



OptoSigma®

OptoSigma Corporation 3210 S. Croddy Way, Santa Ana, California 92704
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Marketing Manager

is a fast-paced and multi-task position that requires a unique and highly creative and energetic individual who is enthusiastic, and able to effectively promote products and the OptoSigma brand through a variety of digital platforms. OptoSigma is a successful and exciting company in the Photonics industry. Our customers range from technology leaders listed on the NASDAQ, to globally recognized researchers that are experts in their respective fields.

Objectives of this Role:

Help plan and develop company's marketing strategies and campaigns to increase brand recognition as well as help drive sales through lead generation. Execute daily operations and implement the tactics and methods to achieve the goals. Create, maintain, and conduct analytics reporting across multiple platforms.

Responsibilities:

- Creating promotional information and materials to drive business
- Coordinating multiple channels of marketing strategies: Lead the execution of strategies and programs from start to finish, leveraging internal support and driving collaboration.
- Digital advertising: Utilize various online platforms, including industry and social media options. Create and execute campaigns. Create or manage resources for assets and content design. Track and report statistics
- Manage Google Ads campaign: Monitor results and ongoing optimization of the campaign.
- Coordinate and execute content marketing initiatives
- New product launch: Coordinate with the Product Manager and Sales Manager for press releases and promotions
- Trade Shows & Events: Manage all aspects of in-person and virtual trade shows & events.
- Email marketing: Design emails for show & webinar invites, promotion, and other occasions.
- Webinar management and promotion-Monthly: Work with Business Development Manager. Coordinate and execute.
- CRM Database: Utilize for marketing activities
- Direct long-term marketing strategies with Business Development, Product Management, and Sales Team

Skills and Qualifications:

- Bachelor's degree in marketing, business, or communications
- Creative, enthusiastic, positive minded
- Interested in or experience in graphic design
- Excellent written and verbal communication skills
- Proficiency with social media (LinkedIn, Facebook, Instagram, Twitter, etc.)
- Technical/business writing experience is a plus
- Familiarity or experience with Google AdWords
- Strong project management, multitasking, and decision-making skills

About OptoSigma Corporation

OptoSigma is a growing, service oriented world-class manufacturer and distributor of high-end optics, opto-mechanics, motorized stages, and specialized optical coatings. We offer an exciting, growth environment for energetic, self-motivated individuals where your contributions will be recognized. Our primary customers include OEMs, research institutes and universities that use our products in a multitude of fascinating applications. We offer an excellent compensation package including bonus, medical, dental and vision coverage, 401K and generous paid time off. If you are looking to grow in a fast-tracking high-technology-supported company with great opportunities for recognition and advancement, please submit your resume and salary preferences to our Human Resources Manager, as follows: Attn: Human Resources 3210 S Croddy Way Santa Ana, California 92704 E-mail: hr@optosigma.com Fax: 949-851-5058