



## Marketing Associate

**About you:** We're looking for a creative yet analytical Marketing Associate that will be responsible for execution of online and offline marketing projects, including but not limited to event management, email marketing, and social media.

**About us:** Prelert is the leading provider of behavioral analytics for IT security and operations teams. The company's solution analyzes an organization's log data, finds anomalies, links them together and lets the data tell the story behind advanced cyberthreats and IT performance problems. Leveraging machine learning anomaly detection and other behavioral analytics capabilities, the solution automates the analysis of massive data sets, eliminating manual effort and human error. Hundreds of progressive IT organizations rely on Prelert to detect advanced threat activity, reduce false positive alerts and enable faster root cause analysis. Prelert lets your data tell the story.

### Your mission, if you choose to accept it:

- Report to the Marketing Manager
- Execute online and offline marketing projects and programs
  - Manage production process for email campaigns including QA of content and links and A/B testing
  - Monitor and manage social media channels
  - Manage Prelert's presence at trade shows and industry events
  - Support cross-channel programs and lead generation efforts
- Work with a high energy, process driven team in a dynamic startup environment

### Desired skills and experience

#### Skills – You can:

- Execute online and offline marketing campaigns
- Apply your creative and organizational skills while juggling diverse and competing responsibilities
- Create compelling written material
- Apply analytical skills to assess the performance of campaigns and activities

#### Knowledge – You know a lot about:

- Email marketing and social media
- Marketing automation systems (Hubspot, Eloqua, Marketo, etc.)
- Event management and sponsorships
- Content management systems a plus

#### Experience – You've succeeded for at least:

- 2-4 years in a digital marketing or event marketing role
  - Experience in a high tech environment is a plus

#### Aptitude and Education – You have:

- Passion for working in small companies
- Excellent communication skills
- Bachelor's degree

#### Travel – You are willing and able to:

Travel up to 10%