



Marketing Manager - ABM & Email

Remote (Full-time or Part-time)

\$30/\$50 per hour

About the job

Description

About Conexiom:

Conexiom is the only SaaS platform that applies advanced AI to transform emailed Sales Orders and Invoices from customers and suppliers into fully automated electronic transactions with 100% accuracy across quote-to-cash and procure-to-pay processes. Leading manufacturers and distributors, including 16 of the top 20 industrial distributors, rely on Conexiom to win and retain more customers through a best-in-class order fulfillment experience, provide transparency for regulatory compliance, and become the employer of choice in a tight labor market.

Job Overview

As a Marketing Manager - ABM & Email at Conexiom, you will play a pivotal role in driving our marketing and demand generation programs to new heights. You'll own channels such ABM, Email,

Organic Social Media, Content Syndication and our Partner channel.

Your focus will be on driving engagement and building pipeline within our enterprise target accounts by executing marketing initiatives with a major emphasis on account-based marketing, email marketing, and social media. Your creative approach, analytical mindset, and ABM expertise will be critical in generating high-quality sales-accepted opportunities, nurturing prospects, and elevating Conexiom's reputation within industrial distributors and manufacturers.

Key Responsibilities

Account-Based Marketing (ABM): Develop and implement targeted ABM strategies to engage highvalue accounts through channels such as email, ads, events, virtual events, and gifting. Craft and execute personalized account-specific marketing messaging, aligning closely with the BDR and sales teams that resonates with key accounts Partner with BDRs and sales to align on account plans, refine

outreach strategies, and accelerate pipeline growth through coordinated ABM efforts. Monitor account engagement and campaign performance, using insights to optimize strategies and report on ABM ROI. Email Marketing:

Develop And Implement Email Marketing Campaigns To Nurture Leads And Drive Conversions. Craft Persuasive Email Content And Messaging That Resonates With Target Audiences. Segment Email Lists And Tailor Campaigns For Specific Customer Segments. Continuously A/B Test Emails For Improved Performance And Engagement. Performance And Analytics

Take ownership of Enterprise pipeline creation goals, recommending adjustments to drive continued improvement and goal attainment. Track and analyze the performance of marketing campaigns vs. goals and benchmarks. Use data driven insights to make informed recommendations for optimization. Organic Social Media Management:

Qualifications

Develop and execute a social media strategy to enhance Conexiom's online presence by increasing our followers and driving engagement. Create engaging social media content, including posts, graphics, and videos. Monitor social media channels for industry trends, customer engagement, and competitor activity. Drive brand awareness and engagement through social media campaigns. Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field.
- 4+ years of experience in Demand Generation Marketing roles within B2B SaaS.
- Experience within Manufacturing, Distribution, Order-to-Cash processes, or B2B Ecommerce is a plus, demonstrating an understanding of the unique challenges and opportunities in these sectors and enabling you to develop highly targeted and effective marketing strategies.

- Proven experience in marketing with a focus on ABM, email marketing, project management and social media.
- Proficiency in CRM platforms, ABM platforms, and email marketing tools (e.g., Salesforce, HubSpot, DemandBase).
- Demonstrated experience in developing and executing ABM strategies and campaigns across multiple channels in a B2B SaaS environment, with a track record of pipeline growth in target accounts
- Strong understanding of social media platforms and social media management tools.
- Excellent written and verbal communication skills.
- Analytical mindset with the ability to interpret data and make data-driven decisions.
- Creative thinker with a passion for staying up-to-date with marketing trends.
- Exceptional project management and organizational skills.

- Collaborative team player with the ability to work cross-functionally.

If you are a results-oriented marketer with a passion for ABM, email marketing, and social media, and you're ready to make a significant impact in a dynamic organization, we encourage you to apply for the Marketing Manager - ABM & Email role at Conexiom.

Why Conexiom?

Conexiom is a high-growth, high energy environment led by its employee-empowered culture. We love what we do and you will, too.

Casual work environment with exceptional growth opportunities
Generous time off policies in all locations, including an Open Paid Time Off Policy in North America, and Flex days in the UK
Comprehensive health, dental & vision insurance
Competitive salary
In-office lunches and snacks
Company-sponsored happy hours, social

events, and great swagConexiom embraces diversity and equal opportunity. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills. We are working to ensure that the profile of our staff reflects the profile of the communities we work in and serve. For that reason, we seek resumes and expressions of interest from a broad and diverse talent pool. Strength comes from the inclusion of diverse perspectives and experiences.

Our MISSION is to transform broken processes into business value. We are

DATA -driven and

RESULTS -focused. We show our COMMITMENTto the people that make-up Conexiom by:

Training and development opportunitiesCompetitive compensationWork/Life balance - Open PTO Policy in North America & Flex days in the UKComprehensive health, dental, & vision insuranceWe build products & internal processes

that increase efficiencies and drive INNOVATION for our customers

Our VALUES

We care for each other
We hold ourselves accountable
We make our customers heroes
We over-communicate
We are inclusive & want to make change for the better

Conexiom is proud to offer equal employment opportunities. If you have a need that requires accommodation at any time during the recruitment process, please reach out to our Talent Acquisition Manager at



Google Ads Manager

Full-time. Mid-Senior level

About the job

Senior SEM (Google Ads) Specialist Position

This position requires senior-level Google Ads management experience.

We seek a highly experienced Senior Search Engine Marketing (SEM) Specialist to manage our Google Ads and other pay-per-click (PPC) marketing initiatives. As a Senior SEM Specialist, you will

collaborate closely with the SEO and Marketing teams to maximize ROI, drive traffic, and increase customer acquisition. Additionally, you will be responsible for managing our paid search budget and maintaining campaign efficiency.

Benefits

- Flexible work location: Knoxville or Sevierville, TN office and remote and hybrid available.
- Retirement (Simple, and we match up to 3%), Life Insurance, Health Insurance, Dental Insurance, Vision Insurance, Short Term Disability Insurance

Primary Responsibilities

- Develop, implement, and manage paid search campaigns on Google and other platforms
- Execute tests, collect and analyze data, and identify trends and insights for optimization

- Ensure maximum ROI in paid search campaigns through data-driven analysis and decision-making
- Monitor, report, and analyze website analytics, PPC initiatives, and campaigns
- Manage campaign expenses by staying on budget, estimating monthly costs, and reconciling discrepancies
- Optimize ad copy and landing pages for paid search engine marketing campaigns
- Expand and optimize keyword discovery and targeting strategies
- Research and analyze competitor advertising tactics and performance
- Prepare new ad copies, pause underperforming ads, and manage bids
- Continuously monitor and track search activity, making necessary adjustments for optimal performance
- Conduct competitive analysis of websites, audience targeting, keyword selection, and budget recommendations

- Focus on attracting quality traffic and optimizing campaigns for Click-ThroughRate (CTR) and conversions
- Utilize various ad extensions and features to enhance ad performance
- Perform A/B split-testing for ads and landing pages, and monitor campaign performance daily

Requirements

- Proven senior-level experience managing successful PPC campaigns across Google, Facebook, and Instagram
- Proficiency in performance marketing, conversion optimization, and online customer acquisition
- Up-to-date knowledge of trends and best practices in search engine marketing
- In-depth experience with bid management tools and website analytics tools (e.g., Google Analytics)

- Strong analytical skills and experience generating SEM reports
- Familiarity with A/B and multivariate testing methods

Join our dynamic team and contribute to our company's growth by optimizing our search engine marketing strategies. If you have a passion for data-driven decision-making and a track record of success in the SEM field, we encourage you to apply today. **Benefits found in job post**

- Medical insurance
 - Vision insurance
 - Dental insurance
 - Disability insurance
-



Paid Media Manager Specializing in Facebook Ads OR Google Ads

Remote (Full-time or Part-time)

\$30/\$50 per hour

About the job

Working 100% remotely, with flexible hours, as a part of a growing and thriving team, this rewarding

position is exclusively for those with experience in creating and managing Facebook (Meta) and/or Google Ads. You'll bring your experience in setting up these campaigns, driving results, and learn so much more in marketing!

We are looking for those with Google Ads OR Facebook Ads Experience, not necessary to have both!

About Us:

We help lawn, landscape, & outdoor living companies eliminate instability, fuel growth, and shape a lasting legacy with year-round, specialized marketing systems. We are passionate team of people - who recognize we are making a difference in our clients lives. Our clients choose and stay with HALSTEAD because we deliver best-in-class results and ROI while establishing and maintaining meaningful relationships!

Highly regarded as an industry leader, we are growing quickly! We are active leaders in pushing the

rapidly growing landscape industry forward through education and partnerships with prominent associations and brands.

Benefits/Perks:

- Premium Medical insurance (100% of the premium paid by company for Platinum level)
- 50% of dental premium paid by company.
- Optional vision insurance.
- Paid training/professional development.
- Snack, coffee, and tea subscriptions.
- 10 Paid holidays: Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Friday after Thanksgiving, Christmas Eve, Christmas Day, Day After Christmas, New Year's Day, Martin Luther King's Birthday (3rd Monday in January)
- 15 PTO days in your first year with more added each year, increasing eventually to 30 PTO days.

- Flexible working hours (within reason to meet client and team communication expectations)
- 401k with 100% match on the first 3% of compensation + 50% match on the next 2% of compensation □ Branded company swag

High-level responsibilities include:

You'll lead and manage paid media ads for clients, with generating leads as your main KPI - while using other metrics such as CTR, quality score, and others. You'll help make sure that budgets are met on regularly basis (not under or over). As a leader of this effort, you will help provide requirements (e.g. landing page improvements) and collaborate with others on improvements. Paid media includes Facebook, Instagram, Google, and LinkedIn Ads. Additionally, to help provide variety in your day and provide your opportunities to understand the other areas in marketing, you'll be working on other marketing initiatives and cross training on things like SEO, content management, and providing support to

other teams, giving you endless training opportunities to advance your marketing knowledge!

Ongoing management will be important. You may also need to do research, help with creating and reviewing reports on fb and other platforms. You will create graphics using our canva account.

Tactical responsibilities, typical day stuff:

- Creating initial campaigns, account setups for cold, retargeting, events, videos, +.
- Managing existing campaigns - retargeting, cold, optimizing for lead generation by using alternative campaign types, creating new audiences, and/or new ads.
- Write compelling, relevant copy.
- Creating graphics to use in ads on Canva, and sometimes working with our graphic designer for more advanced campaigns/needs.

- Developing and sharing new ideas on ways to reach, or exceed goals on things like creative audience building and ads.
- Setting goals and developing plans for accounts with low leads or poor performing accounts - always with the help of others.
- Analyzing data and asking questions, identifying issues and coming up with ideas.
- Conducting research to identify new potential audiences to create.
- Proactively researching the latest data and updates to paid media platforms.
- Preparing statuses, updating reports/updates.
- Initiating, or attending zoom meetings with team members for collaboration, training, and workshops.
- Diving into learning/training on advanced integration for ongoing improvements in or troubleshooting tracking forms and calls from websites.

- Document changes in company training/process platform. □ Setup events on paid media and drive campaigns.

Either to expand your marketing knowledge or to support team members (especially when they are on PTO), you may contribute/learn the following:

- Post already-written articles to blogs/websites.
- Create emails using existing email templates
- Update reputation management accounts.
- Research a client's competitors.
- Setting up new call tracking accounts
- Assist with one time internal initiatives and projects that results in improved client satisfaction and/or process improvements.

- Support client facing team, and have client facing exposure when team members are on PTO).
- Learn and help with SEO, based on your interest, and skillset. ▫ Other marketing initiatives.

To feel great about the job you're doing and in order to be successful you'll want to have the following:

- Excellent communication skills: copywriting is key, of course! Well-developed written and verbal communication skills are must-haves.
- Experience and deep knowledge of the lawn, landscape, and outdoor living industry (we can teach this part).

- Working knowledge/understanding and experience in Facebook and Google ads (we can teach you linkedin ads and everything else!).
- Organizational skills: You'll be juggling different accounts, account managers needs, other tasks, meetings, deadlines, +.
- Time-management skills: To be successful in this role you'll need to be able to prioritize your time where it will make the most impact.
- Technical and computer skills: You'll use tools like Slack, HubSpot, Asana, and Zoom, Mailchimp, among many other tools.
- Drive and self-motivation: This role requires you to be goal-oriented, self-driven, and motivated to push yourself to succeed.
- A willingness and desire to learn new things and commitment to personal and team development.

Measurable areas of success, how you will know that you are doing a great job:

- Create and maintain successful campaigns with conversions/leads.
- Accurately described headlines, text, extensions - with sentences/phrases that make sense and are free from typos.
- Promote only those services and in areas that are important to the client.
- Live our values in working together by partnering with team members, being dependable (doing what you say you will), show curiosity by asking questions, driving results that matter, and action over perfection.
- Being on time with deadlines and communicating proactively.

Employer-provided

Pay range in Middletown, DE

Exact compensation may vary based on skills, experience, and location. **Benefits found in job post**

- Medical insurance

- Vision insurance