

## Digital Marketing Manager

Our digital team is passionate about data! We take data-driven approach to better align sales, marketing & customer success across our portfolio companies. This is a unique opportunity to play a key role in an exciting, industry-leading technology business, working within B2B space driving digital transformation across a multitude of enterprise industries (retail, media, healthcare, industrial, telecom).

### What You'll Do:

- » Member of Cerberus Technology Solutions team helping portfolio companies and non-portfolio clients leverage data, analytics and technology to deliver scalable and value-generating customer experiences.
- » Examine marketing technology stacks and understand how those technologies are being leveraged to support business objectives
- » Identify opportunities to improve demand generation and/or eCommerce models; where gaps exist, research and evaluate new technologies to meet critical needs
- » Partner with key business and technical stakeholders to prioritize capabilities that enhance the overall customer experience and drive business results
- » Design analytical and technical solutions using a rigorous hypotheses-based approach
- » Support integrations between marketing technology applications and ensure data can be used to deliver personalized and contextual customer experiences

### Who You Are:

- » A analytical thinker with a deep commercial orientation and proven ability using data-driven approaches to drive high-impact results
- » Practitioner of B2B or B2C marketing (sales enablement technology, DMPs, CDPs, marketing automation tools, website analytics platforms, email marketing, PPC, etc.).
- » Hungry to learn & gain deep knowledge of advertising technologies such as 3rd party ad servers and DSPs
- » Love to get your hands dirty and likes to tackle difficult challenges in a fast-paced environment
- » Experience in developing, customizing, deploying and optimizing complex websites, campaigns and programs
- » Ability to present problem statements, business strategies, hypothesis and results to stakeholders on a regular basis
- » Create strong relationships with internal partners to align on needs and expectations.
- » Entrepreneurial, creative self-starter; able to work independently with limited direction