



## Sales Operations & Email Marketing Specialist

### **Who We Are**

Tradeshow Logic is a full-service show management and event solutions company that helps associations create more buyer-seller connections, increase marketing & engagement, reduce the cost of participation, and elevate the experience for all stakeholders. Tradeshow Logic exists to give our clients the courage to make bold decisions and drive strategic change to amplify the value of events. We offer a full suite of services including total event management, insights & data analytics, exhibitor sales & sponsorship, vendor strategy, event operations & logistics, audience acquisition & marketing, and customer care.

### **Our Culture Code**

Tradeshow Logic's culture is driven by a shared passion to be proactive change agents. We are not bound by the way things have always been done; we are driven by how to do them better. Those who join Tradeshow Logic understand, believe in, and value our mission and our culture – and they seek to protect it.

- **Honest & Transparent** – We are a tightly bonded team anchored by passion, empowerment and collaboration. We share ideas, give feedback graciously and accept failure as the cost of innovation.
- **A Group of Over Achievers** – When we go in, we go ALL in. We just can't help ourselves. We always over-deliver. Always.
- **Customer-Centric to the Core** – Our company is nimble and flexible and therefore supremely skilled at accommodating our clients. We give them what they want and help them do the same with their own customers.
- **Our People = Our Strength** – Tradeshow Logic is full of innovative, creative, resourceful thinkers who have a reputation for helping clients imagine and execute new solutions to overcome challenges and grow event success.
- **Remote Office Environment** – We attract such wonderful talent, partially because of the flexibility of our work environment and our commitment to work-life balance. Since everyone works remotely, our employees thrive on being trusted and empowered to make a difference. They appreciate their flexibility and in return give willingly to clients 100% of the time.
- **Diversity & Inclusion** – At Tradeshow Logic, people come first. As an organization, we are committed to equitable inclusion and the value of diverse perspectives and

experiences. To encourage and empower our team to perform at the highest level, and with unwavering commitment to our mission, we foster and promote an accepting and tolerant environment for everyone in the Tradeshow Logic family.

### ***Your Role at Tradeshow Logic – Position Overview***

We are seeking a full-time, remote, detail-oriented, tech-savvy **Sales Operations & Email Marketing Specialist** to support our sales and marketing teams, maintain the technology stack that powers our exhibit and sponsorship programs, and execute our email marketing campaigns.

This hybrid role blends **CRM administration, HubSpot email marketing, and floor plan platform management** with sales support and general administrative responsibilities. You'll serve as the operational backbone between the sales, marketing, and event operations teams—ensuring that tools like HubSpot, interactive floor plan platforms (e.g., Map Your Show, a2z/Personify, Map Dynamics, eShow), and proposal materials are maintained and optimized to support revenue growth, strong engagement, and exceptional client experiences.

### ***Core Responsibilities***

#### **CRM & Technology Administration**

- Serve as the gatekeeper for HubSpot CRM, ensuring data integrity, contact management, workflows, automation, segmentation, and reporting.
- Manage integrations between HubSpot and proprietary CRM systems.
- Train internal users on CRM and floor plan tools, and identify opportunities for automation or workflow improvements.
- Liaise with external platform providers to ensure systems are operational and aligned with event timelines.

#### **Email Marketing Execution (HubSpot)**

- Build, design, and deploy branded marketing emails, newsletters, and sales prospect campaigns in HubSpot—ensuring proper formatting, responsiveness, accessibility, and strong calls to action.
- Manage content testing, client approvals, and deployment timelines.
- Implement A/B testing, personalization, segmentation, and triggered content strategies to increase engagement and conversion.
- Monitor deliverability and recommend improvements for design, readability, and response optimization.
- Capture metrics and provide detailed reporting to sales and marketing teams; recommend optimizations to enhance performance.

## **Sales & Floor Plan Operations**

- Support sales teams with lead management, pipeline tracking, and contract processing.
- Set up contract parameters (pricing, terms, conditions) in digital contracting systems.
- Configure and maintain exhibit floor plans in platforms such as Map Your Show, a2z/Personify, Map Dynamics, or eShow.
- Assist with development and management of sponsorship offerings, including ongoing updates to the Sponsorship Gallery.
- Create sales proposals, decks, and supporting materials in PowerPoint/PDF.

## **Reporting & Analytics**

- Build dashboards and generate cross-functional reports to inform decision-making.
- Track sales, marketing, and engagement KPIs to measure ROI and improve program effectiveness.

## ***Requirements***

- 2–4 years of experience in sales operations, CRM management, or email marketing.
- Hands-on experience with **HubSpot CRM and Marketing Hub** (required).
- Knowledge of interactive floor plan tools (Map Your Show, a2z/Personify, eShow, etc.) (required).
- Strong understanding of **email design best practices, deliverability, and campaign optimization**.
- Basic graphic design skills (email, digital, web); experience in Canva or Adobe Creative Suite preferred.
- Proficiency in Microsoft Office Suite (Excel, PowerPoint, Word).
- Detail-oriented with strong organizational and project management skills.
- Analytical mindset with the ability to translate data into actionable insights.
- Strong communication skills to collaborate with sales, marketing, and event operations teams.

## ***Who excels in this role?***

The ideal candidate is an experienced, detail-driven professional who thrives on building, maintaining and optimizing the systems that power sales and marketing performance. This person enjoys being the connective tissue between teams, data and technology and takes pride in keeping tools accurate, campaigns running smoothly and operations moving forward.

This role is well suited for someone who brings confidence from hands-on experience and is comfortable owning execution across CRM administration, email marketing and sales operations. You are naturally curious about how workflows can be improved, how automation can save time and how better data leads to better decisions. You are not afraid to roll up your sleeves, solve problems and make things work better than they did yesterday.

Success in this role will be measured by the accuracy and reliability of systems, the effectiveness of email campaigns, the efficiency of sales operations and the quality of support provided to internal teams. A strong performer in the Sales Operations & Email Marketing Specialist role will demonstrate the following skills and characteristics:

**Operational Excellence:** Highly organized and process-oriented with a strong appreciation for clean data, structured workflows and well-maintained systems that support growth.

**Technically Capable:** Comfortable working in HubSpot and related platforms with the ability to troubleshoot issues, manage integrations and collaborate with vendors when needed.

**Detail-Focused:** Exceptionally attentive to accuracy across CRM data, email builds, floor plan configurations, contracts and reporting. Spots issues early and takes action to resolve them.

**Analytical Thinker:** Reviews performance metrics, identifies trends and translates data into practical insights and recommendations that improve engagement and efficiency.

**Strong Executor:** Able to manage projects from setup through launch, balancing multiple priorities while meeting deadlines and maintaining high standards.

**Collaborative Partner:** Works effectively with sales, marketing and event operations teams. Communicates clearly and proactively to keep projects aligned and moving forward.

**Adaptable:** Comfortable managing multiple initiatives across different timelines and events while responding calmly to shifting priorities.

**Design-Aware:** Understands email and digital design best practices and applies them to create clear, readable and on-brand communications.

**Self-Directed & Accountable:** Works independently in a fully remote environment, manages time well and takes ownership of responsibilities from start to finish.

**PLEASE SUBMIT RESUME TO HILARY MANNING at [hmanning@tradeshowlcogic.com](mailto:hmanning@tradeshowlcogic.com)**

#### ***Equal Opportunity Employer***

Tradeshowlcogic is an equal opportunity employer that is committed to inclusion and diversity. We take affirmative action to ensure equal opportunity for all qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, or other legally protected characteristics.