

# Sales / Marketing Expert

## About the Job:

We are seeking a highly skilled, adaptable, and reliable sales and marketing associate to help take our company to the next level. In this position, you will be part of a dynamic team of professionals who plan and implement our sales, marketing, and advertising activities. You should be familiar with analysis and market research, product and service promotion, and anticipation of customer behavior.

## Key Responsibilities:

- Manage daily administrative tasks.
- Conduct market research and identify new opportunities.
- Gather and analyze consumer behavior data (e.g. web traffic and rankings).
- Generate reports on marketing and sales metrics.
- Contribute to collaborative efforts and organize promotional events.
- Coordinate with the marketing design and content teams to generate digital and print advertising material.
- Maintain and update impeccable records of marketing metrics and results of past campaigns.
- Prepare and deliver regular sales forecasting reports.
- Monitor and report competitors' marketing and sales activities.

## Minimum Qualifications:

- Desired BS degree in marketing or relevant field.
- Successful work experience as a marketing associate, marketing assistant, or similar position.
- Strong working knowledge of marketing and sales industry, including digital tools and techniques.
- Significant experience with SEO/SEM campaigns.
- Excellent computer skills, including Microsoft Office suite, web analytics, and Google AdWords.
- Exceptional communication and presentation skills.