

Job Title: Marketing Executive

Company Overview:

PinpointAI is an innovative artificial intelligence (AI) company that offers document intelligence products and decision-making solutions to businesses in various industries, including finance, healthcare, and retail. Our cutting-edge technology leverages optical character recognition, natural language processing and machine learning algorithms to deliver accurate insights and recommendations that help our clients optimize their business operations and increase their profitability. We are a dynamic and fast-growing company that values creativity, teamwork, and excellence in everything we do.

Job Overview:

We are seeking a talented and motivated Marketing Executive to join our team and help us build our brand, promote our products and services, and expand our customer base in US, UK and European markets. The Marketing Executive will work closely with our sales and product development teams to develop and execute marketing strategies and campaigns that drive customer engagement and revenue growth. The successful candidate will be a creative thinker, a strategic planner, and a results-oriented marketer who can leverage various marketing channels to achieve our business objectives.

Responsibilities:

- Develop and execute marketing plans and campaigns that align with PinpointAI's business objectives, target audience, and brand positioning.
- Work with the product development team to create compelling value propositions, messaging, and content that resonates with customers and differentiates PinpointAI's products from competitors.
- Build and manage PinpointAI's digital and social media presence, including the company website, blog, email marketing, social media channels, and paid advertising campaigns.
- Develop and maintain strong relationships with industry influencers, media outlets, and strategic partners to increase brand awareness and generate leads.
- Analyze and report on the performance of marketing campaigns and initiatives, using data and metrics to continuously improve results.
- Work with the sales team to create sales collateral, presentations, and proposals that effectively communicate PinpointAI's value proposition and product offerings to potential customers.
- Manage PinpointAI's events and conferences calendar, including planning, logistics, and execution of events.

Qualifications:

- Bachelor's degree in marketing, business, or a related field. Master's degree is a plus.
- 3-5 years of experience in B2B marketing, preferably in the technology, finance, or healthcare industries.
- Experience in digital marketing, including website development, email marketing, social media, and SEO/SEM.
- Strong analytical skills and experience using data and metrics to measure and optimize marketing performance.
- Excellent written and verbal communication skills, with the ability to create compelling content for various channels and audiences.
- Strong project management skills, with the ability to manage multiple projects simultaneously and meet deadlines.
- Experience working with sales teams to develop sales collateral, presentations, and proposals.
- Self-starter with the ability to work independently and as part of a team in a fast-paced environment.
- Strong interpersonal skills, with the ability to build relationships with customers, partners, and colleagues.

If you are a passionate marketer who is excited about the potential of AI to transform business operations and drive innovation, we would love to hear from you. At PinpointAI, you will have the opportunity to work with a dynamic team of professionals, leverage the latest technologies, and contribute to the growth and success of a fast-growing company.