

# Marketing Strategy Specialist

## GLOBAL LOGISTICS / SALES & MARKETING

*Baltimore, MD 21230 (Fort McHenry/Locust Point)*

Are you a Sales & Marketing Unicorn? We have rainbows, puppies, and magical treats for you!

No, actually, we don't! But, Shapiro has new modern offices in a great location! We are not your grandfather's logistics company. It looks like G\*\*gle in there!

Come work in a sales and marketing role for one of the most respected global logistics firms (customs brokers & international forwarders) in the country. 102 years and counting.

We're small enough to offer tons of growth & learning opportunities, but strong enough to compete across the globe. If you demand accuracy, have high expectations, and seek a career in solutions: **Contact us!**

### **JOB DESCRIPTION**

At Shapiro, our Marketing Strategy Specialist will embark on a journey designing marketing materials, coordinating dynamic digital/print content, maintaining the Company's website, and administering marketing communications, while ensuring corporate brand consistency. This position will also work directly with the Business Development and Sales to develop targeted campaigns and to support business development-related projects.

Examples of duties include:

- Designs, updates, and distributes marketing materials and promotional media to internal and external customers. Manages the Company's social media platforms.
- Manages the Company's outbound digital content schedule and gathers content.
- Creates and maintains email templates within email marketing system and analyzes statistics/reports to recommend improvements.
- Works with IT to update contact database within Shapiro CRM and Shapiro's email marketing system on a regular basis.
- Designs presentations, written and visual, ensuring brand consistency. Designs, creates/gathers content, and distributes the Company's internal monthly newsletter. Maintains the Company website.
- Researches advertisement and promotional opportunities, creates artwork and works with vendors to complete project.
- Creates artwork for promotional giveaway items and oversees distribution.
- Evaluates new products/vendors, administers demonstrations, obtains pricing, and provides recommendations.

- Participates in organizations and functions with networking potential and represents the Company at industry-related functions.
- Responds to all incoming company inquiries through website/email/phone and follows through to ensure optimal customer experience.
- Monitors the Customer Visitation Program.
- Provides guidance to Business Development Coordinator in establishing guidelines on identifying leads that fit into corporate/campaign parameters.
- Continually reviews trade publications in order to stay informed of new services and other general information that may be of interest to customers.
- Proactively researches and analyzes markets and publications that may correspond with the Company's marketing campaigns and seminars.
- Oversees trade show research and procures opportunity for enhanced corporate visibility at these and other events.
- Creates and manages video content and distribution strategies.
- Works on Business Development related projects.

## SKILLS

Ability to remain engaged and focused. Excellent written and verbal communication skills. Ability to generate creative solutions and/or problem-solve. Know the process and then think outside of the box.

\*Project management skills to handle a variety of customers on your desk. Ability to utilize current tech tools to increase efficiency and innovate solutions.

- Strong computer/tech skills (Excel, Office, proprietary databases).
- Must be resourceful, flexible, organized, detail-oriented, and team-oriented.
- Ability to effectively communicate with a variety of contacts, vendors, and departments required (internal and external customers).
- Reliable. Punctual. Organized.
- Discipline to implement and follow Standard Operating Procedures.
- Team player able to build trust and prove dependability.
- Critical thinker.
- Aptitude to be cross-trained and contribute.
- Ability to handle various tasks simultaneously under high pressure and within demanding time constraints.

## EDUCATION AND EXPERIENCE

- Prefer four-year, BA/BS degree in International Business or Supply Chain Marketing / Logistics or equivalent. And/or Marketing majors
- Strong knowledge of domestic and international geography
- 1-3 years' experience with PC, including Microsoft Office, databases, software, web based applications, and vendor's systems.
- 2-3 years of B2B marketing/business development experience required.

- Outstanding and proven design experience, including full proficiency of Adobe Creative Suite products.
- Must have experience in running campaigns in print and digitally.
- Proficiency of interactive social media platforms.
- Ability to work independently, with remote supervisory support, if needed.
- Ability to consistently meet deadlines and maintain steady performance and enthusiasm in a dynamic, time-sensitive work environment.
- Must possess an extraordinary attention to detail as it relates to design and proofing marketing content.
- Proficiency of interactive social media platforms.
- General knowledge of domestic and international air/ocean transportation.
- General knowledge of the importer/exporter base.
- Excellent analytical/problem solving skills.
- Video production experience a plus.
- Continual attention to detail in composing and proofing materials.
- Willingness to travel, as needed. Willingness to work overtime.

## ABOUT SHAPIRO

Samuel Shapiro & Company, Inc., a third generation family-owned business founded in 1915, provides creative and flexible logistics services. With six offices, over 140 employees, and worldwide strategic alliances, Shapiro is the supply chain partner that delivers customized, compliant, and reliable solutions to address its customer's specific import and export needs. Only Shapiro has an experienced and personable staff that truly cares and commits themselves to proactively achieving its customers' business goals.

## CONTACT US!

**Please send all resumes via email to:**

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