

Marketing Automation & Integration Specialist

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Company: Right Customer

Location: Islamabad

Category: business-and-financial-operations

We're seeking a Marketing Automation and Integrations Specialist, a pivotal role focused on optimizing and streamlining our marketing processes. Your expertise will be crucial in leveraging platforms such as Zapier, Make (formerly Integromat), ActiveCampaign, HubSpot, various funnel builders, and APIs to create seamless workflows and enhance efficiency. This position is perfect for someone who thrives in a tech-driven environment, enjoys problem-solving, and is passionate about automating and refining marketing operations to drive business growth.

What You'll Be Doing

Automation Strategy Development Design and implement marketing automation strategies using platforms like ActiveCampaign and HubSpot.

Integrations Management: Leverage tools such as Zapier and Make to integrate various systems and software, ensuring smooth data flow and functionality.

Funnel Building Utilize your expertise in funnel builders to create and optimize conversion-driven marketing funnels.

API Utilization : Implement and manage API integrations to enhance system interoperability and data sharing.

Workflow Optimization Continuously seek ways to automate and improve marketing workflows for efficiency and effectiveness.

Cross-Platform Coordination Ensure all marketing automation tools and platforms are seamlessly integrated and functioning cohesively.

Performance Analysis and Reporting Monitor and analyze the performance of automated systems and integrations, adjusting strategies for optimal results.

Training and Support: Provide guidance and support to the marketing team, ensuring they can effectively use the automation tools and systems.

Requirements

Who You Are

Experienced in Marketing Automation : You have a proven track record of working with marketing automation platforms like ActiveCampaign and HubSpot.

Skilled in Integrations You are adept at using tools like Zapier and Make to integrate various software and systems.

Knowledgeable in APIs You possess a strong understanding of API management and implementation.

Strategic Thinker: You can develop comprehensive strategies for marketing automation that align with business goals.

Analytically Minded You are skilled in analyzing the performance of automated systems and making data-driven decisions.

Problem Solver: You have a knack for identifying issues and devising effective solutions in the realm of automation and integrations.

Team Player and Trainer You work well in a team environment and are capable of training others in the use of marketing automation tools and systems.

Benefits

Competitive Pay Based on Experience

Ongoing Training & Development

Growth Potential as Company Expands

Work Remotely for a US-Based Company

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