



Title **Inside Sales & Marketing Manager**

Context Young high-tech high-growth startup, seeking for talents for critical roles to compete in the global market of pervasive wireless networking.

Tanaza is recruiting as we are growing fast.

Non hard-working and non-passionate people STAY AWAY.

Location Milano

The candidate will be in charge of the following Sales and Marketing tasks:

- Develop and manage the CRM process to **convert inbound leads** into real sales opportunities for the company;
- **Manage the Inbound+CRM** state-of-the-art platforms (*Salesforce+HubSpot*);
- **Answer incoming customer** inquiries via phone and email and perform follow up contacts;
- **Perform** other **sales functions** including but not limited to outbound sales campaigns via phone, email, or mail as directed;
- **Recruit and engage distributors**, resellers, representatives and partners;
- **Develop** cross-selling and up-selling **business opportunities**;
- **Hold web-based technical seminars** (webinar) and web-based training classes to educate customers and resellers.

- **Manage the company branding** (both online and off-line);
- Develop and maintain **marketing collateral** (eg. brochures, whitepapers, etc.);
- **Coordinate** the efforts of graphic designers in the development of on-line and off-line marketing material;
- Coordinate and **manage the Company SEO/SEM consultants**;
- **Develop** and strengthen technology **partnerships** with other vendors;
- **Manage** newsletters and **target** lists;
- **Edit and manage the company social presence** on Facebook, LinkedIn, and other social media;
- Prepare and forward press release to relevant journalist and bloggers;
- **Engage trade journalists and bloggers**;
- **Develop whitepapers and case studies** in collaboration of technology partners and channel partners.

Requirements:

- BS/BA or Associate degree in business, marketing, finance, or engineering;
- Strong communications and writing skills in **English**;
- Understanding of networking products and IT solutions;
- Passion for technology and for wireless;
- Outgoing personality and the **ability to relate** well with others both in person and over the phone and strong **communications** skills;
- Experience with web and social media is a plus;
- **Vision** for creative marketing initiatives;
- Wish to **pro-actively learn** and grow.