

Marketing Automation Specialist - Remote Pakistan

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Company: Right Customer

Location: Islamabad

Category: architecture-and-engineering

The Marketing Automation Specialist is a key player in the marketing team, responsible for ensuring that our marketing strategies are efficiently translated into actionable and scalable automated processes. This role is pivotal in driving conversions, enhancing customer engagement, and ensuring seamless communication between various marketing systems. Collaborating closely with the marketing team, the specialist ensures alignment with the broader marketing goals and objectives.

Examples Of What You'll Do in This Role:

Integrating Facebook Lead Forms into Hubspot and ActiveCampaign

Setting up conversion tracking on a funnel hosted on ClickFunnels

Troubleshooting a Zapier integration and fixing the issue quickly

Documenting common automations so they can be quickly replicated

Sending Scheduled Calls to the Sales Team's CRM using Zapier

Setting up Tracking in Hyros, Google Tag Manager, and Google Analytics

Responsibilities

Design, implement, and manage marketing automation workflows, and funnels to nurture leads, engage customers, and drive conversions.

Use automation tools like Zapier or Make/Integromat to integrate different marketing platforms, tools, and software.

Set up automated actions in CRMs and ESPs like Hubspot, ActiveCampaign, Infusionsoft, and more.

Work closely with the marketing team to ensure lead forms and call schedulers are seamlessly integrated into CRMs, ESPs, and tracking and reporting software.

Manage onboarding and set up of new client systems.

Conversion tracking using Google Tag Manager and installing directly on websites and funnels.

Automated reporting using tools like Supermetrics and Dataslayer.

Create documentation and standardized knowledge for best practices and processes.

Expert-level knowledge of marketing platforms/tools such as:

ClickFunnels

Zapier

Make/Integromat

ActiveCampaign

Hubspot

Klaviyo

Google Tag Manager

Hyros

Google Analytics

Google Sheets

Infusionsoft

GoHighLevel

E-Learning Platforms: Kajabi, Teachable, Skool

Requirements

2+ years of experience in a Marketing Automation role or similar.

Expertise in marketing automation tools, especially Zapier, WebinarJam, Everwebinar, ClickFunnels, Active Campaign, Hyros, Infusionsoft, and Kajabi.

Basic understanding of technical work related to marketing automation.

Ability to communicate effectively with team members, vendors, and partners.

Proven experience in setting up and managing trigger-based campaigns.

Familiarity with reporting and data entry related to marketing automation.

Ability to work both independently and collaboratively within a team.

Benefits

Competitive Pay Based on Experience

Unlimited Paid Time Off (Holidays, Vacation, Sick Days)

Ongoing Training & Development

Regular Salary Increases

Performance Bonuses

Growth Potential as Company Expands

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