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Marketing Manager

The Opportunity

Punchey is looking for a talented and driven B2B marketer to own the customer acquisition for the inbound, outbound marketing programs. You will play an integral role in driving the creation, analysis, and optimization across all marketing programs. Founded by Nathaniel Stevens, the founder and former CEO of Yodle.com (an INC 500 Company with 10,000+ clients), Punchey is transforming the way local business and consumers build relationships together. At Punchey, you'll be making a profound impact on the way businesses and customers interact worldwide, improving relationships and allowing local communities and neighborhoods to prosper. Mobile payments are expected to reach \$670B by 2015 according to Juniper Research. At an early stage company, everyone plays a pivotal role in our overall success.

The Responsibilities

- Build lead generation campaigns and programs to support sales and elicit direct responses
- Implement email marketing and lead nurturing programs to build marketing intelligence
- Measure and improve communications at every step in the lead funnel
- Write all outbound communications, including website content, collaterals, and press releases
- Work with product and engineering to influence product messaging
- Drive website traffic and awareness through content, landing pages, email, advertising, events and SEM
- Implement, measure, and report on KPIs of all marketing activities

The Experience

- 4-8 Years Experience
- Successful experience in B2B Marketing & lead generation in SMB market
- Experience in Tech/SAAS based business (Marketing/advertising/online media related is a plus)

- Strong mix of Analytics & Marketing/Creative background
- Excellent Communicator – (written & oral communications, copy writing)
- Online Marketing, Search (SEM/SEO), Social, Email, Direct Marketing Experience
- ROI/CPA/LTV Measurement
- A/B testing, Traffic Sourcing
- Organized, detail oriented, yet enough of a big idea person to think outside the box
- Extremely driven, motivated to succeed and help build a world class marketing function within company
- Customer segmentation, targeting and messaging expertise
- Startup experience a plus
- Salesforce.com/Sales Ops background a plus

The Benefits

- Competitive Base & Equity Incentive Plan
- Direct influence on shaping the direction of the product and company
- Health and Dental insurance and 401 (k) plans
- Opportunity to truly transform and disrupt an antiquated industry, collaborate with talented people and learn about one of the fastest growing sectors

If you are interested in this position please send your resume to careers@punchey.com.