



***FinConecta is looking for  
a Marketing Manager***  
Miami, LAC



FinConecta ([www.finconecta.com](http://www.finconecta.com)), a global technology company, is looking for a Marketing Manager, that will be responsible for executing the Company's marketing strategy, including but not limited to: content writing for multiple outlets (social media, blogs and articles, press releases), marketing material for clients and investors, as well as presentations for webinars and conferences.

To succeed in this role, the ideal candidate needs to thrive in a fast paced, goal oriented environment, that allows her/him to excel and liaise with other professionals in multi-disciplinary initiatives.

The ideal candidate must have a solid 3+ years experience in marketing for B2B businesses, preferably in the technology arena. The position may be located in any Latin American country, and will work remotely with colleagues in different countries.

The activities that the Marketing Manager shall conduct are:

- Utilize industry best practices and familiarity with the organization's mission to inspire ideas and content
- Execute Company's marketing strategy, and introduce adjustments to maximize impact and budget
- Communicate and cooperate with other teams inside and outside the organization, such as Product, Business Development, external agency/ies
- Follow an editorial calendar to ensure timely delivery of materials in different formats and media
- Develop related content for multiple platforms, such as websites, email marketing, product descriptions, videos, blogs, educational materials, presentations to investors and clients
- Monitor and analyze the performance of key performance indicators (KPIs) to offer suggestions for improvement
- Use search engine optimization (SEO) strategies in writing to maximize the online visibility of a website in search results
- Other duties as assigned

The requirements that the candidate shall meet are:

- Bachelor's degree in Business, Marketing or related
- Superior communication and interpersonal skills to work productively with on-site and remote staff, as well as 3rd party providers from around the world
- 3+ years record of digital market experience, demonstrated in a professional portfolio
- Impeccable grasp of the English and Spanish languages, including idioms and current trends in slang and expressions
- Ability to work on multiple projects with different objectives simultaneously
- Good time management skills, including prioritizing, scheduling, and adapting as necessary
- Ability to work independently with little or no daily supervision

**If you are interested,  
please send your LinkedIn profile and/or resume to  
[contact@finconecta.com](mailto:contact@finconecta.com)**