**CERTIFY** is on a mission. We want to connect the world by offering the world’s first modality and hardware agnostic platform in a fully scalable, cloud-deployed environment. We want to empower everyone – from fitness centers to large hospital systems – to harness the power of biometric authentication.

Founded in 2012, CERTIFY is the first and fastest growing SaaS-based multifactor biometric platform. Implemented across diverse verticals and industries around the globe, we provide secure, innovative, and reliable authentication with our own patented technology.

**MARKETING COORDINATOR**

CERTIFY® is seeking a Marketing Coordinator who is creative, dynamic, a self-starter and eager to build and execute strategic marketing plans. The candidate should be prepared to work in a fast-paced environment, across various industries such as healthcare, health and wellness, finance, retail, information technology and more, and on multiple products.

**Responsibilities**

* Implement marketing and advertising campaigns
* Create marketing strategies, plans, and objectives
* Plan and collaborate with Sales on client and product presentations
* Prepare marketing reports by collecting, analyzing, & summarizing key business & industry metrics
* Keep promotional materials up to date by coordinating requirements with management
* Support sales team by helping to provide market trends, forecasts, and new product information
* Research competitive products and
* Prepare, plan, and attend trade shows and conferences
* Regularly update social media posts and write blog articles
* Compile and format briefing materials

**Qualifications**

* Bachelor’s degree in marketing, communications, or related field
* 3+ years of B2B marketing experience preferable in the tech or healthcare industry
* Strong planning and coordination skills
* Excellent communication skills
* Ability to work independently
* Ability to manage numerous projects simultaneously
* Willingness to contribute to the overall operation of CERTIFY®
* Ability to generate and follow through on creative and innovative ideas
* Proficiency with computers and common applications such as MS Office applications
* Knowledge of marketing automation tools and CRM systems
* Knowledge of SEO optimization and digital marketing tactics