

ELIKYA DIGITAL

Fractional Chief Marketing Direction for European B2B Manufacturers Entering North America

Creative Designer & AI Content Specialist (Part-Time)

Part-Time | Hybrid — Johns Creek, GA | \$19/hour

Location	Home-office setting in Johns Creek, GA On-site minimum 2x/week, remote the rest of the week
Employment Type	Part-time, hourly, flexible schedule
Compensation	\$19.00/hour
Requirements	Bachelor's degree; minimum 3 years of relevant experience; must be comfortable completing a background check

ABOUT ELIKYA DIGITAL

Founded in 2011 and based in Johns Creek, Georgia, ELIKYA Digital provides fractional Chief Marketing Director services to B2B manufacturers, industrial companies, and growth-stage businesses. We help European and international manufacturers navigate the complexities of US market entry and expansion — building the brand, demand, and go-to-market foundation they need before committing to the market, with that same strategic rigor extended across EMEA, NAM, and LATAM.

THE ROLE

We're looking for a part-time Creative Designer who is fluent in AI-assisted design and video tools and comfortable owning marketing execution end to end. You'll manage social media creative, produce AI-generated video content, run lead generation campaigns, build and send email campaigns, keep our web platforms current, and report back on what's actually working. This is a hands-on role for someone who wants to work efficiently with AI tools rather than from scratch, and who takes pride in clean, on-brand execution that's tied to real business results.

WHAT YOU'LL DO

- **Social Media Creative** — Design and manage social media creative across LinkedIn and other channels, consistent with ELIKYA's brand guidelines (color, typography, logo usage).
- **AI Video Creation** — Produce short-form video content using AI video tools — from concept and prompting through editing and final export.
- **Content Creation** — Develop supporting content — case studies, blog posts, social captions, and lead magnets — that builds credibility and feeds our lead generation efforts.
- **Lead Generation Campaigns** — Plan and run campaigns across email, social, and content designed to generate and nurture inbound leads, coordinating follow-up and lead status in HubSpot.
- **Email Marketing** — Build, design, and send email campaigns and newsletters in HubSpot and Mailchimp, including list segmentation and nurture sequences.
- **Project Management** — Keep marketing initiatives on track: manage timelines, content calendars, task lists, and deliverable status across projects.
- **Reporting & Insights** — Track and report on campaign performance — email opens/clicks, social engagement, website inquiries — so we know what's driving leads and sales conversations.

- **Website Support** — Make routine updates and improvements to our WordPress and Webflow sites (content updates, landing pages, basic layout changes).
- **AI Fluency** — Use AI tools thoughtfully to speed up ideation, drafting, and production without sacrificing quality or brand consistency.

WHAT YOU BRING

- Bachelor's degree in design, marketing, communications, or a related field.
- Minimum 3 years of experience in graphic design, social media, or digital marketing.
- Working knowledge of AI design and video generation tools (e.g., Canva AI, Adobe Firefly, Midjourney, Runway, or similar), and a genuine interest in staying current with them.
- Hands-on experience with HubSpot and Mailchimp for email marketing and lead nurture campaigns.
- Experience planning or running lead generation campaigns, and comfort turning open rates, engagement, and inquiries into a clear, actionable report.
- Hands-on experience managing content in WordPress and Webflow.
- Solid project management instincts — you can juggle multiple small projects and keep them moving without close supervision.
- A strong eye for clean, professional design; a portfolio you can share.
- Comfortable and reliable working independently in a remote, part-time capacity.
- **Nice to have** — proficiency in French, Spanish, or Italian, given our client base across Europe and Latin America..

WORK ENVIRONMENT & LOGISTICS

- This role is based in a home-office setting in Johns Creek, GA, with on-site work required a minimum of two days per week; the remainder of the week is remote.
- Our home office includes a friendly, resident dog — candidates should be comfortable working around pets.
- Employment is contingent on successful completion of a standard background check.
- Schedule is flexible and part-time, suited to someone balancing this role alongside other freelance or professional commitments.

HOW TO APPLY

Send your resume and a portfolio or samples of your social media, video, and email marketing work to careers@elikyadigital.com. Please include your availability and a short note on your experience with AI design or video tools.
