SMITH GEIGER GROUP

Unparalleled Experience. Strategic Insight. Concrete Results.
Westlake Village, CA 91361 ● 818-874-2000 ● SMITHGEIGERGROUP.COM

Manager / Senior Manager, Creative Strategy and Insights

Remote (U.S.)

Location:	Travel:	Experience:	Salary:
Remote (U.S.)	2-4x/year	3+ Years	$85,000–$100,000

Summary

We're looking for a strategic, curious, and entertainment-savvy **Manager or Senior Manager of Creative Strategy & Insights** to join our fast-growing Studio Marketing team at SmithGeiger.

In this role, you'll help some of the biggest names in film and streaming understand their audiences, evaluate marketing campaigns, and develop more effective creative strategies. You'll work across a variety of consumer research initiatives, with a particular emphasis on digital creative testing, advertising effectiveness, and entertainment marketing strategy.

We're looking for someone who combines strong analytical skills, intellectual curiosity, and creative instincts. Someone who can look beyond the numbers to understand *why* marketing works, what motivates audiences, and how those insights can lead to better creative decisions. You'll evaluate movie trailers, TV and digital advertising, and social content, identifying what captures attention, builds excitement, and ultimately motivates audiences to watch.

This is a hands-on research and strategy role where you'll independently manage projects, analyze consumer behavior, and develop compelling, actionable recommendations for our entertainment clients. You'll have opportunities to work directly with studio and streaming marketing teams, contribute your own strategic perspective, and help shape how some of the industry's biggest films and television shows are marketed.

The ideal candidate is passionate about movies, television, pop culture, and consumer behavior, with a strong desire to understand what moves audiences and influence how entertainment is marketed.

Key Responsibilities

- **Creative Testing & Insights:** Lead research studies evaluating digital advertising, trailers, marketing messaging, and content positioning, identifying what resonates with audiences and opportunities to improve creative effectiveness.
- **Research Management:** Independently oversee quantitative and qualitative research projects from questionnaire development and fieldwork through data analysis, reporting, and final delivery.
- **Strategic Thinking:** Look beyond surface-level findings to uncover the drivers of audience behavior and translate research into actionable recommendations for entertainment marketing strategy.
- **Storytelling & Reporting:** Develop clear, compelling reports and executive summaries that communicate the most important findings, their implications, and recommended next steps.
- **Client Partnership:** Build strong client relationships, confidently communicate findings, and contribute a thoughtful strategic perspective to client discussions.

- **Quality & Execution:** Manage multiple projects while maintaining high standards of accuracy, attention to detail, and quality control across all deliverables.
- **Innovation:** Help evolve our creative testing methodologies, research tools, and reporting approaches, including exploring emerging technologies and AI-powered research solutions.
- **Team Collaboration:** Partner with research operations and provide guidance to junior analysts to ensure efficient execution and consistently high-quality work.
- **Understand Social Trends:** Stay current on entertainment marketing, social media, emerging digital platforms, and evolving audience behavior, particularly across TikTok, YouTube, and Instagram.

Minimum Qualifications

- **3+ years of experience** in consumer insights, market research, advertising research, or a related field.
- Strong background in creative testing or advertising effectiveness research, with experience evaluating marketing assets and understanding what drives consumer engagement and interest.
- Strong analytical skills and comfort working with quantitative and qualitative research data to identify meaningful patterns and insights.
- Intellectual curiosity and critical thinking skills, with a natural instinct to dig deeper, challenge assumptions, and understand the *why* behind consumer behavior.
- Excellent writing, storytelling, and presentation skills, with the ability to turn complex findings into clear, actionable recommendations.
- Experience independently managing research projects, developing questionnaires, analyzing data, and creating client-facing reports.
- Strong organizational skills, attention to detail, and the ability to manage multiple priorities in a fast-paced environment.
- A genuine passion for movies, television, entertainment marketing, and pop culture.

Preferred Qualifications

- Familiarity with entertainment marketing, strategic positioning, and production cycles is a strong plus.
- Experience working with film studios, streaming platforms, entertainment companies, or advertising agencies.
- Familiarity with digital and social media advertising, particularly TikTok, YouTube, and Instagram.
- Experience with both quantitative and qualitative research methodologies, including emerging AI-powered approaches.
- Experience mentoring or providing guidance to junior researchers.

Why SmithGeiger

At SmithGeiger, you'll work directly with leading film studios and streaming platforms, helping shape the marketing strategies behind some of the industry's most anticipated movies and television shows.

Our fast-growing Studio Marketing practice combines sophisticated consumer research with creative strategy. We're a collaborative, entrepreneurial team where your ideas matter, your work has a direct impact, and you'll have opportunities to grow alongside the business.

We're also committed to challenging traditional market research approaches, embracing new technologies and innovative methodologies to deliver deeper insights and help clients make better creative decisions.

If you love entertainment, enjoy solving creative challenges, and want your insights to influence real-world marketing campaigns, we'd love to hear from you.

Location & Travel

This is a fully remote position (U.S. only), though we have an office in Westlake Village, CA. Occasional travel (2-4x/year) is expected for team offsites or client meetings. No specific time zone preference.

Salary & Benefits

We offer a competitive compensation package that rewards both individual performance and contributions to our team's success.

- **Base Salary:** $85,000–$100,000 annually, depending on experience and qualifications.
- **Project-Based Commissions:** In addition to base salary, employees have the opportunity to earn commissions on research projects, providing meaningful additional earning potential.
- **Remote Flexibility:** Fully remote position with the flexibility to work from anywhere in the U.S.
- **Healthcare Benefits:** Medical, dental, vision, and life insurance, along with FSA and HSA options (pre-tax).
- **Paid Time Off (PTO):** Up to four weeks annually, in addition to paid holidays.
- **Family Leave:** Maternity and paternity leave.
- **Retirement Benefits:** 401(k) with profit-sharing contributions.
- **Growth Opportunities:** Professional development and opportunities for advancement within our growing Studio Marketing practice.