

Marketing Specialist

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Company: Artwork Flow

Location: Bengaluru

Category: business-and-financial-operations

About Bizongo:

At Bizongo we help brands and enterprises achieve scalable growth through our AI-powered transaction first vendor digitization and embedded financing platform. Bizongo's platform has an embedded ecosystem of 450+ brands/enterprises across diverse industries and an extensive vendor network of 7500+ businesses and 30+ financial institutions. We offer ease of business and growth opportunities to businesses across India's backbone industries.

About Function:

We are seeking a dynamic Marketing Specialist preferably with a strong background in B2B SaaS experience, who will play a pivotal role in our lead-gen initiatives while also driving strategic paid advertising campaigns and content distribution efforts. The ideal candidate should have experience in ABM, performance, content distribution and lead generation.

What you'll be doing:

- 1 . As a marketing specialist your primary responsibility is to focus on lead gen initiatives with focus on ABM initiatives.
- 2 . You will maintain a central database (Hubspot CRM) and repurpose it for Email targeting, ad targeting etc.
- 3 . You'll work closely with teams creating content and designs for ads to make sure they appeal to our target customers.
- 4 . Continuous A/B test different versions and ad delivery methods to see what works best.

- 5 . Develop and implement comprehensive content distribution strategies to maximize the reach and impact of our content assets, including blog posts, whitepapers, case studies, videos, and more.
- 6 . Coordinate with the content team to ensure our distribution plans match our content goals.

What will make you a good fit:

- 1 . Bachelor's degree in Marketing, Business, Communications, or related field (Not mandatory) (Good to have)
- 2 . Proven experience in ABM processes, account segmentation, and list building for targeted campaigns.
- 3 . Strong understanding of paid advertising principles, with hands-on experience managing and optimizing campaigns across platforms such as Google Ads, LinkedIn,
- 4 . Understanding of marketing automation tools and platforms (e.g., HubSpot) for demand generation and ABM campaigns.
- 5 . Excellent collaboration and communication skills, with the ability to work cross-functionally with content, creative, and sales teams.
- 6 . Analytical mindset with the ability to interpret data and metrics to drive informed decision-making and campaign optimization.
- 7 . Experience in content distribution strategies, including social media, email, and third-party publications.

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