

Marketing- Growth Hacker - Casablanca

[Apply Now](#)

Company: Infomineo

Location: Morocco

Category: business-and-financial-operations

About us

Infomineo is a global research and knowledge services provider, we support clients from various geographies and industries to make informed business decisions based on the data and expertise we provide. Infomineo is a diverse company counting +300 employees spread across different offices in the EMEA regions (Barcelona, Casablanca, Cairo, Dubai) and the Americas' (Mexico City). Our clients include leading Consultancies, Fortune 500 companies, Governments and NGOs.

About this role

Are you passionate about growing a company? Do you like to make a big impact? If yes, then this role is right for you. As a Growth Hacker at Infomineo you will be responsible for inducing and improving market expansion, by developing and testing new marketing B2B lead generation and growth programs towards multiple channels.

This is a role in our talented Marketing team that works closely with the Business Development team to conceptualize, launch features and campaigns that drive leads, pipeline, revenue and brand awareness on the company's services, to support the achievement of business goals.

What will you do?

Your responsibilities will include:

Develop and implement mind-blowing global B2B lead generation strategies, impacting the volume of high-quality leads generated and their conversion rate.

Develop and support Inbound and Outbound omni-channel lead generation through growth hacking tools, sequences and best practices to the appropriate channels.

Use growth hacks, automation, artificial intelligence and a smart combination of ideas & tools to acquire new customers and nurture the existing.

Recurrently analyze marketing metrics to support shaping future marketing strategies, tactics and initiatives through constant optimization and A/B testing.

Propose creative projects to attract prospects, convert leads as well as testing new approaches to capture existing demand on Infomineo's buyer personas and target industries.

Plan and execute online and offline initiatives to reach the target audience through different channels and ensure an efficient nurturing structure.

Support the Sales Team enablement towards guidance on new tools, pitch and messaging.

Work closely across teams to share ideas, feedback, and present results.

[Apply Now](#)

Cross References and Citations:

- [1. Marketing- Growth Hacker - Casablanca Jobs Morocco ↗](#)
- [2. Marketing- Growth Hacker - Casablanca Jobs Morocco ↗](#)
- [3. Marketing- Growth Hacker - Casablanca Jobs Morocco ↗](#)
- [4. Marketing- Growth Hacker - Casablanca Jobs Morocco ↗](#)

5. **Marketing- Growth Hacker - Casablanca Jobs Morocco** ↗
6. **Marketing- Growth Hacker - Casablanca search Morocco** ↗
7. **Marketing- Growth Hacker - Casablanca job finder Morocco** ↗
1. **Marketing- Growth Hacker - Casablanca jobs**↗
2. **Marketing- Growth Hacker - Casablanca jobs**↗
3. **Marketing- Growth Hacker - Casablanca jobs**↗

Source:<https://ma.expertini.com/jobs/job/marketing-growth-hacker-casablanca-morocco-infomineo-4e94607822/>

Generated on: 2024-05-06 by Expertini.Com