

## **Position: Marketing Operations Specialist**

**Office Location: Carmel, Indiana**

### **Job Description:**

Bolstra is looking for a dynamic, results-focused Marketing Operations Specialist. As a Marketing Operations Specialist, you will work to create scalable processes that ensure best practices in lead generation and database management. You will also conduct complex data analyses that will be used to make informed strategic decisions within the company. You will be working in a fast-paced environment managing multiple projects at once.

### **Responsibilities:**

- Owner of customer, user and lead data for the Marketing and Sales team, responsible for data integrity and cleanliness.
- Manage technical aspects of key marketing systems used to generate, distribute, and report on leads.
- Establish and maintain scalable processes that ensure best practices in campaign and lead management
- Create and maintain metrics reports on marketing and sales activities, effectiveness, and business impact.
- Analyze marketing and sales data to develop insights and make recommendations on areas for optimization.
- Evaluate new technologies and add-on applications to improve and optimize marketing team performance.
- Support operational and tactical event deliverables for select industry events throughout the year.

### **Requirements:**

- BA or BS degree in related field
- 2+ years of experience in a related Marketing, Sales, or Operations role
- Strong analytical skills (including mastery of Microsoft Excel) and experience with reporting and data analysis.
- Proficiency in marketing automation systems (like Salesforce, Act-On) and integrating those systems with other technologies.
- Technically capable, excellent communicator, and a desire to improve processes.





Delivering better. Together.

- Capable of working in a dynamic environment, handling multiple projects, meeting deadlines, able to prioritize appropriately and respond to issues quickly and creatively.
- Event-planning experience is a bonus

### **About Bolstra:**

Bolstra, LLC is an Indiana-based, B2B SaaS company dedicated to customer success management. Our platform enables businesses to proactively engage their customers and assist them in optimizing customer success outcomes, recurring revenue, and lifetime value.



12400 N. Meridian St. Suite 120 | Carmel, IN 46032

317.566.7200

[bolstra.com](https://bolstra.com)

