



# VP Marketing

**Company:** LASSO

**Team:** Marketing

**Location:** Preferred hybrid in Atlanta, Nashville, or Charleston (open to remote)

## About LASSO

LASSO is the all-in-one platform where event and entertainment companies work. Our customers produce events like the Super Bowl, The Oscars, The Grammys, NFL/MLB, Dreamforce, CMA's, etc. We provide workforce management, project management, and inventory management software that helps event companies:

- Grow revenue
- Streamline operations
- Control costs
- Minimize risk
- Access real-time insights
- Attract talent
- Produce events

**Our mission** is to inspire change for forward-thinking companies in the event and entertainment industry by bringing transformative solutions to the people that make exceptional performances happen.

LASSO is proud to have been named a Best & Brightest Company to Work for the last five years (2018-2022) and named as one of Inc. 5000s fastest growing companies in 2022 and 2023.

## Position Overview:

Are you passionate about growth marketing, B2B technology, and SaaS? We are looking for a super bright, energetic marketing leader that sits on our management team, who wants to be a major contributor to changing the event and entertainment industry. We are looking for someone who loves a good challenge, has strong organization skills, loves the art and metric-driven science of marketing, and knows how to use digital marketing strategies to get new clients in the door. The VP Marketing will own marketing, with core responsibilities focused on design, execution, measurement, and refining marketing strategies that drive growth, brand awareness and lead generation for LASSO.

## Position Responsibilities:

- Responsible for marketing a multi- product platform in a vertical SaaS environment (10 products)
- Design and implement successful marketing campaigns that drive brand awareness and educate potential clients on the LASSO value proposition.
- Execute and refine best practice inbound lead generation programs.
- Leverage content marketing efforts and in-house category knowledge to drive engagement.
- Responsible for social media strategy and tactics including Twitter, Facebook, LinkedIn and blogs
- Take ownership of the LASSO website, updating content and maintaining alignment with the company's branding; manage corresponding SEM & SEO activity
- Develops and supports strategic campaigns with a focus on lead generation programs using PPC, SEO, web, and video content to drive qualified leads, build brand awareness, and increase remarketing audience for lead generation
- Stays on top of emerging marketing trends and generates ideas to build brand awareness and lead generation.
- Assists in set-up of digital campaigns and ensures launches run smoothly; understands and uses analytics tools for campaign tracking.
- Conducts meetings with internal stakeholders to determine need for digital marketing support and provides guidance, execution, and results
- Effectively communicate corporate information to Executives and the Market such as product sheets, branded materials, press releases, etc.
- Provide written quarterly updates to investors.

### **Preferred Capabilities:**

- HubSpot Certified a plus
- Bachelor's degree with a marketing concentration or similar
- 5+ years digital marketing experience (B2B, SaaS)
- 5+ years of experience working with CRM and Marketing Automation platforms.
- 5+ years content creation and content marketing and remarketing experience
- 5+ years of social media marketing experience
- 5+ years of website management experience (WordPress preferred)
- 5+ years of SEO/SEM/PPC experience
- 5+ years of web analytics experience
- High acumen for and desire to continuously learn marketing best practices
- Must exude characteristics of servant leadership and be able to successfully lead a team and provide clear strategic direction to their team
- Must have the ability perform and adapt in an ever-changing, expanding environment
- Must be highly organized with strong attention to detail, with a strong ability to manage projects with many moving parts in a fast-paced environment

We look for individuals that align to our core values: Believe the Best, Act with Purpose, Champion Success, Think Like an Owner, Be a Trailblazer, Saddle up.

### **Benefits**

- + Hybrid work environment
- + Competitive salary
- + Health, Dental, Vision, STD/LTD coverage, starting Day 1
- + 401k match
- + Educational Assistance
- + Professional Development stipend
- + Flexible PTO
- + Technology tools to do your best work
- + Awesome co-workers

### **Come join us and apply now!**

<https://forms.monday.com/forms/9abf67e5b155c48acf59113011617ff6?r=use1>

*Disclaimer: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of you. Duties, responsibilities, and activities may change, or new ones may be assigned, at any time.*