

Growth Marketing

Description

Acryl Data provides clarity to data by enabling delightful search and discovery, data observability, and federated governance across organizations' entire data ecosystem. The company has earned the trust of data professionals from startups and Fortune 500 companies globally with its modern data catalog. Acryl Data was founded by experts who previously created LinkedIn DataHub and Airbnb Dataportal and is backed by top-tier venture capital firms, including 8VC, Insight Partners, and LinkedIn. Key Responsibilities Event Management: Plan, coordinate, and execute company events, webinars, and trade shows to maximize brand exposure and lead generation. Demand Generation: Develop and implement multi-channel demand generation campaigns to drive qualified leads and nurture prospects through the sales funnel. Product Marketing: Collaborate with the product team to create compelling product positioning, messaging, and go-to-market strategies. Campaign Execution: Execute and manage marketing campaigns across various channels, including email, social media, content marketing, and paid advertising. Data Analysis: Monitor and analyze marketing performance metrics to optimize campaigns and inform future strategies. Content Creation: Develop engaging content, such as blog posts, whitepapers, case studies, and social media updates, to support marketing initiatives. Collaboration: Work closely with cross-functional teams to align marketing efforts with overall business goals and product launches. Qualifications Experience: 3+ years of hands-on marketing experience, with a focus on event management, demand generation, and product marketing. Skills: Proficiency in HubSpot Mindset: A proactive, problem-solving mindset with a strong desire to hustle and drive results. Communication: Excellent communication and collaboration skills. Adaptability: Ability to thrive in a fast-paced, dynamic startup environment. Please mention the word ****FECILITOUS**** and tag **RMjE2LjI0NS4yMjEuOTE=** when applying to show you read the job post completely (**#RMjE2LjI0NS4yMjEuOTE=**). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via RemoteOK.com

Hiring organization

Acryl Data

Job Location

Remote

Base Salary

\$ 60000 - \$ 107500

Date posted

June 1, 2024

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