



Lifecycle 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

Posted On: 22 Dec 2024

Application Deadline: 20 Jan 2025

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

- No experience is required.

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/>