Senior Marketing Automation Architect

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Company: AweSM Sales and Marketing

Location: India

Category: other-general

Marketing Automation Architect: Mastermind Flawless Webinar Funnels with AI & Cutting-Edge Tools

Are you a marketing mastermind passionate about leveraging AI to create high-converting, self-optimizing sales funnels, with a particular expertise in crafting flawless webinar and autowebinar experiences? Do you thrive on meticulous detail and tackling complex integrations? If so, this role is for you!

We're seeking a highly motivated Senior Marketing Automation Architect to join our innovative team. In this dynamic role, you'll be responsible for designing, building, and maintaining sophisticated marketing funnels using Keap as the core platform. You'll wield the power of AI to personalize the customer journey and ensure flawless campaign execution across various marketing automation tools like ChatGTP, Gemini, PlusThis, and WebinarFuel.

Responsibilities:

Design, develop, and implement automated marketing funnels in Keap, with a specialty in crafting high-performing webinar and autowebinar experiences. Leverage AI for personalization and optimization throughout the funnel.

Integrate Keap with various marketing automation tools (ChatGTP, Gemini, PlusThis, WebinarFuel) using APIs to create a seamless marketing ecosystem.

Build self-updating funnels that automatically populate fields, minimizing manual intervention and maximizing efficiency in both webinar and autowebinar contexts.

Utilize data analysis to identify areas for improvement and continuously refine funnels for optimal performance across all stages, including registration, attendance, and conversion.

Possess a deep understanding of direct response marketing principles and apply them to craft compelling marketing messages for webinar and autowebinar campaigns.

Manage and execute large-scale Facebook and YouTube advertising campaigns to drive traffic to your webinars and autowebinars.

Stay up-to-date on the latest marketing automation trends and technologies, including advancements in AI.

Collaborate closely with marketing, sales, and other teams to develop and execute integrated marketing strategies.

Qualifications:

Minimum 5+ years of experience in marketing automation, with a proven track record of building high-converting funnels, with a particular focus on webinar and autowebinar success.

In-depth knowledge of Keap and experience with integrating it with other marketing automation tools via APIs.

Strong understanding of AI and its potential applications in marketing automation (e.g., chatbots, recommendation engines) and specifically for enhancing webinar and autowebinar experiences.

Expertise in direct response marketing principles and best practices, particularly for crafting compelling webinar content and calls to action.

Experience managing and executing large-scale Facebook and YouTube advertising campaigns.

Excellent analytical skills with the ability to interpret data and translate insights into actionable strategies for optimizing webinar and autowebinar funnels.

A meticulous and detail-oriented approach to ensure flawless campaign execution across all webinar funnel stages.

Excellent communication and collaboration skills to work effectively across departments.

Bonus Points:

Experience with additional marketing automation platforms.

Experience with building landing pages.

A creative mind with a passion for developing innovative marketing solutions, particularly for webinars and autowebinars.

We Offer:

The opportunity to be at the forefront of marketing automation, utilizing cutting-edge AI technology and a diverse software stack.

A fast-paced and dynamic work environment where you can make a real impact.

Competitive salary and benefits package.

A chance to work with a talented and passionate team.

Continuous learning and development opportunities.

If you're a data-driven marketing whiz with a knack for AI, a love for detail, and a passion for building high-performing marketing machines, especially in the realm of webinars and autowebinars, we want to hear from you!

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