



Growth Marketing Manager / Hacker

Overview: Xona Systems is seeking a dynamic and competitive Growth Marketing Manager / Hacker to join our marketing team. This role is focused on rapid experimentation to find more efficient ways to get customers. It is equal parts optimization and lead generation.

Responsibilities:

- Skills: Tools, data, analytics, dashboards, planning, web developer. Marketing automation. A/B tester. A competitive edge is a plus. Results oriented.
- Your philosophy for marketing is based on data. You live by the principle of "Always Be Testing." Your day job is a constant series of optimization experiments with landing pages, emails, website layout and navigation, digital ads, creative and messaging.
- You own the digital journey of the customer. You know it better than anyone else. You turn customer personas into real digital, data-driven, actionable segmentation. When your colleagues have an opinion, you can validate it with real data or a test.
- Funnel friction is your enemy. You are constantly finding ways to make it easier for prospects and buyers to move ahead in the funnel to make decisions, provide you with information that allows you to better support them and drive conversions. You develop all the nurture campaigns (onboarding, loyalty, upsell) to maximize customer engagement and reduce churn.
- You have a deep bag of technical competencies. Front-end web development, Google Analytics, and various marketing automation tools like HubSpot and Salesforce are things you can teach others. You will always be on the lookout to automate and scale our marketing infrastructure with the newest developments, without using technology for technology's sake.
- For the marketing team, you own the communication about results and outcomes. You keep the team on their toes by constantly showing how they are doing vs. before, vs. benchmarks and vs. the competition. Dashboards, reports, and constant questions are the tools you use to help us grow.
- Your KPIs are conversions (in the various stages of the sales and marketing funnel), funnel speed, CAC, churn and ARPU.

Requirements:

- Bachelor's degree in Marketing, Business, or a related field.
- 3+ years of experience in digital demand generation, growth marketing, marketing operations, or a related role.
- Strong proficiency in Salesforce.com and HubSpot, with a strong understanding of CRM and marketing automation.
- Strong web development skills, including HTML, CSS, and JavaScript.



- Excellent analytical skills with the ability to interpret data and provide reporting and actionable insights.
- Competitive and results-driven mindset with a strong sense of ownership and accountability.
- Excellent communication and collaboration skills.

Desirable But Optional Requirements:

- Experience in the cybersecurity industry.
- Proficiency with marketing tools such as Google Analytics, Search Console, Tag Manager, SEMrush, etc.
- Advanced certifications in Salesforce.com and HubSpot.
- Knowledge of SEO best practices and techniques.
- Experience with incorporating intent based marketing tools like Bombora, ZoomInfo, 6Sense, etc.
- Experience with project management tools like Asana or Trello.