



1914 Palomar Oaks Way  
Suite 150  
Carlsbad CA 92008

## **MARKETING AUTOMATION & ANALYTICS SPECIALIST**

Active Motif, Inc. is a privately held biotechnology company focused on supplying innovative kits and reagents for epigenetics and nuclear function research. Active Motif's Marketing group is currently recruiting highly motivated and talented candidates for a Marketing Automation & Analytics Specialist position to join our team.

This role will be responsible for key aspects of our eMarketing strategy including Marketing Automation and Email Marketing. A successful candidate will work closely with other members of the IT and marketing teams and communicate progress and challenges to management. Candidates should have a strong history of documented achievement of Key Performance Indicators and can empirically demonstrate success in Marketing Conversion Strategies.

### **Job Responsibilities:**

- Administer day-to-day marketing automation programs with Pardot. This includes designing forms, landing pages, drip campaigns (Engagement Studio), page actions, custom redirects, automation rules, dynamic content, custom report and custom fields. Also includes management of scoring categories, list segmentation and suppression, and other tools and functions.
- Manage, implement, monitor and report on active Pardot email campaigns.
- Utilize Google Analytics to analyze and report campaign results, build and update KPI's, and make strategic recommendations based on data.
- Collaborate with Salesforce administrator to implement features that require cross-platform synchronization.
- Understand and ensure compliance with GDPR and other regulations in consultation with GDPR compliance officer.
- Manage Google AdWords account, including budget management and recommendations to stakeholders and leadership.
- Research and recommend new technologies and techniques to provide insight into user behavior and conversion.

### **Required Qualifications:**

- BA/BS degree and prior marketing operations experience in Life Sciences.
- 3+ years of marketing automation experience with Pardot or equivalent system such as Marketo.
- 3+ years project management experience managing multiple projects of varying complexity.
- Understanding of the relationship between a marketing automation platform and Salesforce CRM, and how campaigns/data are synchronized.
- Willingness to be the technical expert/SME for our Pardot marketing automation platform.
- Good technical/troubleshooting skills and excellent communication and reporting skills.

In addition to a highly interactive and stimulating work environment, Active Motif also provides competitive salaries, stock options, and an excellent benefits package. Active Motif is an equal opportunity employer and promotes diversity throughout its workforce. Active Motif is located in Carlsbad, California, and has offices in Belgium, Japan and China.

If you are interested in a career with Active Motif, please submit your cover letter and resume outlining qualifications, experience and current salary details to [hr@activemotif.com](mailto:hr@activemotif.com). We thank all applicants, however, only those selected for interviews will be contacted.