



Example of Marketing Manager, Americas Job Description

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Our company is growing rapidly and is looking to fill the role of marketing manager, americas. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for marketing manager, americas

- Develop and implement an integrated multi-channel marketing plan that will support MM business across the Americas
- Create, implement and monitor Americas Demand Generation Strategy
- Devise a marketing execution plan to support activation and acquisition of new accounts
- Establish Account-Based Marketing (ABM) plans by engaging with VP of Sales and other cross-functional departments to determine programs, activities, and marketing assets in order to achieve business and revenue objectives
- Partner with the Regional Managing Director to deliver business growth and execute MM expansion plans in the Americas
- Be inspired by ocean and city views and 360° panoramas from our offices at 60 State Street
- Manage internal reviews of custom or co-created content Agency Inside, legal, media MRC, Influencer MRC
- Owns the Theatre Marketing program strategy – determine relative investment across key plays
- In addition to preparing design specifications at the individual trip level, the Designers create and maintain a library of trip-type design specifications in our DreamTrips Design Library
- Design and execute marketing programs that attract and nurture qualified leads for Celanese within the Americas region - in coordination with regional peers in Europe and Asia and in partnership with commercial and business

Qualifications for marketing manager, americas

- Maintain shop in shop display and marketing tools budget
- Support for special projects including trade shows (Couture) and sales conferences
- 3-5 years of Marketing experience with focus on shop in shop coordination and merchandising
- Strong relationships with key industry contacts and vendors
- At least 2 years in a hands-on role managing social and/or programmatic campaigns at an agency, marketer, FMP/Social Ads API platform, or DSP
- Substantial experience pulling data and generating advanced reports within a FMP/Social Ads API, a DSP User Interface, or (ideally) both