Access Request – Marketing Operations Assistant

From: Abdul Munim @majidbinmisri@gmail.com
Role: Marketing Operations Assistant

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1. Funnel & Website

- Access to the website/landing page builder to review, edit, and test lead capture forms and booking links.

- Access to the scheduling/booking system used for client calls.

2. Email & CRM

- Access to the email marketing platform to manage sequences and campaigns.

- Access to the CRM system to view and update lead stages (opt-in, booked call, client).

3. Paid Ads

- Access to the advertising platforms being used (e.g., LinkedIn, Meta, or others).

- Permissions to review performance and coordinate with freelancers or media buyers.

4. Content & Design

- Access to the design tool or shared workspace for social posts and ad creatives.

- Access to brand assets (logos, fonts, colors, guidelines).

5. Reporting & Analytics

- Access to tracking/analytics tools used for funnel and ad performance.

- Access to the reporting file, sheet, or dashboard where KPIs are recorded.

6. Outreach

- Access to the platform(s) used for outreach (e.g., LinkedIn or other tools).

- Access to any existing outreach templates or scripts.

7. File & Communication

- Access to the shared folder or workspace where marketing assets and the Lead Magnet are stored.

- Access to the project management or communication tool used for coordination.