

## SENIOR MARKETING MANAGER

EasyVista is a global leader in IT Service Management software. We are currently seeking a highly motivated, self-starter to join our team as a Senior Marketing Manager. The Senior Marketing Manager will be responsible for executing our global demand generation programs using a variety of digital marketing channels.

### Responsibilities:

- Develop and manage an integrated demand generation plan in coordination with GEO marketing teams
- Execute, measure, and analyze campaign performance
- Coordinate various campaign types includes: email, webinars, banners, syndicated content, and third party lead guarantee programs
- Coordinate with GEO marketing teams to develop and execute partner and customer marketing programs
- Execute lead nurturing strategy using Marketing Automation System
- Collect and report marketing operations metrics
- Create creative campaigns including copy, graphics, and offers to drive engagement with prospects.
- Manage CRM and Marketing Automation System configurations and integrations to support effective lead processing
- Manage development of effective landing pages to maximize conversions
- Coordinate with Digital Marketing Manager to optimize campaign performance across all digital channels including web site and social
- Execute marketing campaigns and analyze performance that leverage behavioral interest profiling to drive new client acquisition & sales revenue
- Leverage contact databases (e.g. RainKing) to identify target contacts for campaigns
- Establish effective nurturing campaigns to increase engagement with contacts
- Implement lead scoring to prioritize leads for sales

### Qualifications:

- 3-5 years' experience in B2B marketing at a technology company
- Excellent communication and strong project management skills
- Exceptional attention to detail and process
- Creative and solution-oriented focus
- Experience with Eloqua or other marketing automation platforms
- Excellent copywriter
- Ability to handle multiple tasks at one time and effectively work under tight deadlines
- Experience with executing multi-channel demand generation campaigns
- Bachelor's degree in marketing or public relations preferred

### Compensation Package

Highly competitive according to experience and profile