

## **Marketing Assistant**

**Position Summary:** Exciting multinational company in the e-Commerce space is seeking an enthusiastic and talented Marketing Assistant with a positive, can do attitude, and excellent interpersonal and organizational skills. The Marketing Assistant will support the marketing staff in campaign efforts, lead management and departmental invoice management.

### **Essential Responsibilities:**

The successful candidate will:

- Assist the World-Wide Field Marketing team in the design and execution of marketing programs. Help plan prospect events, conferences and Webinars. Keep inventory of tradeshow materials. Work with vendors, and book accommodations.
- Assist with development and implementation of company advertising campaigns.
- Work with vendors on requests for quotes and coordinate purchase orders.
- Manage the marketing invoicing processes, expense coding and related reporting.
- Work with Marketing to drive post-deployment analysis of performance results, and future optimization of marketing programs.
- Maintain client/prospect database.
- Assist in lead generation process. Complete missing information and assign leads to appropriate sales territories.
- Manage data entry process of business cards and prospect lists after tradeshows, webinars and other events.

### **Minimum Qualifications:**

- B.S. or B.A required.

### **Knowledge, Skills, and Abilities:**

- Strong Analytical and quantitative skills.
- Proficiency with Excel.
- Knowledge of Customer Relationship Management systems preferred.
- Understanding of sales process and marketing programs.
- Strong relationship and interpersonal skills/team player.
- Problem-solving abilities.
- Innovative and creative thinking.
- Highly resourceful/ability to work independently.
- Organized and attention-to-detail approach.
- Ability to handle multiple projects simultaneously.
- Passion for outstanding results.

Please submit your resume to: [Alex.Lin@sli-systems.com](mailto:Alex.Lin@sli-systems.com)