

United Arab Emirates Jobs Expertini®

Inbound Marketing Executive – United Arab Emirates

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Company: Fluid Codes

Location: , , United Arab Emirates

Category: sales-and-related

Home Career Inbound Marketing Executive – United Arab Emirates Inbound Marketer will lead specific inbound marketing activities that can turn leads into customers and continue to refine the process to maximize results. You will be in charge of the refining leads, and nurturing those leads throughout the sales funnel until ultimately turn them into the customers, the latter of which sales leadership will help accomplish. Key Duties and Responsibilities Manage CRM to ensure leads are tracked, and nurture leads from MQL to SQL. Collaborate with the sales team to align marketing and sales efforts for optimal results. Conduct market research and competitor research, and develop marketing strategies based on these findings. Analyze traffic and user behavior to identify areas for improvement. Optimize our marketing automation and lead nurturing processes. Establish closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and continually refine our process to convert customers. Work with other marketing team members to identify customer personas. Analyze data and metrics to evaluate the performance of the inbound marketing programs to improve ROI, lead quality, and customer engagement. Keep abreast of industry trends, best practices, and emerging technologies related to the industry, and continuously experiment with new tactics and tools to improve outcomes. Using reports obtained throughout extensive data analysis to shape marketing campaigns in accordance with target audience behavior. Ensuring all accounts have growth metrics that are updated, tracked, and reported. Regular identification of cross-selling and upselling services. Understand the customer journey and have tactics to regularly employ at various stages from awareness to advocacy. Analysis; report on the success of our inbound

marketing efforts. Evaluate and report data across multiple channels to monitor growth. Key Skills / Requirements Bachelor's degree in marketing or related field 2+ years of experience managing all aspects of an inbound marketing strategy Proficiency in marketing automation and CRM software Strong knowledge of search engine optimization (SEO) and content marketing Knowledge of website analytics tools and data analysis Experience in building and executing an inbound marketing Experience with web conversion rate optimization to improve lead generation, sales pipeline, and revenue Adaptability to evolving trends and changes in the marketing landscape. Qualification Degree in computer applications and/or marketing (or a professional marketing qualification). Experience Proven experience of between one and three years as a Marketing Executive or similar role. (!) We will only review resumes with detailed cover letters. Accelerate your digital transformation with engineering simulation solution

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