



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

## Position: Digital 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 Digital 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 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, social, email, and video marketing. Our team currently lacks someone with expertise in videography, photography and/or animation, so experience within one or more of these areas is a major plus.

### **Job Requirements:**

- A bachelor's degree in digital design, graphic design, marketing, or other related field
- At least 2 years of hands-on experience in a design role
- Knowledge of tools including Adobe CC, Canva, 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
- Excellent written and verbal skills in English. Spanish is a plus
- Ability to comfortably write short-form copy for social posts and emails is a strong plus
- Experience working within the WordPress CMS and/or HubSpot is a strong plus
- Experience with videography, photography and/or animation is a major plus
- Experience in the Real Estate or Financial industries is a major plus
- A shareable portfolio of previous design work is required

### **Responsibilities:**

- Design and edit emails, social media post, web content, and videos to support our brand and our various markets
- Work with a team of Loan Officers to provide personalized marketing materials to help them grow their businesses across the country, 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 spacing, alignment, typography, color, contrast, etc. and be able to back up those decisions with sound reasoning
- Take the initiative to research competitor marketing and come up with new ideas for future content and campaigns. Be able to present those ideas to your team leader and the rest of the design team



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**Behavioral Characteristics:**

- **Self-Motivated:** You take tasks on without waiting to be told what to do. You come up with new ideas and work to make those ideas a reality
- **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 solutions to tricky problems