

Marketing & Sales Operations Specialist

SUMMARY OF POSITION

The Role: Sponge is hiring a Marketing & Sales Ops Specialist with 1-2 years of experience in marketing and/or sales operations. This person will help clients build and send emails, create landing pages, upload lists, and create reports and dashboards. This is an exceptional opportunity to grow your career and learn within a supportive, women-owned boutique revops agency.

Who Are You: A proactive “process person” with 1+ years of hands-on experience in marketing automation platforms like Marketo, HubSpot, or Pardot and/or CRMs like Salesforce. You’re passionate about marketing and sales technologies and like exploring new tools.

Primary Responsibilities

- Execute campaign tasks like email sends, list uploads, etc.
- Build and test marketing campaign assets, including emails, landing pages, forms, etc.
- Learn every day about marketing automation and reporting, including strategies, gotchas, and best practices
- Participate in (and eventually lead) virtual client meetings, presentations, and workshops
- Balance multiple projects and reliably hit deadlines
- Delight clients and build relationships that spark opportunities to expand

Requirements:

- Bachelor’s degree and 1+ years of experience working with Marketo, HubSpot, Pardot, Adobe Campaign, or Eloqua and/or basic proficiency in Salesforce or Microsoft Dynamics CRM
- Fluent in deploying campaigns within marketing automation tools
- Can learn systems and acquire technical skills quickly
- Has a problem solving mentality - you like to “figure it out”
- Are well organized and extremely detail-oriented
- Has impeccable written and verbal communication skills and is comfortable leading meetings
- Has experience with MS Office suite
- Experience with testing tools like Litmus, project management tools like Asana, or workflow tools like Lucid Chart is a bonus.
- Understanding HTML and CSS is a bonus

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About [Sponge.io](#):



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Sponge is a women-owned boutique marketing agency. We help clients generate millions in pipeline, design smarter processes, get more from their tech stack, and move from chaos to predictable revenue.

If you're looking for a work/life balance to sharpen your skills and great compensation, get in touch.



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