

Job Description

Demand Gen/Growth Marketing Manager

Who We Are

Cameyo's mission is to make it simple and secure for everyone to work from anywhere by giving people secure access to all the business-critical apps they need to be productive on any device. We empower IT to enable their people to work securely & productively from wherever they want.

Founded in 2018 by three SaaS industry veterans, Cameyo is a rapidly-growing (and profitable) SaaS business with established partnerships including Google Cloud, Microsoft Azure, Amazon AWS and more. Hundreds of organizations - including large enterprises, financial institutions, school districts, independent software vendors (ISVs) and beyond - rely on Cameyo to enable hundreds of thousands of people to access their applications every day.

A career at Cameyo means joining a startup right at that sweet spot where the company has established solid customer traction and revenue, but isn't so large that we're bogged down in bureaucracy, hierarchy, or arcane processes. You'll be one of the first 20 employees, will report directly to the CMO, and will play a critical role in shaping our marketing strategy moving forward and scaling our marketing efforts as we move into hyper-growth.

What You'll Do

The Demand Gen/Growth Marketing Manager will manage and execute digital marketing initiatives to support the full-funnel go-to-market strategy. Demand gen efforts will focus on increasing site visitor-to-lead conversions and improving MQL to SQL quality.

You will help manage both owned and paid channels to execute campaigns and growth experiments at a high level and pace. This is an opportunity for a creative, results driven individual to have a major impact on a strategic pillar of Cameyo's business. We are looking for a proven track record of driving key business metrics, a measurable increase of pipelines, and building winning marketing campaigns. There will be a high degree of collaboration with other teams to plan and execute cross-channel projects, particularly around email marketing. An ideal candidate will have experience not only in digital marketing but also showing a track record of using strategy & tactics to drive business goals at high-growth organizations.

Your Responsibilities:

- Execute and own high-level growth and lifecycle marketing campaigns, including measurement and tracking to key business metrics
- Define and implement measurable KPIs for marketing campaigns with Cameyo's CMO, iterating and optimizing on an ongoing basis
- Partner closely with product, customer experience, and operations teams to ensure proper messaging, timing, and execution of one-off and ongoing campaigns

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- Understand different audiences at scale, able to make common sense segmentations, and run iterative growth experiments
- Customize messaging to users based on key personas, behavioral data, and email engagement data
- Execute and analyze A/B test plans to improve engagement performance and conversion rates
- Collaborate with cross-functional teams to develop new assets for each stage of the customer journey
- Own the measurement of each campaign, document and socialize findings, and develop next steps toward bigger wins
- Ensure all tasks performed adhere to Cameyo's ISO 27001 Information Security Management System (ISMS). This includes participation in annual information and network security training and acceptance of spot checks on an ad hoc basis to guarantee that Cameyo is constantly improving upon the organization's ISMS. Each member of our team must understand the importance of the ISMS and the subsequent handling of customer data.

What You Bring to Cameyo

- 5+ years of growth, product or campaign marketing experience in a B2B SaaS environment
- Proven experience planning and executing programs (particularly adoption, cross-sell, and upsell) and experience running campaigns across simultaneous marketing channels like e-mail, advertising, social, and more
- Organization and efficiency - you can build sophisticated marketing projects and own them from start to finish
- Advanced analytical skills including A/B testing, cohort analysis, and conversion rate optimization
- A data-obsessed marketer who excels at measurement, reporting, and optimization based on findings
- A team player, effectively interacting with people throughout the company
- Must be a self-starter with strong attention to detail and the ability to manage many different projects simultaneously
- Excellent written and presentation skills

What Cameyo Offers You

- Ability to live and work anywhere in the world (Cameyo is and always has been a high-functioning 100% remote team)
- The opportunity to be one of the first 20 employees at a fast-growing startup that's already profitable, manages its cash well, and is poised for hyper-growth
- Health reimbursement plan
- Flexible time off

About the Way We Work

CAMEYO

Cameyo's values are simple, but critical to our company culture:

- Provide superior technology
- Always put the customer first
- Take risks, and when needed fail, learn, and adapt quickly
- Practice respectful candor
- Take extreme ownership
- No tolerance for the disrespect or mistreatment of others

We move fast but we also respect each other, help learn and build from each other's mistakes, and celebrate everyone's wins. And we want you to interview us just as much as we interview you, because we want you to be sure that you can excel here before you join. If you want to join a fast-growing SaaS startup and have the autonomy to perform at your highest levels while being given the resources to do so, we'd love to talk.