WE'RE HIRING · IMAGINATION MINING COMPANY

DIGITAL MARKETING & PAID ADVERTISING ASSOCIATE

BO JACKSON BATTLE ARENA/IMC | COLUMBIA, SC | FULL-TIME, IN-OFFICE

Love sports, marketing, and figuring out what makes people click? Help grow Bo Jackson Battle Arena and our other games through digital advertising. You'll learn fast, test ideas, and see your work in action.

WHAT YOU'LL DO

- Help plan and run ads across Meta, Google, YouTube, and TikTok.
- Track results, learn what works, and suggest improvements.
- Collaborate with our creative team on product launches, athlete partnerships, and events.
- Research sports audiences, advertising trends, and new opportunities.
- Help organize campaign calendars and budgets.

WHAT YOU SHOULD ALREADY KNOW

- Understand the basics of paid digital advertising, including audiences, budgets, and testing creative.
- Be familiar with Meta Ads Manager, Google Ads, or another advertising platform, even through coursework or personal projects.
- Know basic marketing metrics such as clicks, click-through rate, conversions, and return on ad spend.
- Be comfortable using Google Sheets or Excel to organize and interpret numbers.
- Be able to explain how you've used AI for research, campaign ideas, or analyzing information.
- Familiarity with trading cards, sports collectibles, card breaks, or the collector community is a big plus. You don't have to be an expert, but you should be excited to learn the hobby.

WHY IMC?

Real projects, real responsibility, a fun team, and room to grow. Benefits include company-paid employee medical coverage, 401(k), PTO, and daily lunch.

We're looking for potential and hustle, not a perfect résumé.

YOU'LL FIT IN IF YOU

- Genuinely love sports and understand sports fans.
- Enjoy numbers, testing ideas, and solving problems.
- Take initiative, work hard, and follow through.
- Communicate well and enjoy being part of a team.
- Already use AI and want to keep learning how to work better, faster, and more creatively.

BONUS POINTS

You've run ads for a class project, internship, student organization, or side business. Experience with ad platforms, Shopify, or analytics is a plus, not a requirement.

HOW TO APPLY

Send your résumé, and a short note about why you want to work on Bo Jackson Battle Arena to james@bobattlearena.com