

BuzzIQ Labs

<https://buzziqlabs.com/careers/lead-marketing-automation-fma030/>

Lead – Marketing Automation

Description

Job Title: Lead – Marketing Automation

Company: BuzzIQ Labs

Location: Pune

Employment Type: Full-time

About BuzzIQ Labs

BuzzIQ Labs is your trusted B2B demand-gen partner built for the new era – where buyers are informed, journeys are complex, and growth demands precision.

We specialize in creating intelligent, full-funnel marketing systems that help businesses attract the right audience, build trust, and convert demand into measurable revenue. BuzzIQ Labs serves clients across APAC, EMEA, and North America, bringing a global perspective to every engagement.

Responsibilities

We are looking for an analytical and process-driven Senior Marketing Automation Expert to architect, scale, and optimize the GTM martech infrastructure for our portfolio of B2B SaaS clients. In this role, you will bridge the gap between demand generation, RevOps, and sales operations—building sophisticated lifecycle programs, complex nurture workflows, and robust lead management systems that turn targeted traffic into qualified pipeline and measurable ARR.

- **Lifecycle & Nurture Architecture:** Design, build, and optimize multi-channel automated lifecycle programs across the entire B2B buyer journey (ToFu, MoFu, BoFu), incorporating triggered email sequences, event-driven workflows, and account-based engagement.
- **Martech Stack Optimization & Integration:** Serve as the primary technical admin for client automation engines (HubSpot, Marketo, Pardot/Salesforce Account Engagement), managing end-to-end integrations with CRM platforms (Salesforce, HubSpot CRM), enrichment services (Clearbit, ZoomInfo), and ABM platforms (6sense, Demandbase).
- **Lead Scoring & Routing:** Architect advanced lead-scoring (MQL/PQL/SQL) and intent-based routing frameworks to ensure rapid lead handoff and sales-marketing alignment across inbound and outbound channels.
- **GTM & Demand Gen Operations:** Partner with demand gen and growth teams to launch automated campaign infrastructure for webinars, gated content, product-led onboarding (PLG sequences), and outbound account-based campaigns.
- **Attribution & Performance Analytics:** Configure full-funnel attribution models, conversion tracking, and reporting dashboards (via GA4, Looker Studio, or CRM reporting) to evaluate multi-touch campaign ROI, pipeline velocity, and customer acquisition costs (CAC).
- **Data Hygiene & Database Governance:** Own database segmentations, list hygiene, compliance standards (GDPR, CAN-SPAM, CCPA), domain deliverability (SPF/DKIM/DMARC), and data-enrichment workflows.

Hiring organization

BuzzIQ Labs

Employment Type

Full-time

Job Location

Pune, Maharashtra, India

Date posted

September 21, 2026

- **Experimentation & Conversion Rate Optimization (CRO):** Execute systematic A/B and multivariate testing on email copy, CTAs, landing pages, and lead capture forms to maximize conversion efficiency across all stages.

Qualifications

- **Experience:** 5+ years of hands-on marketing automation and RevOps experience, with a proven track record specifically within high-growth B2B SaaS or B2B tech environments.
- **Platform Expertise:** Expert-level mastery/certification in HubSpot Marketing Hub Enterprise, Marketo Engage, or Salesforce Account Engagement (Pardot).
- **CRM & Data Proficiency:** Deep working knowledge of Salesforce/HubSpot CRM data structures, custom objects, REST API webhooks, sync logic, and workflow automation.
- **B2B SaaS Metrics Mastery:** Comprehensive understanding of SaaS GTM models (PLG, Sales-Led, Hybrid), buyer stages, and metrics (MQLs, SQLs, PQLs, ARR, CAC, LTV, and churn).
- **Analytical Skills:** Proficiency with attribution tools, Google Analytics 4, Looker Studio, and advanced Excel/BI reporting to translate automated campaign data into business outcomes.
- **Communication & Strategic Thinking:** Ability to translate complex technical workflows into actionable GTM strategies for client stakeholders and executive leaders.

Preferred Qualifications

- Experience working in an agency setting managing automation and RevOps for multiple client instances simultaneously.
- Hands-on experience with product-led growth (PLG) mechanics, managing product telemetry triggers, or reverse-ETL tools (e.g., Census, Hightouch).
- Familiarity with HTML/CSS for custom email template design and JS for advanced webhooks/tracking pixels.

Job Benefits

- Competitive salary with performance-based bonus incentives.
- Generous budget for platform certifications, MarTech tool trials, and ongoing professional development.
- Direct exposure to scaling the GTM tech stacks of high-growth tech startups and enterprise SaaS brands.