



Marketing Operation Specialist

As a Marketing Operations Specialist, you will be an integral part of the marketing team. Closely aligned with demand generation and sales efforts, you will help run marketing operations and get the right information. You are expected to maintain and improve our processes, systems and performance reports to help achieve our goals.

Company Description

Laserax works with the world's leading manufacturers to implement automated laser marking and cleaning solutions. Providing both turnkey machines and OEM systems, the driving force behind Laserax is the desire to push the limits of laser technology and establish new standards in the industry.

Responsibilities

- Help evaluate, select and customize technology to enable effective marketing
- Find and manage data providers and ensure quality data
- Import, clean, organize, and maintain the data in our CRM
- Assist in marketing analysis/planning/strategy to drive sales and improve ROI
- Support the marketing team with the execution and measurement of campaigns
- Assist with the hand-off of leads from marketing to sales

Profile

- Excellent spoken and written English
- Minimum of 1 year of experience with B2B marketing
- Experience with CRM and marketing automation software (HubSpot highly preferred)
- Proficiency in MS Excel
- Understanding of digital marketing channels and reporting, including experience with Google Analytics, Google Tag Manager, and Google Ads
- Excellent project management and organizational skills
- Demonstrated ability to take initiative

Why Work for Laserax?

1

Come to a world leading tech firm

Being actively involved in the creation of an international flagship in its field is exciting. Why aim for the second best? Aim for Laserax!

2

Being at the forefront of innovation

We work with cutting edge technology and we thrive on breaking new technological barriers! We provide solutions to the most demanding industrial applications by pushing the limits of laser technologies.

3

A team made of builders hungry for success

In just 5 years we have grown 500%. We added three business units. We sold machines to over 20+ different countries. **Now** is a great time to be part of a success story.

4

A quality of life

Work-life balance is essential!

We offer flexible hours, mobile days and telework. Your time is yours to manage.

We are closed during the Holidays! Take the opportunity to relax, especially since you get paid to do it!

Our corporate values are
Fun, Expertise, Commitment and
Creativity

Send your resume at
rh@laserax.com