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Marketing Specialist – Automation & Performance Marketing

Hiring organization
ITOrizon

Employment Type
Full-time

Experience
2 to 5 Years

Role Category
Marketing Specialist

Industry
Cloud Infrastructure | SaaS | PaaS | Enterprise Tech

Job Location
Bangalore, India, India

Date posted
March 9, 2026

Description

About Us

ITOrizon is a global consulting and technology company that helps enterprises design,
implement, and optimize complex supply chain and digital transformation initiatives. Headquartered in Atlanta, USA, with offices in India (Bengaluru) and the UAE (Sharjah), we
partner with global clients across retail, manufacturing, logistics, and distribution sectors.

We combine deep domain expertise with modern technology to deliver practical, scalable
solutions. Our teams work across strategy, implementation, and managed services — helping
organizations adopt leading platforms such as Oracle, Manhattan, Blue Yonder, and our next-generation composable enterprise platform, Karolium.

Role Overview

We are seeking a results-driven Marketing Specialist with expertise in marketing automation, reporting & analytics, AI adoption, and social media content creation. The ideal candidate will be responsible for planning, executing, optimizing, and reporting on multi-channel marketing campaigns to drive brand awareness, lead generation, and revenue growth.

Responsibilities

1. Marketing Automation

- Design and implement multi-step automated customer journeys.
- Develop workflow automation strategies to improve lead nurturing and engagement.
- Execute lead segmentation and scoring models to qualify sales-ready prospects.
- Build and maintain customer journey mapping and lifecycle campaigns.
- Monitor automation performance metrics and continuously optimize engagement and conversion rates.
- Implement AI-driven chatbot strategies integrated with CRM and automation systems to personalize interactions based on customer personas and lifecycle stages.
- Analyze chatbot performance metrics and refine conversational flows to enhance lead qualification, engagement, and conversion rates.

2. Reporting & Analytics

- Prepare weekly and monthly marketing performance reports.
- Track KPIs such as CPL, CAC, ROAS, engagement rates, and conversion rates.

- Utilize analytics and reporting tools including:
    - Google Analytics
    - Google Looker Studio
    - Google Search Console
    - Hotjar
    - Microsoft Clarity
    - CRM dashboards
- Deliver actionable insights and data-driven recommendations to improve marketing performance.

3. Social Media Content Creation

- Develop strategic content calendars aligned with marketing goals.
- Create and publish engaging content across platforms (LinkedIn, Twitter, etc.).
- Design creative assets and short-form marketing videos using tools such as Canva and Adobe Creative Cloud
- Monitor engagement metrics and continuously refine content strategy.

Qualifications

- Bachelor's degree in any field.
- 2–4 years of experience in digital marketing.
- Strong experience with marketing automation platforms.
- Experience with reporting tools and marketing performance analytics.
- Excellent copywriting and content creation skills.
- Strong analytical and problem-solving abilities.

Preferred Add-on Qualifications

- Google Ads Certification.
- Experience with CRM systems.
- Knowledge of SEO fundamentals.
- Experience in B2B and/or B2C environments.

Key Skills

- Marketing automation strategy
- Campaign performance analysis
- Budget management
- Data visualization & reporting
- Creative content development
- Cross-functional collaboration

How to Apply:

Email your Resume to engage@itorizon.com