



222 West Adams Street, Suite 3150, Chicago, IL 60606 | 312.279.7305 | [www.renovofinancial.com](http://www.renovofinancial.com)

## **Position: Graphic Designer**

### **Who We Are:**

Renovo Financial is a rapidly-growing Chicago-based private lender serving real estate investors who acquire and renovate single and multi-family residential properties. We pride ourselves on supporting clients by providing unparalleled service, from the loan application through the payoff. Renovo's reliability and "win-win" solutions-oriented approach is just one reason why our repeat and referral rates far exceed the industry average. Renovo was honored to be named one of Crain's 50 fastest-growing Chicago companies.

### **Position Summary:**

We are looking for a Graphic Designer based in the Chicago area. In this position, you will play an essential role within a marketing and sales team to produce customer communication campaigns across a range of online and offline channels.

In this role, you will wear many hats. You will perform a variety of design and marketing tasks, which require knowledge of tools like Adobe CC, Canva, HubSpot, and WordPress. Your work will span various channels such as web, print, social, email, and direct mail. You will also focus on writing original real estate investment content, so real estate or financial experience is a major plus.

### **Job Requirements:**

- A bachelor's degree in graphic design (with some knowledge of coding), marketing, or other related field
- At least 2 years of hands-on experience in graphic design
- Experience with social advertising (e.g. Facebook, LinkedIn, Instagram, Google Ads)
- Knowledge of tools including Adobe CC, WordPress, HubSpot
- Email marketing experience in building, navigating and troubleshooting HTML/CSS email templates that work across all major email platforms
- Understanding of marketing best practices with regards to contact strategies, data capture, deliverability, social media and CAN-SPAM compliance
- Experience working with WordPress and/or HubSpot is a strong plus
- Excellent written and verbal skills in English. Spanish is a plus
- A shareable portfolio of previous design and/or writing work is preferred
- Experience in the Real Estate or Financial industries is a major plus

### **Responsibilities:**

- Design and write emails, blog posts, direct mail pieces, print materials and social email ads in various formats (HTML, PSD, PDF, jpg, etc.) to support our brand and our loan officers
- Interact weekly with our team of Loan Officers to provide personalized marketing materials to help them grow their businesses, without straying from Renovo's brand guidelines
- Utilize multiple APIs and custom integrations with other services to deliver and serve content to and from our various platforms (HubSpot, Salesforce, Google Analytics, Google Console, WordPress, and all social platforms)
- Follow our rigorous QA processes to ensure flawless delivery of all assets
- Ensure on-time and problem-free campaign launches by partnering closely with the sales and lending team to understand project deliverables and timelines
- Make appropriate design decisions about line breaks, text size, alignment, etc.



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**Behavioral Characteristics:**

- **Self-Motivated:** You take tasks on without waiting to be told what to do
- **Positive Attitude:** You approach situations with a proactive and positive attitude
- **Determined:** You stay on course even during difficult assignments and you crave opportunity for advancement
- **Team Player:** You believe that to be successful you need to leverage and trust your team. You lead by example.
- **Openminded:** You're not afraid to find and develop creative solution to tricky problems