

# Marketing Specialist

(GLOBAL LOGISTICS / SALES & MARKETING)

Baltimore, MD 21230 (Locust Point, McHenry Row)

Are you living your best marketing life?

At Shapiro, you have a voice. From content creation, graphic design, video production, advertising, to data analysis...all the marketing!

ClickDimensions, Dynamics, Hub Spot, Adobe Suite, oh my!

Shapiro seeks 1 year (including internships) of experience that demonstrates: design creativity & chops, market analysis ability, and a solid “business” mindset.

- Tech: Digital tools & vendor management (mobile and web apps), total social media management, and CRM duties
- Creativity: Digital design, branding, & product design (shirts, pens, brochures)
- Events: Annual seminar, giveaways, event space coordination

Shapiro’s **Marketing Specialist** will embark on a journey designing marketing materials, coordinating content, maintaining the Company’s website, and administering marketing communications while ensuring corporate brand consistency. This position will also work with the business development/sales team to develop targeted campaigns and to support business development-related projects.

In a modern world where expertise is often devalued, Shapiro stands strong at 104-years old. We’re so compliant, that US Customs learns from us!

And Shapiro is not your grandpa’s shipping company. We have a track record of transparency, developing employees, and investing in our office space & technology. Our Paid Time Off policy is one of the most competitive in the country.

**Is there a seat on our boat for you? Want a career, not just another job?**

## JOB DESCRIPTION

### Typical duties include:

- Designs, updates, and distributes marketing materials and promotional media to internal and external customers. Manages the Company’s social media platforms.
- Assists in the Company’s outbound digital content schedule and compiles content.
- Compiles and creates video 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 newsletter.
- 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.
- Responds to company Facebook requests to ensure optimal customer experience.
- 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.

## SKILLS

- Prefer four-year, BA/BS degree in Marketing, Advertising, Graphic Design, or related field.
- Interest in domestic and international geography.
- 1-3 years' experience with PC, including Microsoft Office, databases, software, web-based applications, and vendors' systems.
- 1-3 years of B2B marketing/business development experience required (internships may count).
- Outstanding and proven design experience, including full proficiency of Adobe Creative Suite products.
- Must have experience in running campaigns in print and digitally.
- 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.
- Proficiency of interactive social media platforms.
- Video production experience required.
- Willingness to travel, as needed. Willingness to work overtime.

## EDUCATION AND EXPERIENCE

- Prior CRM experience preferred, but not required.
- 1-2 years of business development experience preferred and/or comparable internship experience.
- Prefer four-year, BA/BS degree in International Business, Supply Chain Management, Logistics, Business Administration, Marketing and/or equivalent work experience.
- Exposure to international logistics and supply chain a plus.

## ABOUT SHAPIRO

Shapiro is a third-generation family-owned international shipping and logistics business, founded in 1915. For over a century, Samuel Shapiro & Company, Inc. has provided full door-to-door capabilities and proudly serves as a one-stop-shop for Customs brokerage and international freight forwarding services. It's simple – We Deliver. Problem Solved.

## CONTACT US!

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

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