

Head of Revenue Marketing

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Company: D-ID

Location: Tel Aviv-Yafo

Category: other-general

D-ID is at the forefront of revolutionizing generative AI-powered interactions and content creation. Specializing in Natural User Interface (NUI) technologies, D-ID's platform seamlessly transforms images, text, videos, audio, and voice into highly engaging Digital People, offering a uniquely immersive experience.

D-ID combines facial synthesis and deep learning expertise to deliver interactive AI experiences in multiple languages, elevating and scaling the way we connect and create in the digital world. The company's technology provides solutions for businesses specializing in customer experience, marketing, and sales, as well as for content creators around the world. More than 150 million videos have been produced with D-ID's user-friendly self-service Creative Reality™ studio and integrations and more than 250,000 developers are building solutions with the D-ID API. Founded in 2017 and supported by tier 1 VCs, D-ID employs 70 people in offices in Tel Aviv, New York, London, and Singapore.

As the Head of Revenue Marketing, you will play a crucial role in leading our company's marketing strategy to drive new business and cross-sell pipeline and revenue targets.

Reporting to the VP of Marketing, this global role involves driving revenue growth across all channels and aligning marketing initiatives with broader company goals. You will manage a team of 4-5 FTEs and coordinate with various agencies to achieve these objectives.

About You:

You are a self-motivated leader with a proven track record in a rapid-growth environment.

You excel in strategic thinking, data analysis, and creative problem-solving. Your strong organizational, communication, and team management skills make you an effective leader who

can inspire and empower your team to achieve exceptional results.

Responsibilities:

- Develop and implement customer acquisition strategies for new and existing customers, overseeing both direct and self-serve marketing channels.
- Lead and grow the global SDR outbound team, focusing on effective lead generation and customer acquisition strategies.
- Oversee marketing operations, managing a team of marketing professionals and ensuring alignment with the company's demand generation goals and strategies.
- Design, execute, and monitor effective demand creation activities, focusing on metrics such as pipeline values, deal size, churn rate, expansion and close rates.
- Control the revenue marketing budget, ensuring efficient allocation of resources across various campaigns and channels.
- Collaborate with sales to align on campaign strategies and target accounts, fostering a strong, productive relationship.
- Continuously analyze performance data to refine marketing tactics and strategies, focusing on ROI and cost-effective acquisition methods.

Requirements

- Minimum 8 years of marketing leadership experience, with a strong background in demand generation.
- Experience in technology or SaaS-based companies.
- Proficient in B2B online marketing tactics (e.g. paid media, SEO, ABM, PPC) and tools like HubSpot, Outreach, Drift, 6Sense, and Salesforce.com.
- Proven ability to collaborate with Sales for shared goals and a data-driven marketing approach.
- Experience in managing global campaigns and localizing marketing messages.
- Strong ability in managing external vendors and agencies.

Key Performance Indicators:

- Achievement in SQLs and Meetings.
- Pipeline Creation and Management.
- MQL attainment and efficient campaign spending.
- Reduction in average time to close and increase in Average Deal Size.
- Achievement in Closed Won bookings.

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