of a dynamic, fast-growing environment redefining the financial landscape.

### **What you'll be working on:**

- Oversee and maintain Coinme's CMS for the marketing and consumer-facing aspects of the website
- Publish new pages, content, graphics, and UI as needed across the site
- Execute on advanced technical SEO strategies to increase site speed, performance, and ranking with a focus on mobile traffic
- Enhance the user experience on the Coinme site
- Collaborate cross-functionally with Marketing, Product, and Engineering to implement and integrate new functionality across Coinme web assets
- Assist Marketing and Growth efforts across web properties
- Launch and monitor experiments such as A/B tests and heatmap insights
- Build reporting dashboards and regularly deliver data insights on KPIs along with suggested improvement plans
- Continuously analyze and benchmark Coinme's SEO performance against its competitors
- Oversee the implementation of analytical tools (GA4/GTM) across Coinme assets
- Improve Coinme's marketing attribution efforts
- Utilize Coinme location data to optimize location assets across maps and directories
- Build custom plugins for site-specific needs
- Utilize Coinme APIs, databases, and scripts for various projects

### **What we're looking for:**

- 3+ years of experience developing modern, responsive, and cross-platform websites
- Expertise in various CMS platforms, including WordPress
- Expert in HTML, CSS, and Javascript

- Proven track record in Search Engine Optimization (SEO), including leveraging Google Lighthouse reports and other analytics as data inputs
- Master of mobile-page speed optimization
- Experience with server-side setup and maintenance (AWS)
- Experience with Agile-based development methodologies
- Knowledge of Jamstack or similar technologies
- Strong attention to detail in design and layout implementations
- Strong understanding of data comprehension, analysis, and presentation
- Ability to effectively prioritize multiple priorities based on organizational requirements
- Strong interpersonal and communication abilities for internal and external stakeholders
- Proficiency in Slack, G-Suite (Gmail, Docs, Sheets, Slides), and similar productivity tools
- Passion for technology, financial innovation, and delivering outstanding customer support

**Not required, but nice to have:**

- Cryptocurrency experience
- Experience with MMPs such as Appsflyer
- Knowledge of Bitcoin and other cryptocurrencies

**Compensation and Benefits:** \$75,000-\$100,000/year

Learn more about our mission, vision, and culture at <https://coinme.com/careers>

**Location:**

This opportunity is for a full-time remote position for candidates residing preferably in North and South America. Open to good candidates in other locations.

**Travel**

Coinme is fully remote, and this position may require periodic travel.

**To apply for this position:**

Learn more about our mission, vision, and culture at <https://coinme.com/careers/>

Please apply via LinkedIn [HERE](#)

\*A cover letter is optional

*Coinme is an Equal Opportunity/Affirmative Action employer. Coinme is committed to promoting a diverse, inclusive, and inventive environment with the best employees. Our mission and values guide us as we work to ensure that everyone has the opportunity to contribute to their fullest potential. We consider all qualified applicants without regard to ethnicity, race, color, ancestry, national origin, religion, creed, sex, gender, gender expression or identity, genetic information, age, physical or invisible disability, family or medical care leave, veteran status, sexual orientation, political affiliation, or any other protected status in accordance with applicable laws, regulation, and ordinances.*

*Coinme is also committed to providing reasonable accommodations to individuals with disabilities. If you need a reasonable accommodation because of a disability for any part of the employment process, please [hr@coinme.com](mailto:hr@coinme.com) and let us know the nature of your request and your contact information.*

Did you read the requirements as a checklist and not tick each box? Don't rule yourself out! If this role resonates with you, we want you to apply. Don't see the right opportunity? Email your resume to [careers@coinme.com](mailto:careers@coinme.com), and we'll review your resume for future opportunities.