

Marketing & Graphic Design professional (Part-Time)Georgetown, KY | 20–25 hours/week | Hybrid (1–2 days in office) We're searching for a creative powerhouse who lives and breathes marketing + design and knows how to make every dollar count. If you can design stunning graphics, write copy that converts, and stretch a tight ad budget further than anyone else—this is your role. What you'll own:

- All visual content: social media graphics, ads, emails, catalogs, website assets, product photoshoots
- Daily posting & community management on Facebook, Instagram, TikTok, YouTube
- Creating and optimizing high-ROI Facebook/Instagram ad campaigns (you know the algorithm inside out)
- Staying on top of trends and creating viral-worthy Reels & short videos
- Designing in Canva (fast) and Adobe Illustrator/Photoshop (polished)
- Managing the full marketing fund on a strict budget—every dollar must work
- Tracking performance religiously and pivoting fast based on data

Must-Have Skills & Experience:

- Expert in Canva + Adobe Illustrator & Photoshop (portfolio required)
- 3+ years running profitable Facebook/Instagram ads on small budgets
- Deep understanding of the Facebook algorithm and how to beat it in 2025–2026
- Proven graphic design skills—clean, professional, equine/rural lifestyle aesthetic is a huge plus
- Ability to write punchy, persuasive copy that speaks to horse owners and ranchers
- Self-managed, deadline-driven, zero hand-holding needed
- Available to work in our Georgetown office 1–2 days per week - Flexible (rest remote)

What we offer:

- Competitive hourly rate + performance bonuses when campaigns crush it
- Flexible part-time schedule (20–25 hrs/week)
- Fast track to full-time as we grow
- Creative freedom—your best ideas go live the same week

- Fun, horse- cattle obsessed team that actually uses the products we sell

Ready to make our brand look and perform better than ever—on a budget? Send your resume, cover letter, and a link to your portfolio (or 3–5 of your best designs/ads) to: [Steve@EquineandRanch.com](mailto:Steve@EquineandRanch.com)

Subject line: “Marketing & Graphic Design Leader – [Your Name]

” We’re reviewing applications now. Top candidates will get a quick paid test project. Don’t wait!