

# Colombia Jobs Expertini®

## Senior Marketing Associate (Miami Luxury Real Estate Company)

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Company: Saphunt

Location: Colombia

Category: business-and-financial-operations

### The Offer

Opportunity within a company with a solid track record of performance

Fantastic work culture

Strong opportunities to progress your career

### The Job

Your responsibilities will include:

Property Postcard campaigns (e.g., Just Listed, Just Sold, Open House, etc.; neighborhood farming postcards)

Marketing automations

Full circle marketing/sales funnels

Property marketing

Relationship marketing

Contact segmentation and targeting

Email marketing campaigns (in coordination with our content marketing team as needed)

Drip campaigns (buyer, renter and seller drip campaigns, help manage triggers for

automation within CRM)

Maintain client databases and coordinate and execute on high-touch client marketing plans, including closing/home anniversary gifts, holiday/birthday cards, emails, etc. (sphere of influence marketing)

Campaign performance and tracking (along with CEO and other team members)

Agent recruiting campaign (facebook, video, drips, etc).

Brand advertising

Participate in \$400,000+ annual marketing budget

Track and report KPI's on various aspects of marketing

## **The Profile**

You have at least 2-3 years experience ideally in Brand Marketing / Brand Manager or Property Marketing / Leasing within Luxury Marketing or the Real Estate industry.

You are fluent speaking, writing, working and creating in English. You are able to work in the EST.

You possess excellent communication and influencing skills, are organised and able to multi-task effectively.

You have working knowledge of creating Direct Marketing campaigns and collateral, as well as Digital campaigns, including setting up and tracking email campaigns, holiday gifts, etc.

Knowledge of Miami would be a strong advantage.

You are a strong networker & relationship builder, and are not afraid to make calls, roll up your sleeves, etc.

You're creative, design-driven, pay strong attention to detail and take pride in delivering your work that is of a high standard.

You are a strong team player who can manage multiple stakeholders.

You enjoy a collaborative, hard-working team environment where you are always learning and supported.

### **The Employer**

Our client is a top boutique, luxury real estate brokerage serving the greater Miami area and the Miami Beaches. Our client specialize in Miami's best neighborhoods, including Edgewater, Downtown Miami, Brickell and the beaches, from South Beach, Miami Beach, Surfside to Sunny Isles Beach and north into Fort Lauderdale!

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