



Marketing Analyst

RAMP

Job Category: Marketing/Sales

Job Source: nrbjobs.com

Job Summary

Employment Type: Full Time

Gender: Any

Career Level: Entry Level

Salary: Negotiable

Experience: Minimum 2 years

Posted On: 14 Oct 2024

Application Deadline: 12 Nov 2024

Job Context

- Ramp is a financial operations platform designed to save businesses time and money. Combining corporate cards with expense management, bill payments, vendor management, accounting automation, and more, Ramp's all-in-one solution frees finance teams to do the best work of their lives. More than 25,000 companies, from family-owned farms to e-commerce giants to space startups, have saved \$1B and 10M hours with Ramp. Founded in 2019, Ramp powers the fastest-growing corporate card and bill payment platform in America, and enables over 35 billion dollars in purchases each year.

Job Description/Responsibility

- Implement and update emails, campaigns, and workflows in Hubspot
- Support scoping and building the initiatives of lifecycle team members
- Manage requests from our cross-functional partners
- Manage the lifecycle send calendar and QA emails
- Work with the data team to manage and refine audience segmentation
- Be the owner of the lifecycle templating system, ensuring emails adhere to our design and quality standards
- Manage end-to-end reporting of our email communications and tests
- Deeply understand Ramp's ICP and prospects to deliver the best possible message at the right time
- Drive and communicate learnings at scale to level up our Growth, Marketing, Product, and Design teams

Education Requirements

- Bachelor/ Honors(Bachelor Degree in any Discipline) completed.

Experience Requirements

- Minimum 2 years of experience is required.

Additional Experience Requirements

- Minimum 2 years of experience in growth, lifecycle marketing, sales, customer success or other roles at B2B software companies

Skills Requirements

- Email best practices for compliance, deliverability, and conversion
- Exceptional copywriting skills and an eye for great design
- Knowledge of CRM & other email systems, attribution models, audience segmentation, and lead scoring
- Business intelligence & analytics tools e.g Looker, Amplitude
- Understanding of A/B test design
- Strong analytical background with an exceptional ability to draw key insights from both quantitative and qualitative data
- Experience owning a numerical goal and driving projects to achieve that goal
- Experience in a cross-functional writing or growth role, specifically working between product marketing, analytics, design, brand, and product teams
- Critical lens for audiences and the ability to quickly and accurately turn generalized insights to actions
- Be able to think outside the box and devise creative tests

Work Area

- Applicant should have experience of working in the following category(ies): Marketing/Sales

Industry Type

- Experience should include the following skills: Bank/Non-Bank Fin. Institution

Address: New York, NY, New York, NY, United States

Company Profile: Financial Transaction Processing

Company Website: <https://www.ramp.com/>