

Job Title

- Marketing automation specialist

Job Goals

- building and managing a Marketing Automation sector.

Main Duties

- Achieve goals established at Monthly and Annual performance review
- Build and execute marketing campaigns across platforms and channels
- Follow and refine analytic procedures and reporting standards
- Segment and analyze prospect database to target campaigns
- Create and follow a campaign through its life cycle and complete audits as needed to maintain and report on campaign performance
- Manage performance metrics, budget tracking, and reporting across select digital marketing channels

Requirements

- A bachelor's degree in business or marketing
- Minimum of 1-year experience in marketing automation
- Demonstrate strong technical and analytical skills
- Familiarity with using one or more cloud-based sales/CRM/marketing systems such as WebEngage, MoEngage, Emarsys, ...
- Detail-oriented
- Maintain a high level of professionalism
- Possess a positive attitude and excellent interpersonal skills
- Demonstrate excellent communication skills
- Self-motivated and able to work independently
- Maintain confidentiality of information
- Strong time management skills with the ability to prioritize and meet deadlines