



Marketing Implementation Specialist:

The Marketing Implementation Specialist is directly responsible for managing our clients' marketing automation instances on platforms such as Act-On, Marketo, Hubspot, Pardot, and Eloqua. You will need hands-on experience with a database environment and maintenance, preferably in addition to experience with building email campaigns, landing pages, data segmentation and lead scoring.

Vonazon is not your average digital marketing agency. We are a team of creatives, strategists, technologists, thinkers, writers, dreamers and do-ers that happen to create high-level digital marketing for our clients. We are a tight-knit team of innovative individuals that bring their A-game every. single. day. We go beyond providing services for our clients, we become a part of their team to bring them success.

Marketing technologies are continually evolving and there are always new platforms to explore – we need self-starters that see challenges as opportunities for innovation. We look for independent thinkers that know how to communicate compassionately to both their teammates and clients.

The right candidate will be passionate about empowering their team and clients with the latest digital platforms and strategies. This position requires a wicked-smart, personable individual that is a creative problem-solver with a technologist's mind. We are a continually growing company where exciting new projects, opportunities, and innovations abound.

Responsibilities:

- Develop marketing automation programs
- Marketing automation platform maintenance
- Marketing funnel setup
- Data segmentation
- Lead scoring
- Marketing automation program testing and troubleshooting
- Developing and maintaining monthly reporting, accurately and on time
- Recognize and assist in solving data problems and inconsistencies
- Team interface regarding ad hoc campaign tracking and reporting
- Create and populate report templates on an as-needed basis
- Support client campaign tracking and reporting
- Support translating business goals into measurable and actionable objectives, and make recommendations on tracking, reporting, benchmarking and analysis in order to measure performance against objectives



Desired Experience/Skills:

- A background in online marketing is preferred
- 1+ years of experience managing email campaigns and program implementation
- Experience with generating analytics reports, quality assurance testing, and data acquisition and analysis
- Act as a day-to-day resource for agency teams and assist in reporting and analyst functions
- Proofread and quality control both manual and automated analytic reporting
- CRM Certification
- HTML/Coding experience

Mandatory Experience/Skills:

- Strong Excel and general math skills are required
- Excellent written and verbal communication skills
- Technical aptitude and strong problem-solving skills are expected
- A Proactive work ethic and will be detail-focused
- Candidate should be flexible and be willing to be part of an energetic team focused on delivering quality client solutions

Possess proven ability to:

- Identify, communicate, and mitigate risks
- Prioritize deliverables in a fast-paced work environment managing multiple projects simultaneously
- Communicate with clients in a professional manner

Education:

- A Bachelor's degree is preferred, with at least 2+ years of digital experience desired but not required (will train the right candidate)

We have a close-knit, friendly office environment and are seeking an individual that will fit our company model and is looking for long term employment, with the ability to adapt to the needs of a small, thriving and growing business. We offer a competitive salary with benefits, PTO, and paid holidays after a probationary period.

Interested? Excited? Please email your killer portfolio, resume, and cover letter and put **Marketing Implementation Specialist** position in the subject line to nicole.mcadam@vonazon.com