Our innovative and growing company is looking for a database marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for database marketing

- Provide support to the Database Center of Excellence Lead, helping to maintain central directories, and creating documentation and power point slides to communicate the new changes to different audiences (operations and business)
- Carry out counts and selections from the database from time to time for campaigns
- Managing the day to day relationship with key vendors to make sure they are delivering what is expected on time, and making sure they have the information they need to be able to do their job
- Maintain a vendor directory to include information around how well data from different vendors performs
- Day to day support for ad hoc requirements
- Assign leads as they are generated and research additional contact information if not provided
- Coordinate all list assets are distributed in a timely manner and entered into SalesForce
- Manage all lists received from tradeshows or other venues
- Develop and maintain custom dashboards for Marketing within SalesForce for accounts and contacts added
- Update existing CRM companies with new contact data

Qualifications for database marketing

pertains to offshore services and consulting

- Experience working in a leading BPO firm with prior experience working with offshore Analytics teams preferred
- History of quota attainment in outside sales and strong client/agency relationships Proven evangelical sales track record in highly competitive environment
- Knowledge and understanding of the database marketing and agency marketplace
- Extensive experience working in a matrix organization with multiple stakeholders across borders
- Internet savvy and proficient with a sales database (Salesforce.com) and office productivity tools