

Marketing Analyst

Job Title: Marketing Analyst
Reports To: President
FLSA Status: Exempt

Microplex Printware Corporation is looking for a full-time Marketing Analyst to join our team out of our Solon, Ohio office.

Microplex has been in business since 1998, servicing clients nationally and internationally. We are a close-knit team that believes in being family-friendly and having a work-life balance. We are looking for a Marketing Analyst who will **research and identify ways to build our brand and acquire new clients.**

What can Microplex offer you?

- Competitive pay: \$40,000 – \$45,000/year, offer dependent on experience

All benefits start day 1

- Medical, Dental and Vision Insurance
- Paid time off
- Simple IRA with annual company match
- Supplemental Insurance available

The right candidate will have:

- BS in Marketing or relevant field
- Previous experience as a Marketing Analyst or within similar role
- Previous experience with PPC campaigns and be comfortable with processing and analyzing marketing data
- Agency collaboration experience
- Expertise in Google Analytics
- In-depth understanding of SEM (SEA campaign strategies and SEO practices)
- Creative and writing skills
- Good knowledge of Microsoft Excel
- Analytical abilities

Our Marketing Analyst will:

- Analyze sales funnels and customer intent
- Measure performance of online and offline campaigns
- Report on marketing KPIs like leads, conversion rates, website traffic and social media engagement
- Research consumer behavior and exploring market trends and opportunities
- Track email campaign metrics (delivery, open, click-through rates)
- Monitor budget distribution and performance of paid ad campaigns
- Conduct competitive research and analyze benchmarking data
- Recommend website and campaign optimizations
- Research and implement marketing tools to support our promotional projects (direct marketing, social media scheduling, etc.)
- Work closely with sales and marketing teams to identify opportunities for new client acquisition

Have we aroused your interest? Apply with an updated resume to join our team!

Please contact us at:

ManagementUSA@microplex-usa.com
or **by telephone at 440-374-2424**

Please send e-mail attachments in PDF format only.