



Marketing Associate:

Marketing Associate - Koozie Group

- Develop and track various promotional offers including the mass annual flyer promotions and web specials, and analyze that data to develop marketing collateral.
- Provide field and inside sales support including the creation and management of territory/regional promotional campaigns and promotions.
- Execute Salesforce requests/project management for print and digital advertising, eFlyers, direct mail efforts, marketing campaigns, etc.
- Manage all account-specific promotion requests and analyze the results. Report out on a quarterly basis. Serve as liaison between sales and product managers on distributor specific promotions.
- Propose the annual cello pack product mix and other sampling initiatives.
- Create the quarterly sales call decks based on the strategy and overall marketing plan for consistent messaging throughout the company.
- Draft the quarterly on-hold scripts.
- Manage the details of the RAS programs (should they be reinstated).
- Create end-user specific custom presentations and storyboards for high profile opportunities.
- Analyze SIC data to develop Vertical Markets collateral, online merchandising, and update the VSC tools. Create case studies by end-user industry. Build marketing plans, product assortments and customized promotions to support each vertical.
- Analyze trends of top verticals (join trade associations/newsletters) and report out on a quarterly basis.
- Assist with the development of journeys as well as one-off emails.
- Assist with ad hoc marketing driven projects as they arise.
- Provide merchandising solutions for various incoming requests.
- Own the Virtual Sample Catalog and Flyer Creator; including managing the partner vendor to keep the tool up-to-date with new products and remove discontinued products.
- Merchandise the self-serve virtual sample tools (category, vertical market, and DIY presentations) and ensure they are kept up-to-date.

“We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national

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Koozie Group® Corporate Headquarters 14421 Myerlake Circle, Clearwater, FL 33760 | kooziegroup.com

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Shenzhen, China, 518001



origin, disability status, protected veteran status, or any other characteristic protected by law.”

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