



Head of Marketing

\$50k – \$60k • No equity

Virtual Expo Solution (Event SaaS)

EventXtra is seeking a talented and innovative marketing lead. As part of our business team, you will play a significant role to drive the growth of the marketing demands and qualified leads. The role requires someone who thrives at understanding market and user needs and building strategies and tactics to drive business growth.

The right candidate will be comfortable working in a dynamic environment, hustling on digital marketing programs and tactics, as well as learning the latest development in the tech world.

You will

- Own and develop marketing strategies (such as search, paid, field marketing depending on the candidate's specialties) of the company to drive business demand.
- Partner with Sales teams to increase EventXtra's awareness and consideration across our target markets.
- Develop content, case studies, testimonials, and events to engage with prospective and existing users, driving awareness, new business, adoption, and advocacy of EventXtra.
- Be someone who could look into execution details, while also knowing a bigger picture of the company, the products and the market.

Our ideal candidate will have

- 3 years+ of relevant experience which can include digital marketing, paid acquisition, growth hacking, demand generation and business development
- Experiences in driving business growth through digital marketing tactics
- Solid understanding of at least one of the following channels: SEO, paid acquisition, content marketing, field marketing
- Passionate in startups and innovation
- B2B technology experience is a plus

Application:

Please directly apply at:

https://angel.co/jobs/signup?job_listing_id=364689&slug=eventxtra&source=company+profile&source_content=apply_button