

Marketing Automation Analyst

CME Group is looking for a Marketing Automation Analyst responsible for administering our marketing automation platform to maximize usability, increase customer engagement and drive both the quantity and quality of leads. The preferred candidate will have proven experience with Marketo (or related tool) and have a keen understanding of email best practices, lead generation / scoring, nurture campaigns and performance reporting.

This is a contractor role to be located in Chicago or NYC with the potential to grow into a full time position.

Principal Responsibilities:

- Build, execute, and automate marketing programs including emails, landing pages, smart campaigns, webinars, events and direct mail
- Build and maintain responsive email templates that meet CME Group standards and incorporate media queries and CSS3 techniques to ensure customer communication readability across email clients
- Build and maintain responsive landing page templates that meet CME Group standards using HTML5, Javascript, jQuery and advanced CSS as well as being cross-browser compatible
- Create and update marketing campaign workflows as changes to business requirements dictate
- Support the generation and implementation of test strategies, including A/B multi-variant testing, to drive qualified traffic and revenue-building activities to ensure maximum profitability
- Support email content process – layout, content, messaging, review and segmentation, and list management
- Monitor, analyze and report on performance of campaigns and communicate results
- Support onboarding and training for new and existing Marketo users across global organization
- Develop and maintain logic in programs to support lead management, data cleansing, touch governance and privacy
- Ensure that lead management data processes between MAP and CRM are working seamlessly, and make enhancements to processing as required by business or issue resolution
- Maintain awareness of Marketo release and patch schedules and provide guidance on using new features where applicable

Requirements:

- Bachelor's degree, preferably in Marketing, Business, Communications, Computer Science, or related field
- 2+ years marketing experience
- +1 years working hands-on in Marketo or other marketing automation platform
- HTML, HTML5, and CSS experience strongly preferred
- Marketo Certification a plus
- Salesforce.com experience a plus
- Strong understanding of various digital marketing tactics and how they integrate (email, drip campaigns, landing pages, forms, page templates, etc.)
- Knowledge of SEO best practices
- Experience with database management/CRM (preferably Salesforce.com)
- Analytical and detail oriented with proven ability to meet deadlines, prioritize and perform a wide variety of tasks over the course of the workday
- Goal-oriented, self-motivated, creative, flexible and adaptable to new situations
- Excellent time management, organization, and prioritization skills
- Strong communicator who can liaison across departments and time zones in a professional manner
- Desire to learn and thrive in a fast paced, iterative, deadline driven environment

About CME Group Inc.

As the world's leading and most diverse derivatives marketplace, CME Group (www.cmegroup.com) is where the world comes to manage risk. CME Group exchanges offer the widest range of global benchmark products across all major asset classes, including futures and options based on interest rates, equity indexes, foreign exchange, energy, agricultural commodities, metals, weather and real estate. CME Group brings buyers and sellers together through its CME Globex® electronic trading platform and its trading facilities in New York and Chicago. CME Group also operates CME Clearing, one of the world's leading central counterparty clearing provider in the world, which offers clearing and settlement services for exchange-traded contracts, as well as for over-the-counter derivatives transactions through CME ClearPort®. These products and services ensure that businesses everywhere can substantially mitigate counterparty credit risk in both listed and over-the-counter derivatives markets.

Please direct questions or inquiries to Sarah Parker at sarah.parker@cmegroup.com.