



Marketing Senior Associate
STASH

Job Category: Marketing/Sales

Job Source: nrbjobs.com

Job Summary

Employment Type: Full Time

Gender: Any

Career Level: Entry Level

Salary: Negotiable

Posted On: 18 Jan 2025

Application Deadline: 16 Feb 2025

Job Description/Responsibility

- Lifecycle Marketing:
 - Build and execute lifecycle strategies, including onboarding refreshes, engagement loops, and rescue campaigns to foster deeper customer relationships.
 - Use Braze or similar platforms to manage and implement campaigns across email, SMS, and push notification channels.
 - Analyze data to inform strategies, optimizing for retention, engagement, and reactivation.

Acquisition and Campaign Execution:

- Support paid and organic channel efforts, including affiliate and social media campaigns.
- Contribute to creative development, focusing on visual storytelling, social content, and communication strategies.
- Partner with cross-functional teams to ensure cohesive campaign messaging and alignment with brand goals.

Collaboration and Resource Management:

- Collaborate with external contractors and internal stakeholders to deliver high-quality campaigns on time.
- Manage shifting priorities in a fluid environment while maintaining focus on key deliverables.

Education Requirements

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

Experience Requirements

- No experience is required.

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, US, New York, US, United States

Company Profile: Investment & Asset Management

Company Website: <http://www.stash.com/>