

## **Marketing Strategist**

Sellup is an email marketing agency that offers businesses progressively advanced email marketing services, utilizing time tested methods and procedures to secure a higher rate of customer retention. The Marketing Strategist is responsible for expanding and deepening relationships with customers and maximizing profitability for Sellup through best-in-class advanced analytics of email marketing campaigns and providing accurate and timely reporting. The Marketing Strategist dissects and analyzes the email list, mailing style, and frequency to determine the campaign quality, health, and effectiveness. The Marketing Strategist will then construct a customized strategy that is perfectly suited for the clients' needs throughout the customer lifecycle.

We are looking for a tech savvy person who is ambitious and an aggressive self-starter. The ideal candidate should have the ability to manage data analytics, run reports and who will excel in a client-facing role handling all phases of customer marketing programs, including planning, budgeting, creative development, data processing, production, and results tracking. The successful candidate will manage the satisfaction of client accounts and ensure service level agreements are maintained.

### **Requirements**

- Bachelor's Degree (Marketing or Statistics Major) or similar work experience
- Excellent knowledge of Excel (VLookups, Index, Match, SUMIFS, COUNTIFS functions a must), Word and PowerPoint
- Strong analytical skills and experience with analytics and reporting tools for all channels
- Candidate must demonstrate ability to thrive in a semi-structured environment
- Should demonstrate a passion for marketing and technology
- Knowledge of project management tools and resources
- Exceptional communication and presentation skills (oral and written)
- Strong work ethic, skilled at prioritizing and managing time; Comfortable with tight deadlines; organized, efficient, detail-oriented and able to multitask
- Must be an excellent team player; possess the ability to work well independently, think creatively, solve problems, and take initiative
- Professional demeanor and ability to foster client relationships and earn role as a trusted advisor
- Strong problem solving skills and ability to easily adapt to change

### **Preferred Skills / Experience**

- Marketing, Media, and/or Data Analytics Experience
- Coding and Database Skills
- Management Consulting Experience
- Process improvement experience; Management and communication with globally dispersed teams
- Knowledge of Email Service Provider Platforms and email campaign building
- Project Management Experience
- Tableau is a Plus

### **What You'll Do**

- Manage an efficient, comprehensive, accurate reporting and analytics reporting process done by on-shore and offshore teams
- Perform comprehensive analyses on large sets of email marketing data to extract actionable insights to help drive customer and internal decisions

- Communicate data-driven insights and recommendations for client and internal use
- Develop thorough understanding of email user data flow and recommend best practices to streamline data flow, processes and related standards
- Serve as subject matter expert for changes to Excel, data analytics & reporting process
- Work closely with cross-functional teams of data analysts, designers, client service managers, and others across the company who are passionate about the company's success
- Develop self-serve reports, internal controls, and proofing checklists to monitor customer email data hygiene
- Develop and maintain internal and external controls to store and retrieve client data, reports, marketing material, and other data
- Account manager for mid sized retailers
- Create marketing campaigns; Communicate, maintain and drive project timelines for all campaigns
- Manage the client relationship via written and verbal communication
- Assist with quarterly and annual business reviews
- Represent advertiser and sales perspective on new product improvements with product teams and review meetings
- Critique advertisers on their CRM processes in order to enhance overall program efficiencies
- Responsible for prospecting, calling on and closing on deals and advertising campaigns with national retailers (via phone calls, email, networking and in person meetings)
- Oversee project quality control and navigating client approvals throughout the project
- Maintain weekly status report to share with client and internal teams